UNIVERSITI TUNKU ABDUL RAHMAN

10-year Strategic Plan

Mid-term Review

2013 - 2022
About Universiti Tunku Abdul Rahman

Achievements / Awards

VISION
To be a global university of educational excellence with transformative societal impact

MISSION
We are committed to achieving the Vision through:

- Universal values in our beliefs
- Tenacity in overcoming challenges
- Ability in facing new frontiers
- Responsibility in pursuit of excellence

GOALS
1. Enhancing the quality of education to produce knowledgeable and forward thinking graduates with values and ethics to face new frontiers
2. Invigorating the intellectual pursuit through research and innovation that have impact to the society
3. Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges
4. Intensifying the use of technology in all aspects of the University’s functions including engagement with lifelong learners
5. Enhancing international standing and community outreach through excellent global and community networking

THE WORLD UNIVERSITY RANKINGS

- #501 -600
- #99
- #188

UNIVERSITY RANKINGS

ASIA

QS

Six (6) Educational Pillars of UTAR

1. Virtue and Morality
2. Knowledge and Intellectual
3. Physical and Mental Health
4. Creativity and Innovation
5. Aesthetics and Harmony
6. Sociality and Humanitarianism

1. GOVERNANCE
2. ACADEMIC PROGRAMMES
3. RESEARCH & DEVELOPMENT
4. COLLABORATION & ENTERPRISE
5. STAFF DEVELOPMENT
6. STUDENT AND FACILITIES SERVICES
7. COMMUNITY

8 FOCUSED AREAS

24 STRATEGIES

PAM Awards 2013
Gold (Education)

Officially launched on 13 August 2002 as a not-for profit university providing AFFORDABLE QUALITY EDUCATION

Main Campus was built on a 1300 acre piece of land donated by the Perak State Government. The campus welcomed its first intake of students in May 2007.

The UTAR Sungai Long Campus is a purpose-built campus with surrounding facilities and services that support banking, housing, public transport, shopping and meals for the convenience of the students. On 1 June 2015, UTAR relocated its campuses and offices from Setapak, Kuala Lumpur and Section 13 Petaling Jaya to its own campus in Sungai Long in a move to consolidate and strengthen the University’s presence in the Klang Valley. This move to Sungai Long was one of the most defining moments in UTAR’s history as the University continues its next decade of excellence in education.
Universiti Tunku Abdul Rahman

Focused Areas
Governance

iCGPA
A new benchmarking and corrective assessment mechanism intended to evaluate students' overall progressive development.

Blockchain
Further increase the security of degree certification system to prevent forgeries and tampering of certificates.

Research and Development

Undergraduate Research Scheme
URS is a structured programme designed to expose and train undergraduates in various aspects of research project implementation.

Benefits
- Certification on Research Skills via Research Project Attachment
- Training on Research Methodology
- Exposure to the Field of Research and Development
- Employability Enhancement
**USSDC Certification**

Qualified students will be awarded USSDC (UTAR Soft Skills Development Certificate) which outlines their soft skills-related activities as well as extra co-curricular accomplishments.

- Introduction of USSDC 10 Core Components

**New Village Project**

Students proudly play their role in contributing to the community through:

- New Village E-Commerce Project
- New Village Tour
- New Village Activities
- New Village Collaborative Project
- New Village Community Service (We Care We Act)
- New Village Survey
Governance

- Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges

1. Financial viability
2. iUTAR
3. Leadership and entrepreneurship development
Academic Programmes

**GOALS**

- Enhancing the quality of education to produce knowledgeable and forward thinking graduates with values and ethics to face new frontiers
- Invigorating the intellectual pursuit through research and innovation that have impact to the society

**STRATEGIES**

1. Comprehensive, outcome-based and interdisciplinary programme
2. Quality review and benchmarking
3. Passion for learning
4. Industry-oriented and internationalised education
Research and Development

GOALS
- Invigorating the intellectual pursuit through research and innovation that have impact to the society
- Enhancing the quality of education to produce knowledgeable and forward thinking graduates with values and ethics to face new frontiers

STRATEGIES
1. Cross-disciplinary research to solve real-world problems
2. Diversification of research funding sources
3. Publication and Patent filing
4. Commercialisation and Consultancy
5. International collaborations
Collaborations and Internationalisation

**GOALS**
- Enhancing international standing and community outreach through excellent global and community networking

**STRATEGIES**
1. MNC and SME/SMI focused
2. Expertise Netlink and Idea factory
3. Diversity and Global networking

Eco Resort - Wind Capture
By Student(s): Lee Xin Yee
Malayan Railway Administration Office (KTM BERHAD)

By Student(s):
Yong Song Zhe, Tan Yin Yan,
Lim Chyi Bing, Foo Yong Sheng,
Teoh Han Rui, Zaheerah Mansor

Staff Development

GOALS

- Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges
- Invigorating the intellectual pursuit through research and innovation that have impact to the society

STRATEGIES

- Staff strength
  - Increasing PhD Ratio for Academic Staff
  - Continuous Staff Development
  - Recruitment and Retention of Quality Staff
Student Development

GOALS

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STRATEGIES

1. Student recruitment and training
2. Soft skills development
3. Employability
4. Co-curricular activities

Tea House
By Student(s): Chen Bing Wei Michelle Yoo
Student Development

GOALS

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STRATEGIES

1. Student recruitment and training
2. Soft skills development
3. Employability
4. Co-curricular activities
Facilities and Services

Wau Art Gallery and Studio
By Student(s):
Lim Jeng Ying

GOALS

- Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges
- Intensifying the use of technology in all aspects of the University’s functions including engagement with life long learners

STRATEGIES

1. Conducive environment and campus
2. Effectiveness and efficiency of services
Community

Vivekananda Ashrama
By Student(s):
Chang Chee Ping, Chuah Si En,
Goh Sze Kay, Ho Bei Yu,
Lim Teck Yao, Yew Li Zhen

- Intensifying the use of technology in all aspects of the University's functions including engagement with life long learners
- Enhancing international standing and community outreach through excellent global and community networking

1. Strong Alumni network
2. Contribution to community