



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

Unleashing Potentials
Shaping the Future



FACULTY OF BUSINESS AND MANAGEMENT STRATEGIC ACTION PLAN BOOK 2023



<https://fbm.uitm.edu.my>



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FBM_UiTM



FBM UITM



FACULTY OF BUSINESS AND MANAGEMENT

STRATEGIC ACTION PLAN BOOK

2023

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FOREWARD

Warm greetings to all.

FBM has exciting aspirations as UiTM moves toward a Globally Renowned University by 2025. Our SAP 2023 defines how we will be successful within a challenging and changing higher education environment. The plan has been devised to enrich the experience of our staff, students, and stakeholders. The SAP 2023, which will guide FBM, captures three strategic thrusts that will enhance our reputation and position on a global platform namely quality education, global excellence and value-driven performance. We have embraced research as an integral part of teaching with the clear mission of becoming a leading global faculty, excelling in research and professional education.

Since its establishment in 1956, FBM has developed to become one of the country's top and largest faculty, known for professional and diverse academic programs, innovation, creativity and research aimed at improving the status of Bumiputera professionals. This SAP 2023 provides a roadmap for our future, enables us to navigate current challenges and develops our identity as a world-class faculty. With the support and concerted efforts of our students, faculty, staff, stakeholders, alumni, donors and industry partners, we have succeeded in building a faculty that is committed to excellence. We are excited to move forward and continue our remarkable trajectory of success. We call for the contributions of our large and supportive community of students, staff, alumni and industry partners to join us to achieve the ambitious goals of our SAP 2023.

Thank you.



PROFESOR DR. FIRDAUS ABDULLAH
DEAN, Faculty of Business and Management



UiTM VISION, MISSION AND PHILOSOPHY

Vision

To establish UiTM as a premier university of outstanding scholarship and academic excellence capable of providing leadership to Bumiputeras's dynamic involvement in all professional fields of world-class standards in order to produce globally competitive graduates of sound ethical standing

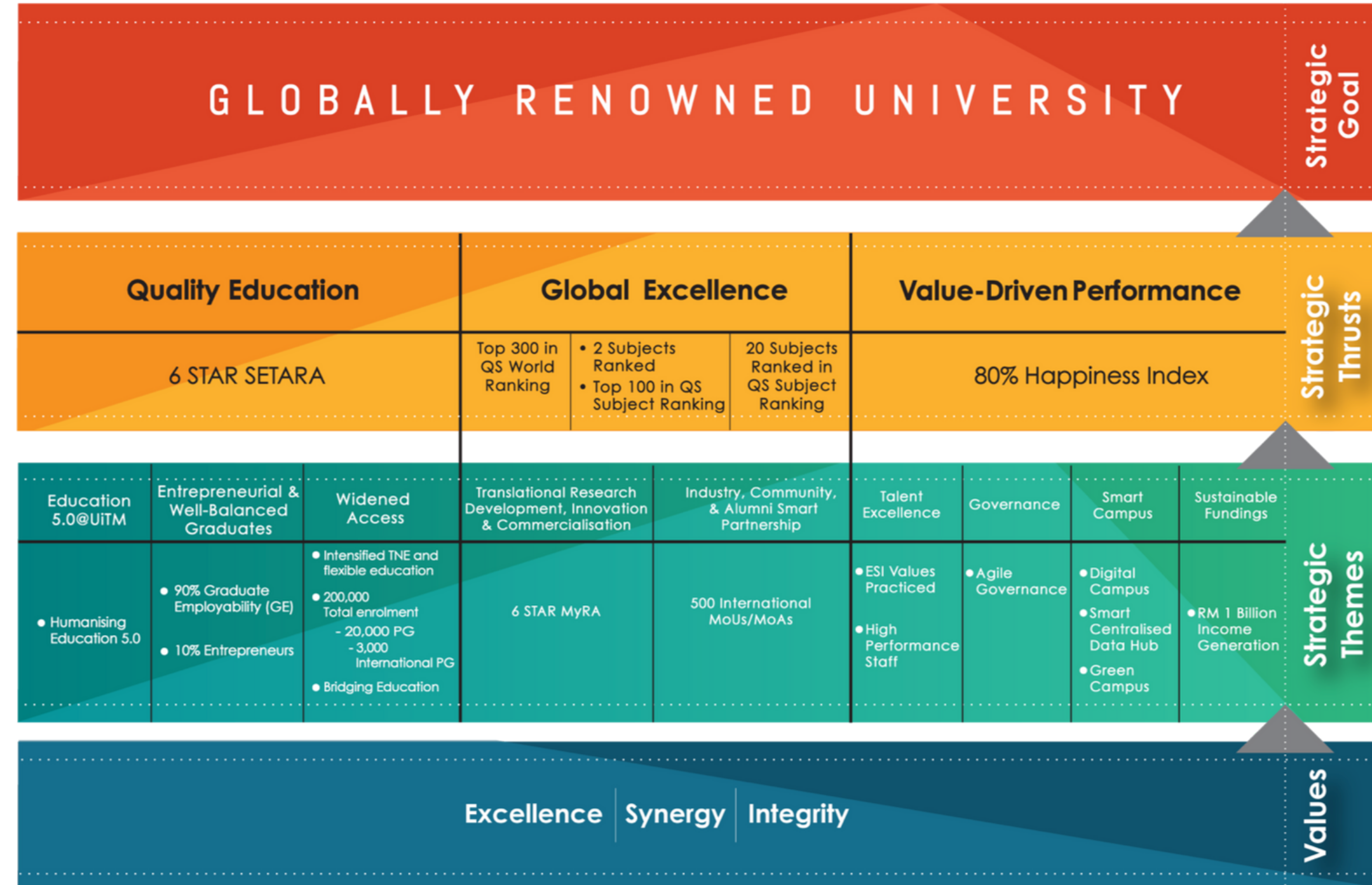
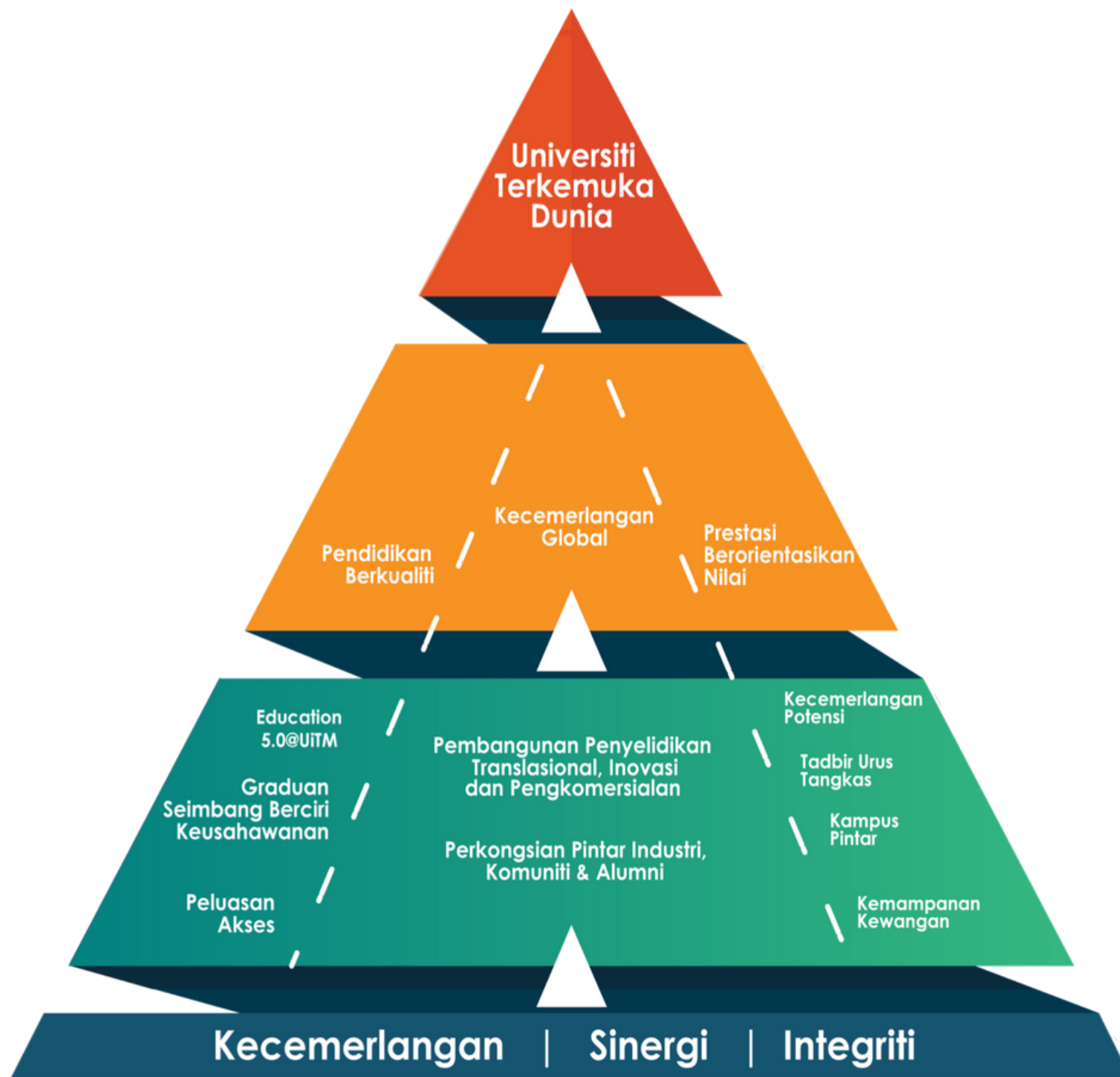
Mission

To enhance the knowledge and expertise of Bumiputeras in all fields of study through professional programmes, research work and community service based on moral values and professional ethics.

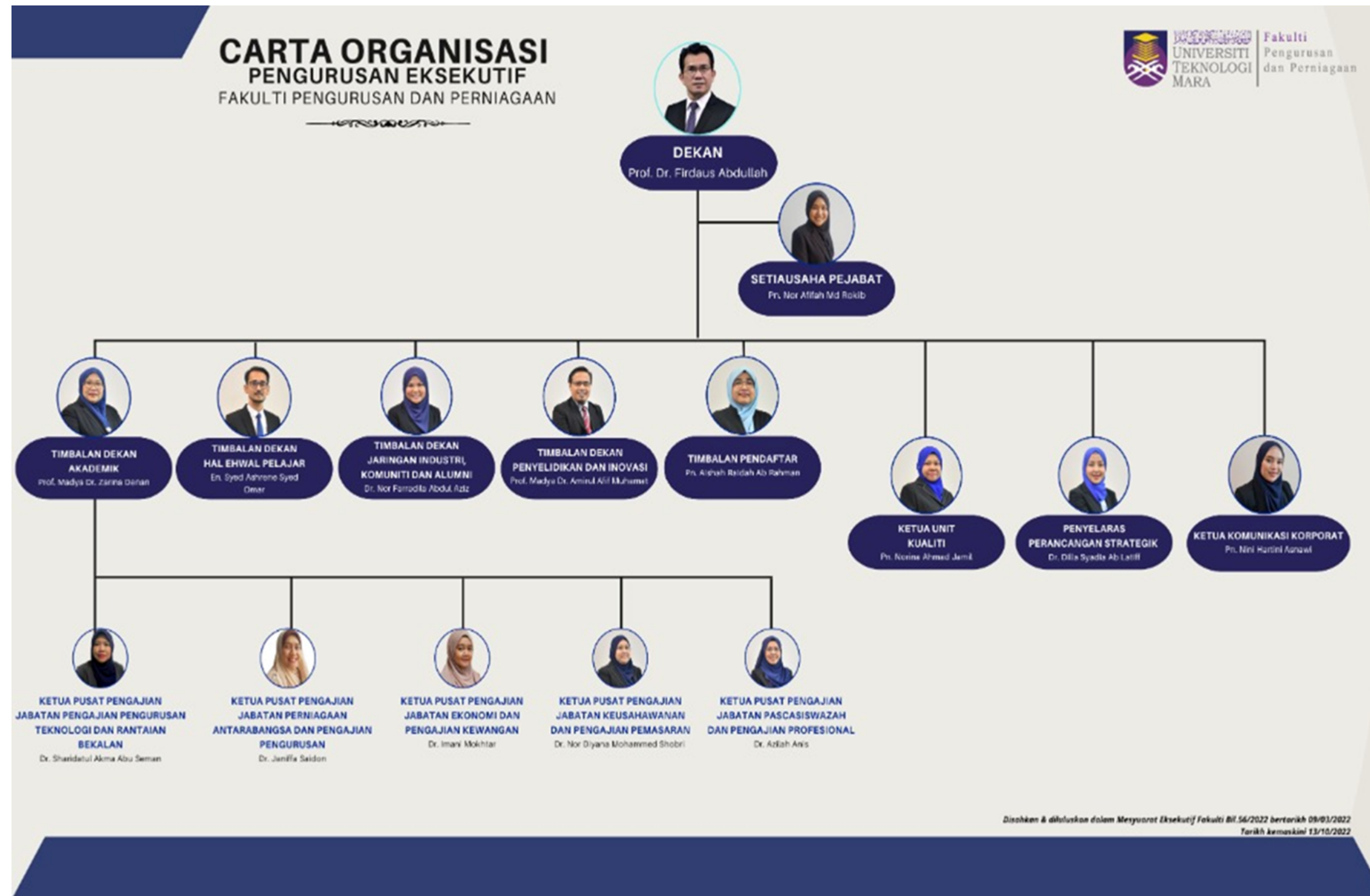
Philosophy

Every individual has the ability to attain excellence through the transfer of knowledge and assimilation of moral values so as to become professional graduates capable of developing knowledge, self, society and nation.

UiTM2025 Desired State

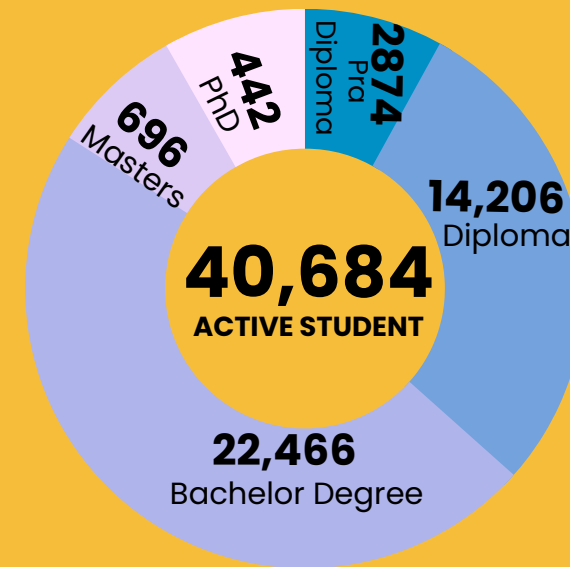


Executive Management



FBM Facts & Figures

OUR FACULTY



ACADEMIC PROGRAM

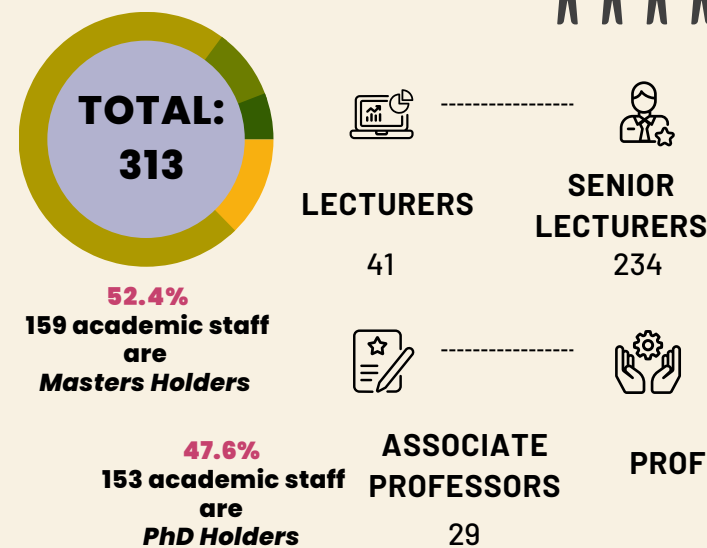


ACADEMIC DEPARTMENT



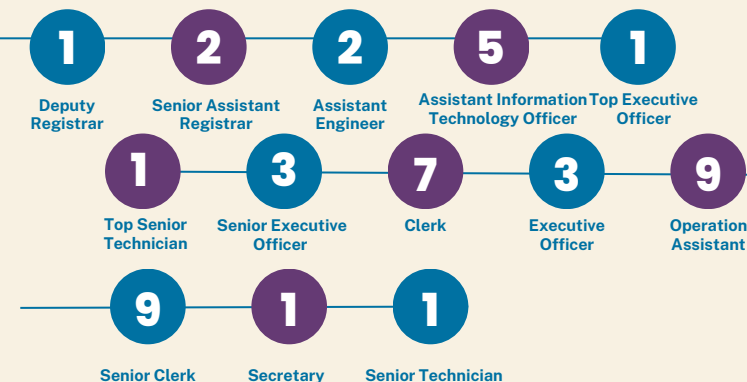
OUR STAFF

Academic Staff



Administrative Staff

Total: 45 (PUNCAK ALAM)



Graduate Employability



Active Research Grants

In-house Journal



Awards



FBM Facts & Figures

Accreditation, Membership and Ranking:



In progress:



QS World University Ranking by Subject 2021:



Partnership through MoU & MoA:



FBM Academic and Professional Programmes



Department of Economics and Financial Studies

- Insurance
- Finance
- Islamic Banking
- Business Economic
- Business Economics & Mathematic Management



Department of Entrepreneurship and Marketing Studies

- Entrepreneurship
- Customer Service Management
- Marketing
- Retail Management



Department of International Business and Management Studies

- Health Administration
- Event Management
- Human Resource Management
- International Business



Department of Technology and Supply Chain Management Studies

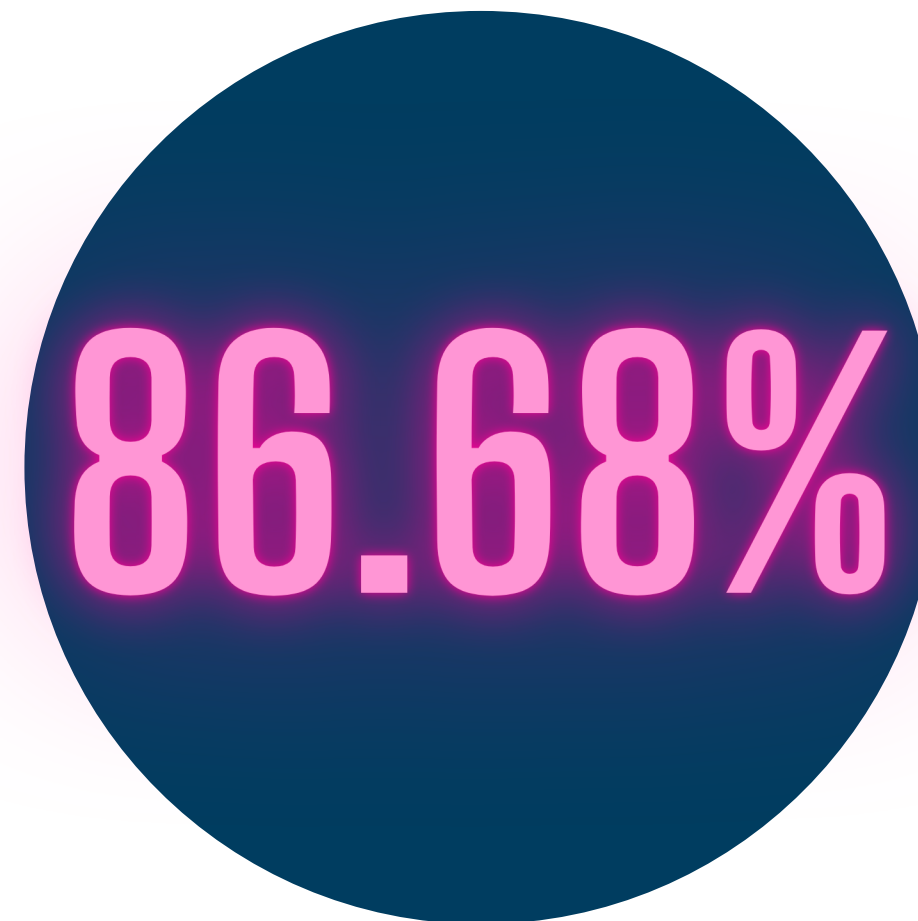
- Office Systems Management
- Operations Management
- Transport



Department of Postgraduate and Professional Studies

- Coursework
 - 1.Master of Human Resource Management
 - 2.Master of Applied Entrepreneurship
 - 3.Master of Customer Service Management
 - 4.Master of Business Economics
 - 5.Master in Office Systems Management
- Research
 - 1.Master of Science (Business Management)
 - 2.Doctor of Philosophy (Office Systems Management)
 - 3.Doctor of Philosophy Business Management
- Professional Programmes
 - 1.Chartered Institute of Logistics and Transport
 - 2.Chartered Institute of Marketing

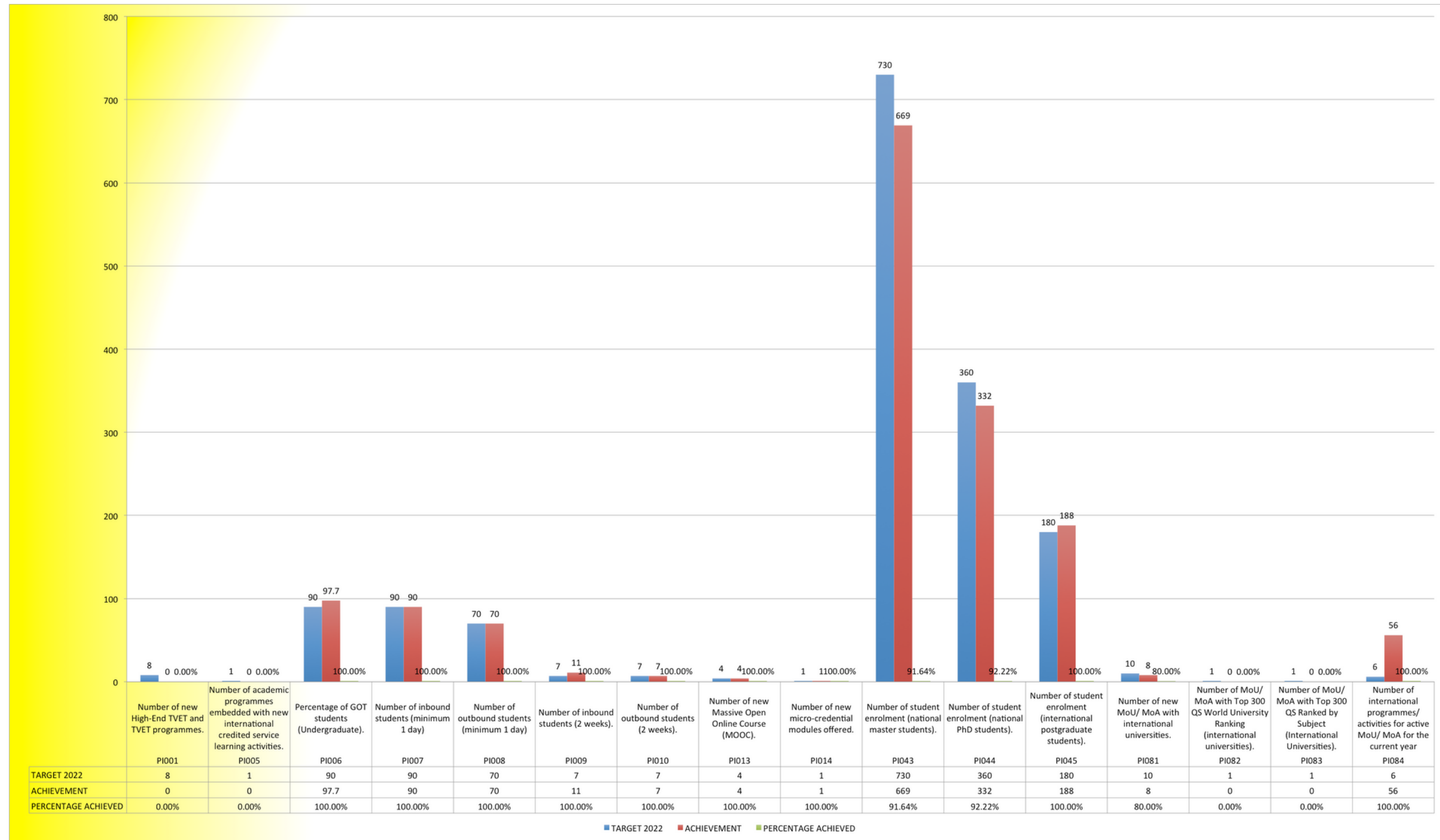
FBM Performance Indicator 2022 Achievement



**This data is simulation data as
of December 2022, subject to
BTU's verification**

FBM Performance Indicator 2022 Achievement

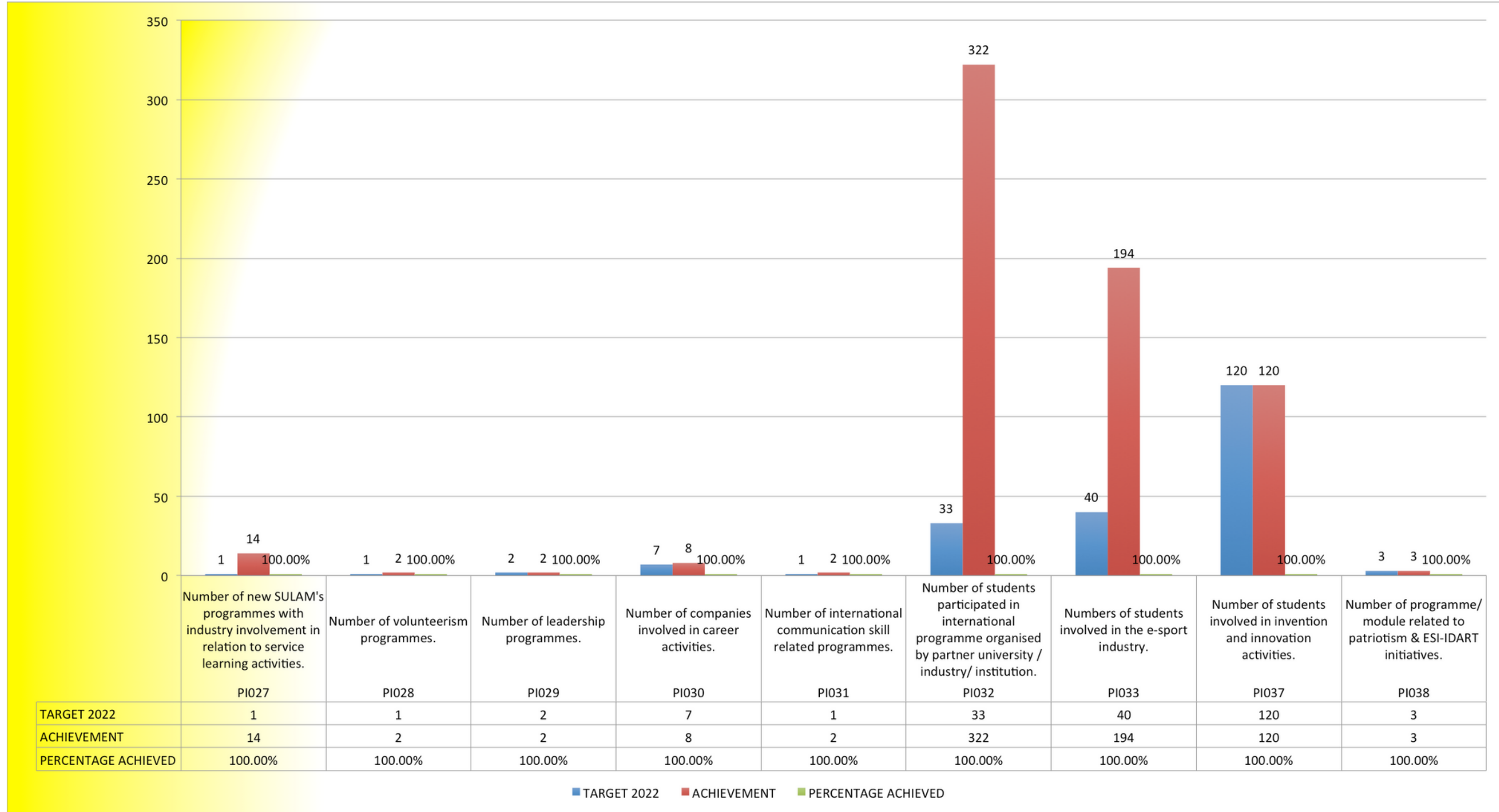
Thrust 1: Academic



This data is simulation data as of end December 2022, subject to BTU's verification

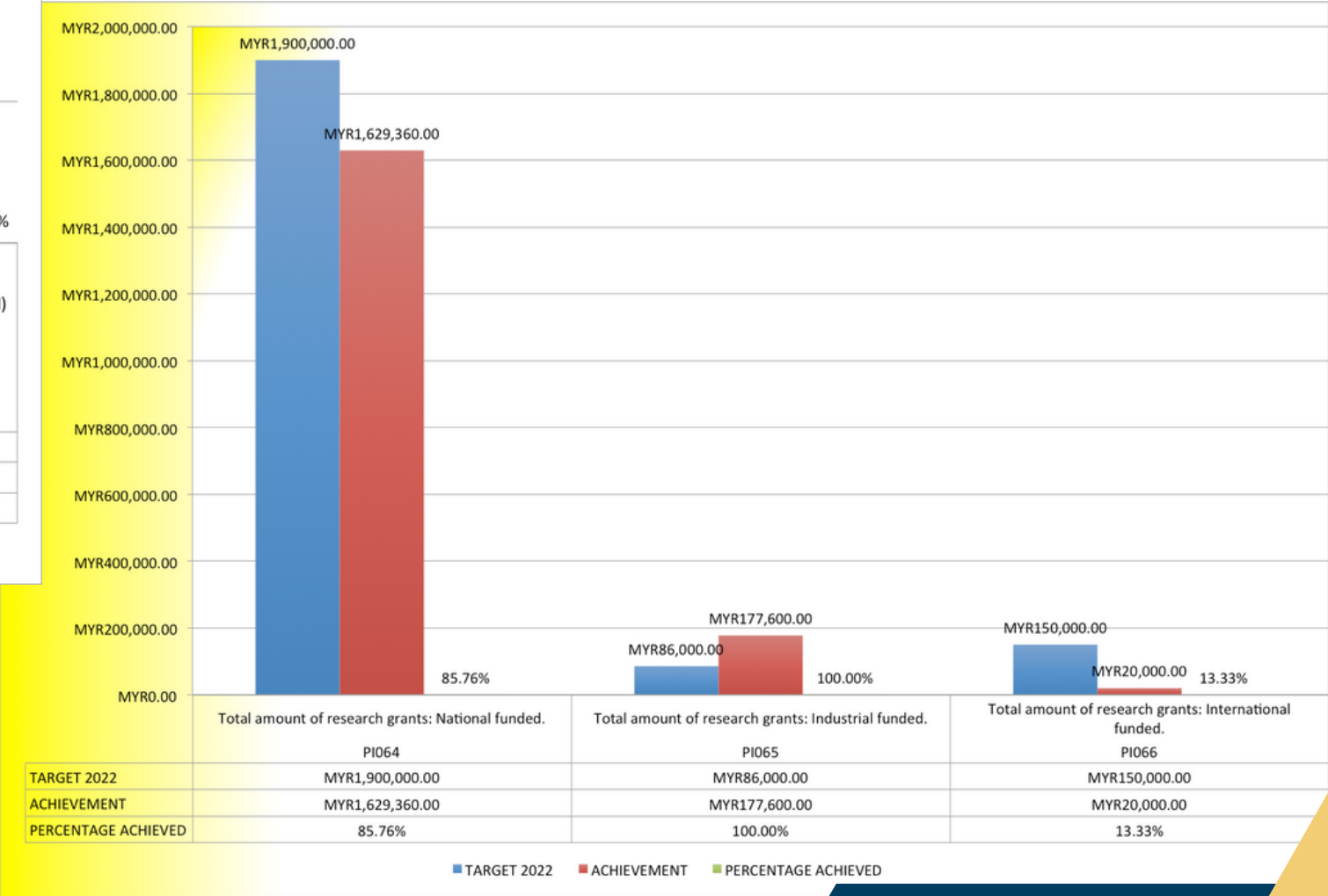
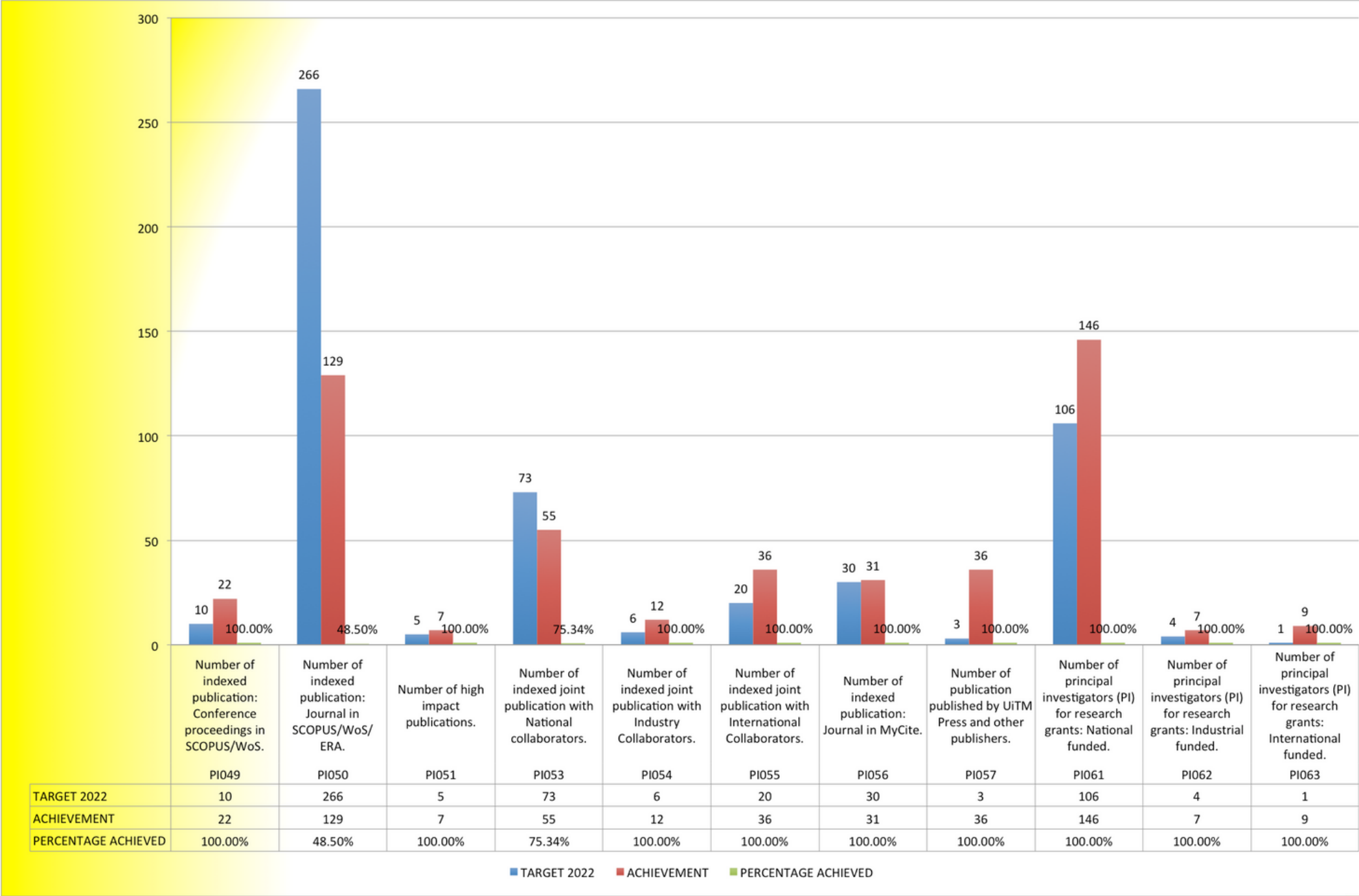
FBM Performance Indicator 2022 Achievement

Thrust 2: Student's Affair



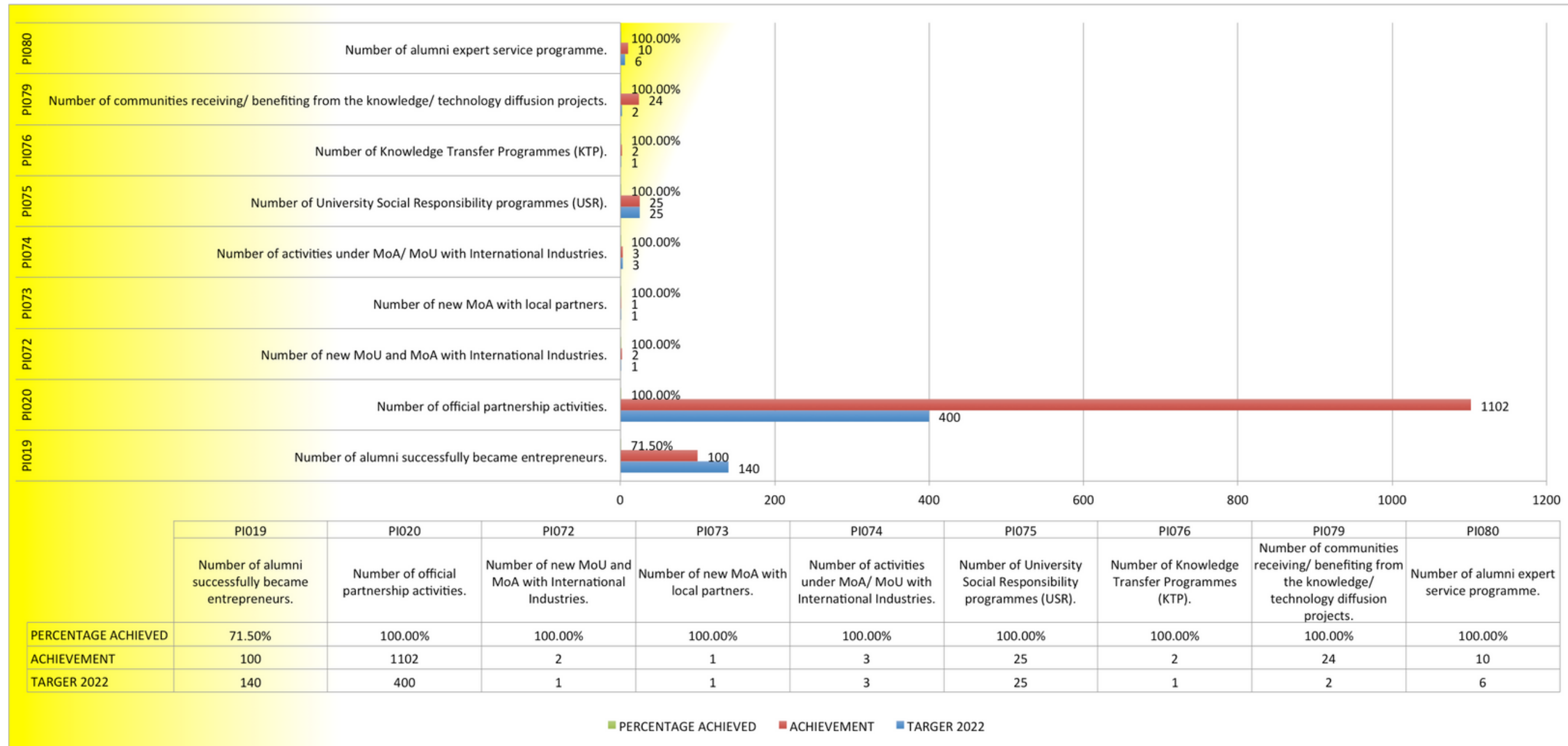
This data is simulation data as of end December 2022, subject to BTU's verification

FBM Performance Indicator 2022 Achievement



Thrust 4: Industry, Community, and Alumni Network

FBM Performance Indicator 2022 Achievement



PI078 Total amount spent (from own funds) for USR and KTP programmes.

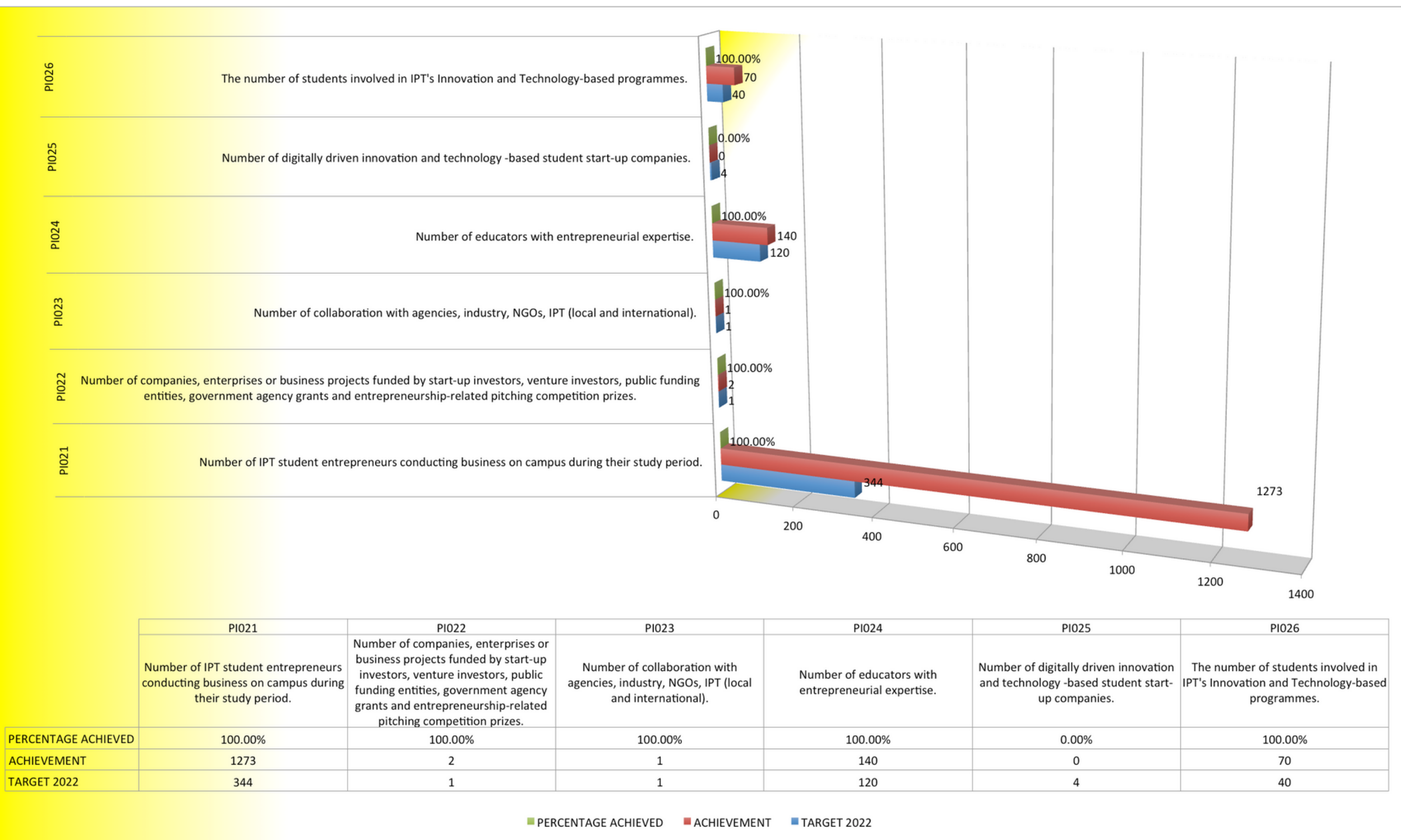


PI077 Total amount received (from external) for USR and KTP programmes.



This data is simulation data as of end December 2022, subject to BTU's verification

FBM Performance Indicator 2022 Achievement

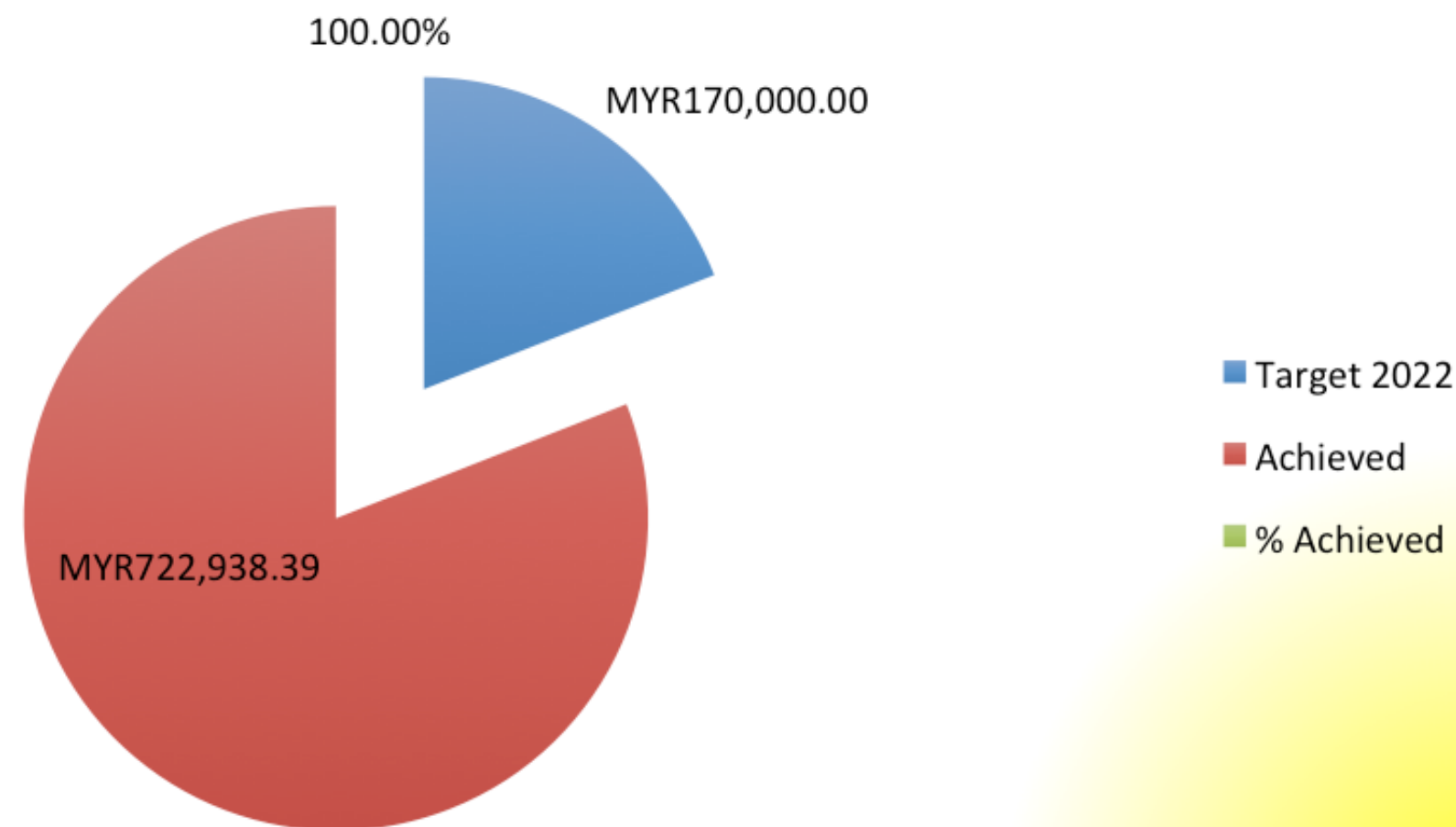


This data is simulation data as of end December 2022, subject to BTU's verification

FBM Performance Indicator 2022 Achievement

Thrust 6: Finance (Income Generation)

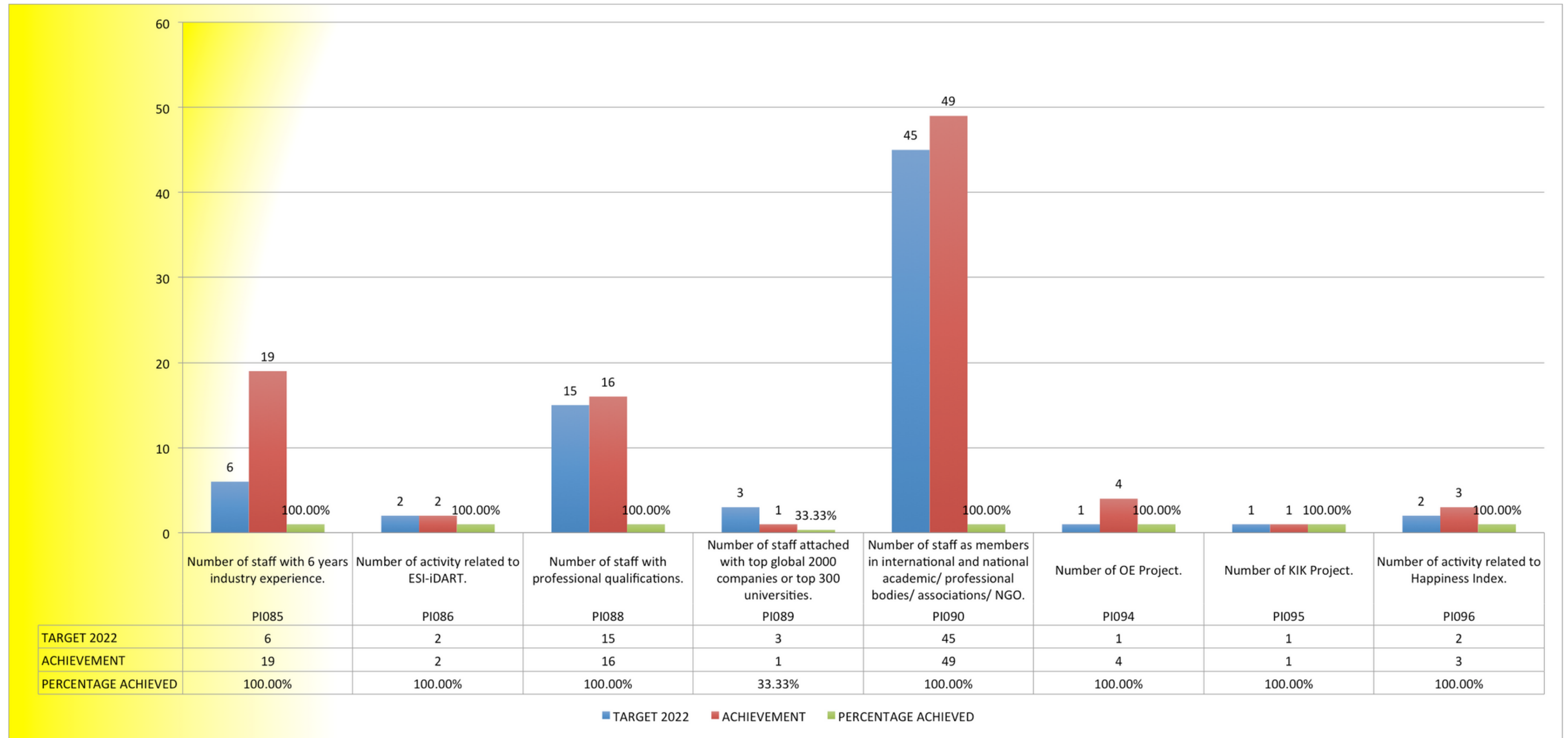
PI117 Income generation for Kumpulan Wang Amanah from education/ training programmes/ academic programmes/ competition. Income generation from education and training programmes.




This data is simulation data as of end December 2022, subject to BTU's verification

FBM Performance Indicator 2022 Achievement

Thrust 7: Administration



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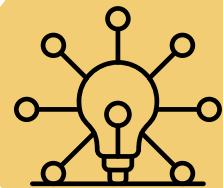


FBM STRATEGIC **ACTION PLAN** BOOK 2023

S A P 2 0 2 3

FBM Strategic Action Plan 2023 Model

This strategic direction of the Faculty of Business and Management is aligned with policies and planning as outlined in the UiTM Blueprint: UiTM2025 Strategic Plan.



Strategic Thrust 1: Quality Education

Strategic Themes:

- Education 5.0 @ UiTM
- Entrepreneurial and Well Balanced Graduates
- Widened Access



Strategic Thrust 2: Global Excellence

Strategic Themes:

- Translational Research Development, Innovation & Commercialisation
- Industry, Community & Alumni Smart Partnership



Strategic Thrust 3: Value Driven Performance

Strategic Themes:

- Talent Excellence
- Agile Governance
- Smart Campus
- Sustainable Funding

FBM Strategic Action Plan 2023 (SAP2023) Thrust

18 PI

Academic

6 PI

Entrepreneurship

9 PI

Student's Affair

1 PI

Finance (Income generation)

16 PI

Research & Innovation

12 PI

Administration

10 PI

**Industry, Community, and Alumni
Network**

1 PI

Corporate Communication

FBM SAP2023 Thrust 1: Academic



18 PI

PI001	Number of new High-End TVET and TVET programmes.	17
PI005	Number of academic programmes embedded with new international credited service learning activities.	1
PI006	Percentage of GOT students (Undergraduate).	90
PI007	Number of inbound students (minimum 1 day)	119
PI008	Number of outbound students (minimum 1 day)	119
PI009	Number of inbound students (2 weeks).	57
PI010	Number of outbound students (2 weeks).	57
PI011	Number of inbound students (1 semester).	25
PI012	Number of outbound students (1 semester).	25
PI013	Number of new Massive Open Online Course (MOOC).	5
PI014	Number of new micro-credential modules offered.	1
PI043	Number of student enrolment (national master students).	742
PI044	Number of student enrolment (national PhD students).	347
PI045	Number of student enrolment (international postgraduate students).	172
PI081	Number of new MoU/ MoA with international universities.	7
PI082	Number of MoU/ MoA with Top 300 QS World University Ranking (international universities).	3
PI083	Number of MoU/ MoA with Top 300 QS Ranked by Subject (International Universities).	1
PI084	Number of international programmes/ activities for active MoU/ MoA for the current year	12

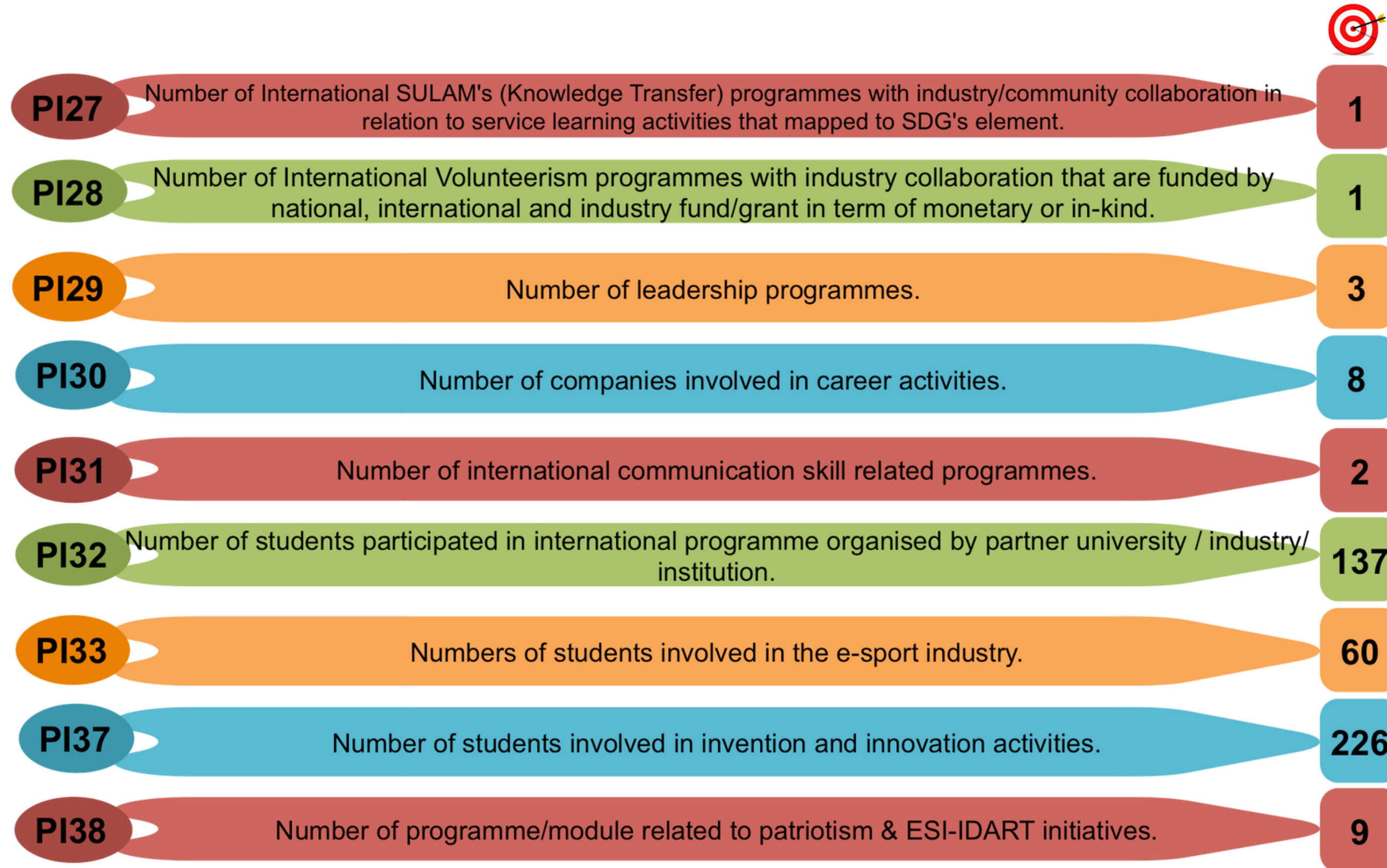
FBM SAP2023 Thrust 1: Academic

18 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_HEA1	TVET	To increase graduate employability through skill enhancements.	PI001	Mohammad Zaim Mohd Salleh	1. Azitadoly Binti Mohd Arifin (L) 2. Mohd Faizol Rizal Mohd Rasid 3. Faizatul Akmam Amirrudin
BA2023_HEA2	Financial Literacy	1. To expose students on financial literacy & wealth management. 2. To collaborate with foreign university partners.	PI005, PI009, PI010, PI027	Dr Siti Aminah Mainal	1. Dr Muhamad Sukor Jaafar (L) 2. Dr Chua Mei Shan 3. Dr Maryam Jameelah Mohd Hashim
BA2023_HEA3	Mission Possible II (Dr. Azilah Anis)	<p>1. To increase the number of postgraduate programmes (course work and research) that are accredited by international bodies.</p> <p>2. To offer programmes in a hybrid method (50% online and 50% face to face) or 100% online mode.</p> <p>3. To bring in industry practitioners in teaching and learning activities for course work programmes (team teaching) to enhance students' learning experience.</p> <p>4. To enhance the usage of technology in all academic activities by using the platform of FBMIS 2.0.</p> <p>5. To offer tailor made programmes to fulfill the demands of the industries.</p> <p>6. To establish an industrial council (FBM Adjunct Professor) in ensuring the alignment of programme syllabus.</p> <p>Promotion (Team Leader: Dr. Nursaadatun Nisak Ahmad & Azreen Joanna Abdul)</p> <p>1. To leverage on digital marketing platform.</p> <p>2. To establish short (within the faculty and UITM), medium (government agencies and GLC) and long term range promotion activities (attachment with NGOs, international promotion activities and collaborating with foreign university partners).</p> <p>3. To increase DPPS social media followers.</p> <p>4. To work closely with Promotion Unit of IPSIS and DIA.</p> <p>5. To intensify the use of social media to engage with potential international students and via existing international students.</p> <p>Price (Team Leader: Dr. Nursaadatun Nisak Ahmad)</p> <p>1. Competitive price.</p> <p>Place (En.Mohd Faizal Jaafar)</p> <p>1. To gradually Improve facilities at DPPS.</p>	P1043, PI044 ,PI045	Dr. Azilah Anis	<p>Product:</p> <p>1. Assoc Prof Dr Shereen Noranee (L) 2. Dr Aida Azlina Mansor 3. Dr Zuhaina Mustapa</p> <p>Promotion:</p> <p>1. Dr Nursaadatun Nisak Ahmad (L) 2. Azreen Joanna Abdul</p> <p>Place:</p> <p>1. En Mohd Faizal Jaafar (L)</p>
BA2023_HEA4	MOOC	To develop MOOC content for PART 1 and PART 2 BA243.	PI013	Ibbrahim Zakaria	1. Nadiyah Maisarah Abdul Ghani (L) 2. Nor Azilah Mohd Asarani 3. Habel Zakariah
BA2023_HEA5	Microcredential	To boost professional engagement and accelerate career advancement.	PI014	Dr Norashikin Hussein	1. Ridhawati Zakaria (L) 2. Dr Sharifah Heryati Syed Nor 3. Dr Maliza Delima Kamarul Zaman
BA2023_HEA6	PERMATA Project	To achieve percentage of Graduate on Time based on intake (iGOT) for Bachelor programmes.	P1006	Fadzillah Jaafar	1. Afiza Azura Mohamad Arshad (L) 2. Shamsul Azren Mohd. Shukur 3. Zainora Ab. Wahid

FBM SAP2023 Thrust 2: Student's Affair

9 PI



FBM SAP2023 Thrust 2: Student's Affair

9 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_HEP1/SULAM1	SULAM (MGT538 & FIN533)	To organized student's activities related to community-based service learning at international level.	PI027	Muhammad Abd Hadi Abd Rahman	1. Dr Murni Zarina Mohamed Razali (L) 2. Nor Akila Mohd Kassim
BA2023_HEP2/VOLUNTEER1	International Volunteerism I	To organized students' activities based on volunteerism programmes at International level. Key Partner Iditified: ICAN/Industries/NGOs.	PI028	Muhammad Abd Hadi Abd Rahman	1. Mohamad Shahril Mohamad Besir (L) 2. Dr Mohd Zulkifli Abdullah 3. Nur Aizureen Anwar
BA2023_HEP3/VOLUNTEER2	International Volunteerism II			Muhammad Abd Hadi Abd Rahman	1. Azzura Nordin (L) 2. Abdul Hamid Abdul Halim 3. Nor Sara Nadia Muhamad Yunus
BA2023_HEP4/LEADERSHIP1	Persidangan Mahasiswa FPP (PERSIMA)	To organized students' activities based on leadership programmes.	PI029 PI038	Nurul Ainun Ahmad Atory	1. Dr Rafiatul Adlin Mohd Ruslan (L) 2. Dr Siti Nurhidayah Mohd Roslen
BA2023_HEP5/LEADERSHIP2	Kursus Pengurusan Organisasi (KPO)			Nurul Ainun Ahmad Atory	1. Dr Mohammad Zulfakhairi Mokthar (L) 2. Bushra Mohd Zaki
BA2023_HEP6/LEADERSHIP3	Kursus Pemantapan Kepimpinan MPP & SMF FPP			Nurul Ainun Ahmad Atory	1. Mohamad Fariz Abdullah (L) 2. Nor Intan Shamimi Abdul Aziz
BA2023_HEP7/LEADERSHIP4	Kursus-kursus Anjuran Institut Kepimpinan Pelajar BHEP			Nurul Ainun Ahmad Atory	1. Nur Shahrulliza Muhammad (L) 2. Ainol Fizy Ruslan
BA2023_HEP8/CAREERDEV1	Finishing School	To organized students' activities based on career activities & career guidance.	PI030	Muhammad Abd Hadi Abd Rahman	1. Hairunnisa Maamor (L) 2. Dr Hairulnizam Hashim
BA2023_HEP9/CAREERDEV2	Hasta Lavista (HURES)			Hairunnisa Maamor	1. Bushra Mohd Zaki (L) 2. Muna Wadhiha Mohd Fauzi
BA2023_HEP10/CAREERDEV3	FBM Career Fair. key partner UKK UCS, Graduan, rakan industri			Muhammad Abd Hadi Abd Rahman	1. Norliza Saiful Bahry (L) 2. Ainunnazlee Mohd Ali

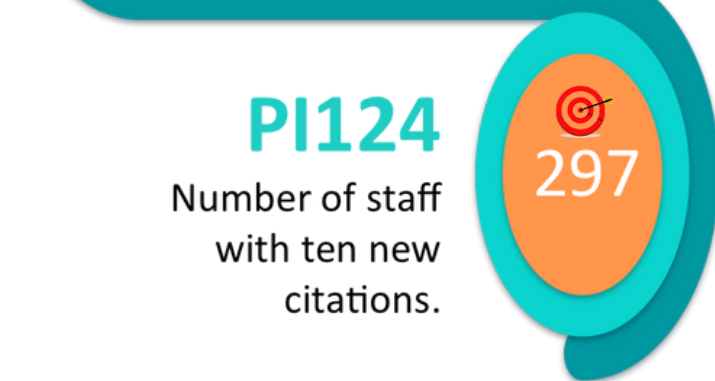
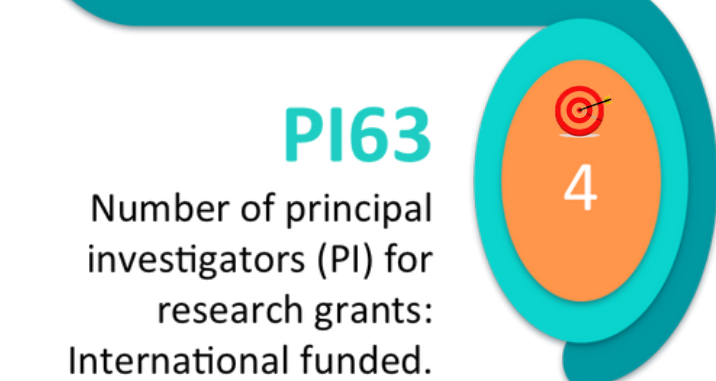
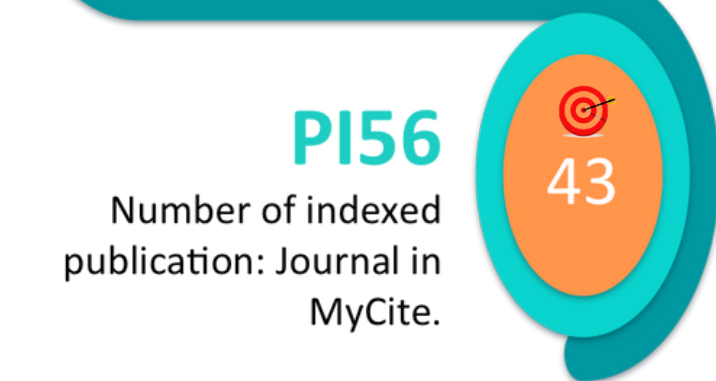
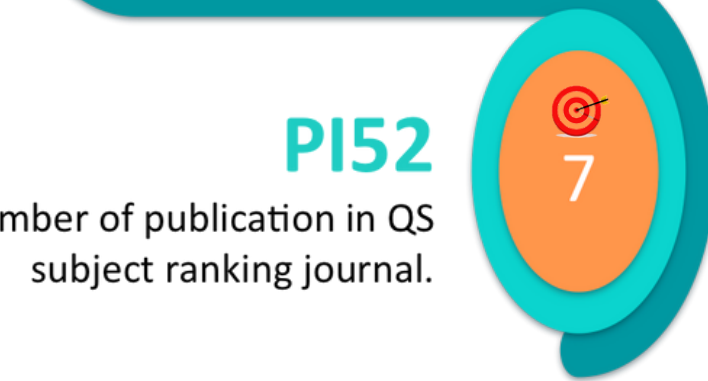
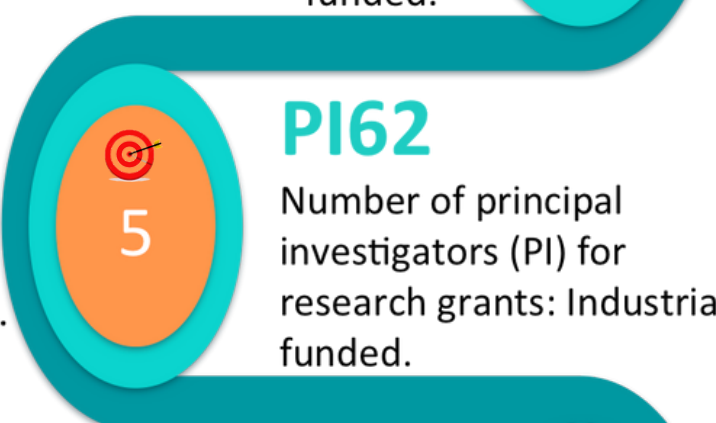
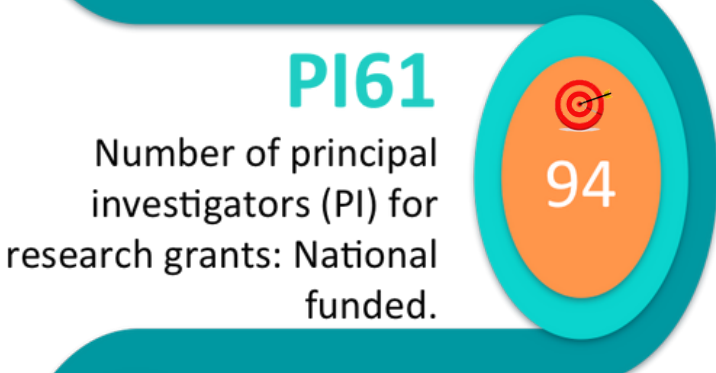
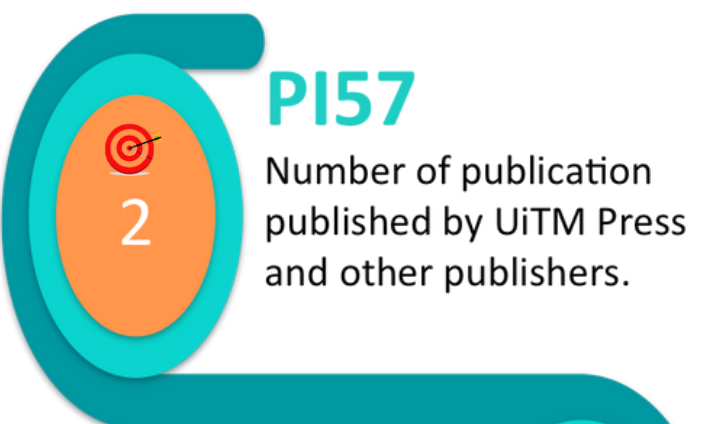
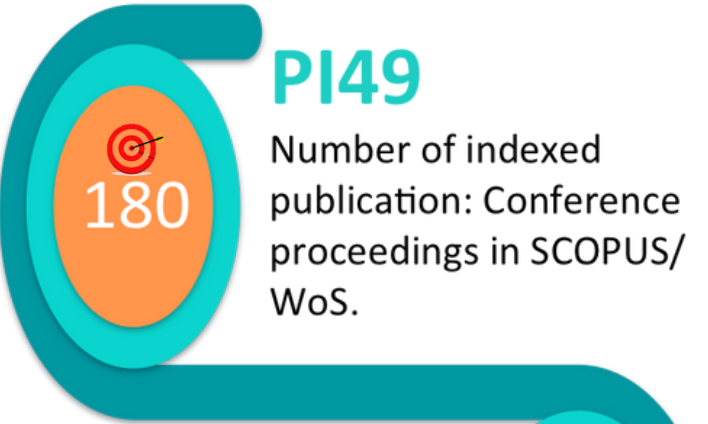
FBM SAP2023 Thrust 2: Student's Affair

9 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_HEP11/INTERNATIONAL1	International Communicatio Skill Programmes	To organized students' development programmes that improved their communication skills internationally.	PI031	Nurul Ainun Ahmad Atory	1. Nur Zania Azurin Abdullah Sani (L) 2. Nuryusmawati Mohd Yusof
BA2023_HEP12/INTERNATIONAL2	International Programmes	To encouraged students participations in international programmes organized by partner university/industry/institution.	PI032	Nurul Ainun Ahmad Atory	1. Dr Muhamad Khalil Omar (L) 2. Dayang Nailul Munna Abg Abdullah
BA2023_HEP13/SPORTS1	Kejohanan Piala Dekan (eSports and Physical Sports)	To organized and inculacate students' talents and involvement in sports programmes.	PI033	Muhammad Abd Hadi Abd Rahman	1. Muhammad Izwan Mohd Badrillah (L) 2. Dr Ahmad Danial Zainudin
BA2023_HEP14/SPORTS2	Sukan Antara Fakulti (eSports and Physical Sports)	To organized and inculacate students' talents and involvement in sports programmes.	PI033	Muhammad Abd Hadi Abd Rahman	1. Mohd Azila Mohamed Isa (L) 2. Dr Muhammad Azman Ibrahim
BA2023_HEP15/INNOVATION1	Business Pitching Competition	To encouraged students participations in invention & innovation programmes.	PI037	Nurul Ainun Ahmad Atory	1. Noor Faizah Mohd Lajin (L) 2. Raslan Nordin 3. Rosnalina Abdul Rahman
BA2023_HEP16/INNOVATION2	FBM IID			Nurul Ainun Ahmad Atory	1. Dr Nur Azirah Zahida Mohamad Azhar (L) 2. Faziatul Amillia Mohamad Basir 3. Tuan Badrol Hisham Tuan Besar
BA2023_HEP17/INNOVATION3	Pertandingan inovasi peringkat universiti / kebangsaan / Antarabangsa			Nurul Ainun Ahmad Atory	1. Dr Suraya Ika Tamrin (L) 2. Nani Ilyana Shafie 3. Dr Hasni Abdullah
BA2023_HEP18/ESI-IDART1	Pemantapan Destini Siswa (PDS)	To encouraged students participations in patriotisme programmes.	PI029, PI038	Nurul Ainun Ahmad Atory	1. Dr Adibah Alawiyah Osman (L) 2. Fauziana Fauzi @ Mat Rawi
BA2023_HEP19/ESI-IDART2	Program Patriotisme Bulan Kemerdekaan		PI038	Nurul Ainun Ahmad Atory	1. Juliana Noor Kamaruddin (L) 2. Ainun Nadzirah Mahmood
BA2023_HEP20/ESI-IDART3	EDU 5.0: Slot HEP		PI029, PI038	Nurul Ainun Ahmad Atory	1. Mohd Azila Mohamed Isa (L) 2. Heizal Hezry Omar

FBM SAP2023 Thrust 3: Research and Innovation

16 PI



FBM SAP2023 Thrust 3: Research and Innovation

16 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_P&I1	Publication Incentive	To increase number of indexed and high impact publications. Strategy: 2023 publication in journals indexed in both SCOPUS and WOS.	PI50,PI51,PI52,PI53,PI54,PI55	Dr Norliza Che Yahya	1. Assoc Prof Dr Siti Noorsuriani Maon (L) 2. Dr Shariff Harun
BA2023_P&I2	3 Special Issue in ERA Indexed Journals	To increase number of indexed publications. *Terms and Conditions Apply i.e., Applicant must be corresponding author, article must have atleast one national/industry/international author.	PI50,PI53,PI54,PI55	Dr Nurul Syifaa Mohd Shakil	1. Dr Natasha Dzulkarnaine (L) 2. Dr Nurhuda Haji Nizar
BA2023_P&I3	1 Special Issue in SCOPUS Journal (Global Business and Finance Review)	To increase number of indexed publication: Journal in SCOPUS/WoS/ERA. Strategy: Total 8 Articles *Acceptance of articles for publication is subject to journal's decision.	PI50,PI53,PI54,PI57	Dr Norliza Che Yahya	1. Dr Nurul Syifaa Mohd Shakil (L) 2. Dr Sharulshahida Shakrein Safian
BA2023_P&I4	Indexed Conference Incentive Activities: EUMMAS International Conference Dubai 2023, ABRIC 2023, etc.	To increase number of indexed publications: Conference proceedings in SCOPUS/WoS. Strategy: *Terms and Conditions Apply i.e., Applicant must be corresponding author, article must have atleast one national/industry/international author.	PI49	Dr Mohd Fikri Ishak	1. Dr Mohadzlishah Mazli (L) 2. Dr Yvonne Ang Su Ming
BA2023_P&I5	QS by Ranking Publication Incentive Publication in journals indexed in SCOPUS or WOS (based on the ASJC code)	To increase number of indexed and Qs subject ranking publications . *Terms and Conditions Apply i.e., Applicant must be corresponding author, article must have atleast one national/industry/international author.	PI52	Dr Norliza Che Yahya	1. Dr Muhammad Hafiz Abd Rashid @ Abd Aziz (L) 2. Dr Salwaty Jamaludin
BA2023_P&I6	Workshop Series – From Dissertation to Article Target Group: Staff and Postgraduate Student (Series 1 - Basic Level) (Series 2 - Intermediate Level) (Series 3 - Advanced Level)	To increase number of indexed publication: Journal in SCOPUS/WoS/ERA/MyCITE. Series 1-Basic: target publication in MyCITE journals/indexed conference proceedings (<i>compulsory to MEE Staff</i>) Series 2- Intermediate: target publication in ERA journals (FBM Special Issues) (<i>open to all FBM Staff</i>) Series 3 - Advanced: target publication in SCOPUS/WoS journals (<i>open to all FBM Staff</i>)	PI50,PI51,PI52,PI53,PI54,PI55, PI56	PM Dr Keshminder Singh	1. Dr Norashida Othman (L) 2. Dr Zetty Zahureen Mohd Yusoff 3. Norbaiti Shahar

FBM SAP2023 Thrust 3: Research and Innovation

16 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_P&I7	Diamond in the Rough Workshop Series (MEE) - Writing and Publishing via Pairing approach	To increase number of indexed publications: Journals in ERA/MyCITE. Strategy: Target Group: Staff under MEE Program.	PI50,PI56	Dr Norashida Othman	1. Dr Ariff Azly Muhamed (L) 2. Prof Dr Narehan Hassan 3. Prof Dr Veera Pandiyan A/L Kaliani Sundram 4. Assoc Prof Dr Erne Suzila Kassim 5. Assoc Prof Dr Siti Noorsuriani Maon 6. Datin Dr Zahariah Sahudin 7. Samsinah Selamat
BA2023_P&I8	Department Workshop Series - Writing and Publishing via Pairing approach	To increase number of indexed publications: Journals in ERA/MyCITE.	PI50,PI56	Dr Norashida Othman	1. Assoc Prof Dr Noor'Ain Mohamad Yunus (L) 2. Dr Norfadzilah Abdul Razak 3. Dr Nur Afizah Muhamad Arifin 4. Dr Zatul Fahany Harun 5. Nurul Norliana Mohd Nor
BA2023_P&I9	Management Writing Boot Camp Workshop - Writing and Publishing Target Group: FBM Management	To increase number of indexed publication: Journal in SCOPUS/WoS/ERA. (Identified based on publication record in 2022) *Staff who have no indexed publications as corresponding author/ UiTM First author are required to join this workshop.	PI50,PI51,PI52,PI53,PI54,PI55	Dr Ariff Azly Muhamed	1. Dr Norashida Othman (L) 2. Dr Nur Azirah Zahida Mohamad Azhar
BA2023_P&I10	Webinar – Session with UiTM Press (Virtual) Theme: Strategic Ways for Book Publication	To increase number of publication published by UiTM Press and other publishers.	PI57	Dr Norashida Othman	1. Dr Balkis Haris (L) 2. Dr Roslina Mohamad Shafi
BA2023_P&I11	Grant Workshop Series - Proposal Refinement Target Group: Unsuccessful FRGS, ERASMUS, etc Applicant	To increase the grant approval probability.	PI61, PI62, PI63, PI64, PI65, PI65	Dr Azreen Roslan	1. Assoc Prof Dr Muhammad Iskandar Hamzah (L) 2. Dr. Muhammad Hafiz Abd Rashid @ Abd Aziz 3. Salina Ibrahim
BA2023_P&I12	Grant Workshop Series Proposal Generation Internal and External Grants - Internal Grants (DUCS and RMC) - External Grants (National, International: ERASMUS, etc & Industry) Target Group: i) Identified Staff (not as PI) ii) RG and RIG	To increase the grant approval probability.	PI61, PI62, PI63, PI64, PI65, PI66	Dr Azreen Roslan	1. Assoc Prof Dr Norol Hamiza Zamzuri (L) 2. Assoc Prof Dr Naffisah Mohd Hassan 3. Nik Helma Azmawati Mat Ferait

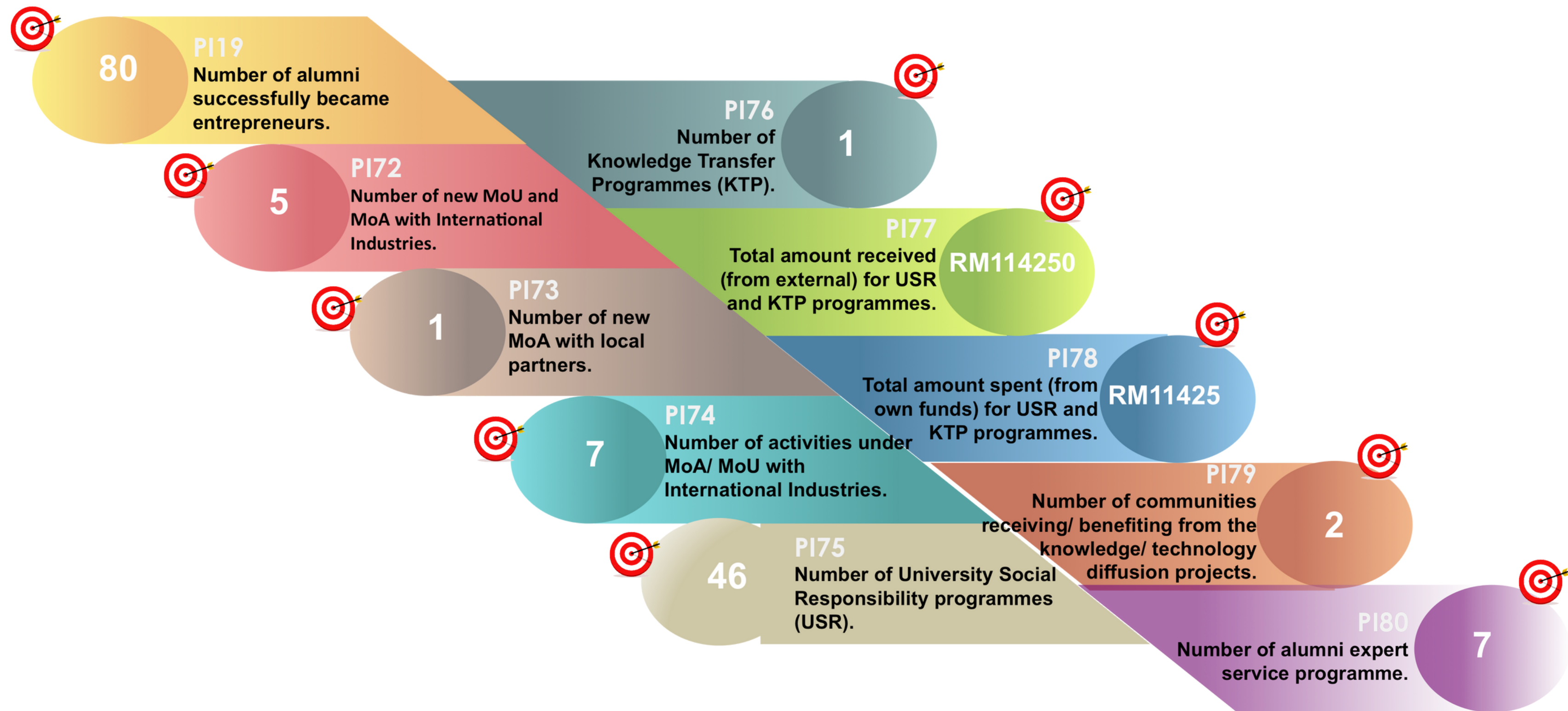
FBM SAP2023 Thrust 3: Research and Innovation

16 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_P&I13	Nurturing Potential PI for Research Grant Target Group: Staff Under FBM Management	1. To facilitate academic staff research activities. 2. To support academic staff publications. 3. To increase visibility of university and faculty (QS ranking). (Identified based on active grant record in 2022) *Staff who did not have active grant are required to join this workshop.	PI61, PI62, PI63	Dr Azreen Roslan	Research Mentors: 1. Assoc Prof Dr Erne Suzila Kassim (L) 2. Assoc Prof Dr Siti Noorsuriani Maon
BA2023_P&I14	Matching Grant with Foreign Universities	1. To facilitate academic staff research activities. 2. To support academic staff publications. 3. To increase visibility of university and faculty (QS ranking). - 10 research projects (priority with the Top 300 QS University Ranking).	PI63 & PI66	Dr Azreen Roslan	1. Assoc Prof Dr Sh. Zannierah Syed Marzuki (L) 2. Prof Dr Veera Pandiyan A/L Kaliani Sundram 3. Prof Dr Ja' Afar Pyeman 4. Dr Shahrin Nasir
BA2023_P&I15	Ranking Activities	1. To improve QS Subject Ranking. 2. To increase visibility of university and faculty (QS ranking). Specific activities dedicated to boost QS Subject Ranking: a) International Webinar Forum b) Infographic on Achievements and Highlights of FBM c) FBM Alumni of the Month d) Staff Exchange e) SDG Tab on FBM Website f) Visit to Kyushu University (Uni Rank 135) for MoA research collaboration with Top 300 University (QS E&E 251-300) g) MoA collaboration with University Brunei Darussalam Top 300 University (Uni Rank 256) h) MoA collaboration with Universitas Indonesia Top 300 University (Uni Rank 248) (QS BM 201-250) (QS Acc & Fin 151-200) (QS E&E 301-350).		Dr Azreen Roslan	1. Dr Chong Siew Huay (L) 2. Dr Siti Zaitun Saddam
BA2023_P&I16	MyRA a) Innovation Competition - IID - Pecipta	1. To increase number of innovation competition.		Dr Natasha Dzulkalnine	1. Mohd Redhuan Dzulkipli (L)
BA2023_P&I17	Coffee Table	1. To increase the visibility and sharing of success stories.		Dr Yvonne Ang Su Ming	1. Noor Rita Mohamad Khan (L) 2. Nini Hartini Asnawi

FBM SAP2023 Thrust 4: Industry, Community, and Alumni Network

10 PI



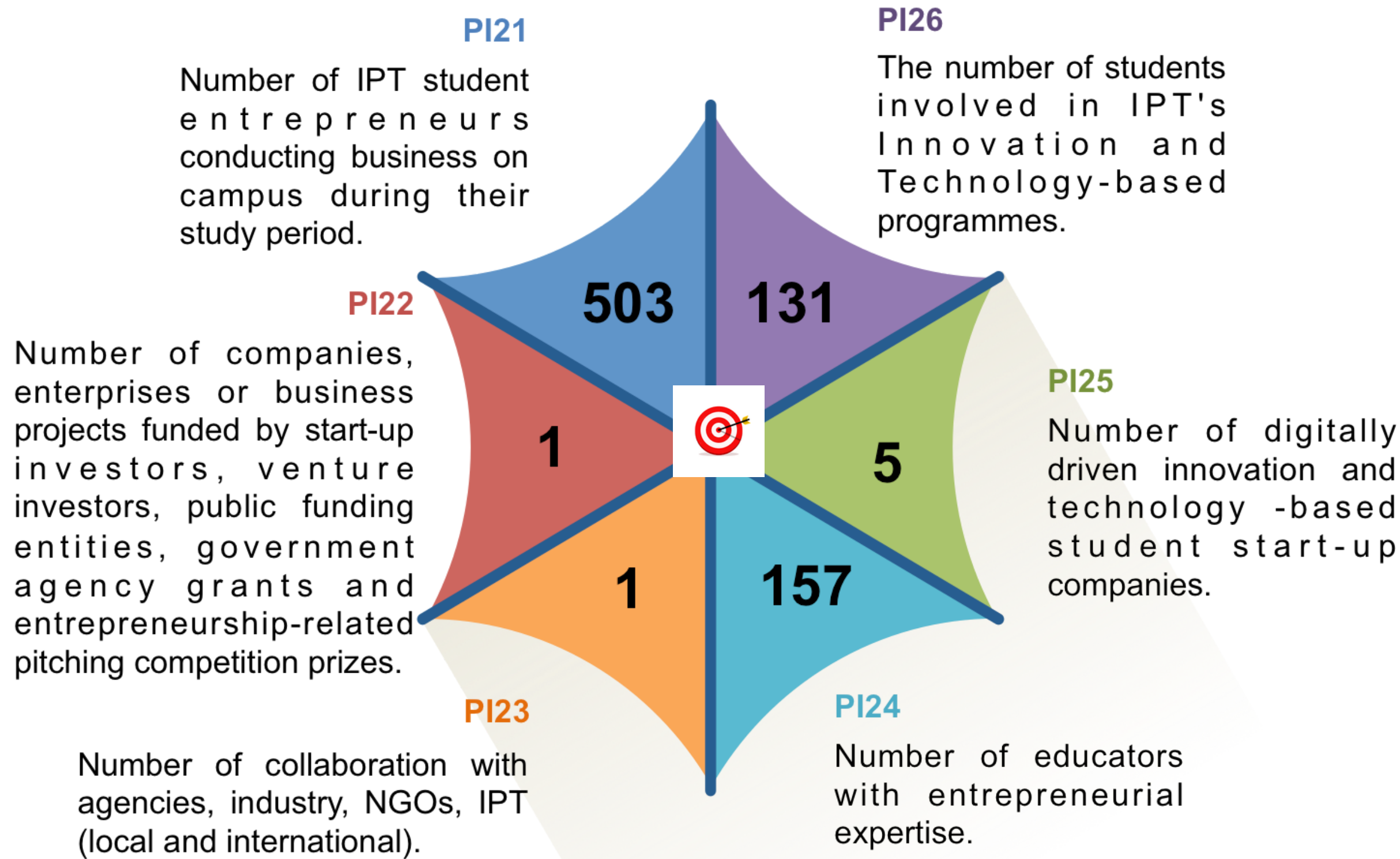
FBM SAP2023 Thrust 4: Industry, Community, and Alumni Network

10 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_ICAN1	ICAN Week	To engage with multiple industries and increase level of employability: (1) Alumni talk, (2) Industry talk, (3) Bazaar, (4) Career fair, (5) Industry visit, (6) Community engagement	PI72, PI74, PI75, PI76, PI77, PI78, PI79 & PI80	Ahmad Zuhairi Zainuddin	1. Dr Norzawani Mamat @ Ibrahim (L) 2. Junainah Junid 3. Sharifah Fazirah Syed Ahmad 4. Abdul Hakam Abd Hassim 5. Sazali Sharudin
BA2023_ICAN2	CEOTouchbase @FBM:	To engage with CEO industry and increase level of employability: (1) Top Glove (2) MBSA (3) Google Malaysia (4) Yapiem	PI76, PI77	Nik Rozila Nik Mohd Masdek	1. Dr Nur Zahidah Bahrudin (L) 2. Dr Faizah Mashahadi 3. Zarith Delaila Abd Aziz 4. Kamaruzaman Muhammad
BA2023_ICAN3	FBM Industry Talk	To close the gap from the industry perspective: (1) Petronas (2) Maybank (3) Grab (4) Yayasan Peneraju	PI72, PI74, PI77	Dr Suraya Ika Tamrin	1. Nor Afni Md Sari (L) 2. Faizah Md Sohid 3. Zuraidah Ismail 4. Mohd Izzat Mohd Jaafri
BA2023_ICAN4	Industry Visits	To get exposure on current industry practices: (1) MILI	PI72, PI76, PI77, PI75,	Dr Ariff Azly Muhamed	1. Mohamad Fahimi Ahmad (L) 2. Mohamad Shahril Mohamad Besir 3. Shahira Ariffin
BA2023_ICAN5	Alumni Talk by Industry Experts	To give exposure to students of successful alumni: (1) Liyana Rahman (2) Ybhg KDR (K) Datuk Zulkifli bin Ishak	PI19, PI72, PI74, PI77, PI78, PI80	Dr Mohd Fikri Ishak	1. Dr Nor Farehan Omar (L) 2. Nor Lela Ahmad 3. Rusalbiah Che Mamat 4. Mohd Idham Abdul Rahim
BA2023_ICAN6	Maybank Campus Day - Industry Engagement	To expose industry engagement with students: (1) Treasure Hunt (2) Bazaar (3) Talk (4) Career Advise	PI76, PI77, PI78, PI80	Nur Najjah Abd Rahim	1. Dr Sri Fatiany Abdul Kader Jailani (L) 2. Dr Syukrina Alini Mat Ali 3. Norsaliza Abu Bakar 4. Isham Ismail
BA2023_ICAN7	Local Community Engagement	To have local community engagement with industry players: (1) JKM (2) Sek Men Keb Puncak Alam (3) SMITI Tahfiz Ustaz Hasan Syukri (4) SRITI Darul Amilin	PI75, PI76, PI77, PI78, PI79, PI80	Dr Norzawani Mamat @ Ibrahim	1. Mohamad Omar (L) 2. Saadiah @ Juliana Saadun 3. Sazimah Mohamed Salleh
BA2023_ICAN8	International Internship / Placement	To have engagement either staff or students in industry linkages: (China, Indonesia, Australia and Japan)	PI72, PI74, PI78	Dr Norasekin Abd Rashid	1. Mohd Faizul Hassan (L) 2. Azmi Mat 3. Nurul Salizawatee Mahpar
BA2023_ICAN9	International CSR Project with Industry Partners and NGOs	To have engagement with international partners i.e. MyFundAction, Maybank Foundation (International)	PI72, PI74, PI75, PI77, PI76, PI78, PI79	Dr Noor Azzah Said	1. Nor Zaihan Mat Hasan @ Mat Hussin (L) 2. Dr Murni Zarina Mohamed Razali 3. Dr Dilla Syadia Ab Latiff

FBM SAP2023 Thrust 5: Entrepreneurship

6 PI



FBM SAP2023 Thrust 5: Entrepreneurship

6 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_ENT1	1 PELAJAR 1 SSM	1. To encourage student to register their business legally. 2. To grab incentives provided by SSM for student.	PI021	Norfazlina binti Ghazali	1. Nor Fazalina Salleh (L) 2. Norafifa Mohd Ariffin
BA2023_ENT2	Tabung Keusahawanan Siswa	To assist student who owns business received capital assistance from MASMED/ Business Angels.	PI022	Lailatul Faizah Abu Hassan	1. Dr Azlin Shafinaz Mohamad Arshad (L) 2. Dr Noorita Mohamad 3. Nur Diyana Yusoff
BA2023_ENT3	Kursus keusawanan bersama INSKENS, MDEC, MAGIC, MyIPO	To increase educators knowledge and expertise in entrepreneurship fields.	PI023	Nur Atiqah Zakiyyah Ramlee	1. Assoc Prof Dr Sh. Zannierah Syed Marzuki (L) 2. Norsiah Ahmad
BA2023_ENT4	Kolaborasi bersama MDEC, MAGIC, MASMED, SHOPEE, LAZADA, MyIPO	To expose student with entrepreneurship knowledge.	PI024	Assoc Prof Dr Mohammed Hardy Loh Rahim	1. Dr Yasmin Kamall Khan (L) 2. Junainah Junid 3. Nani Ilyana Shafie
BA2023_ENT5	Homecoming & Entrepreneurial Mindset Festival	To track number of alumni successfully become entrepreneur.	PI025	Lailatul Faizah Abu Hassan	1. Adlan Ahmad Bakri (L) 2. Dr Azrin Ali 3. Sarinah Sabar
BA2022_ENT6/INV1	TECH-CREATE (PRIDE) Showcase	1. To encourage student involvement in the field of technology entrepreneurship. 2. To provide opportunities for students to highlight technology-based product ideas.	PI025, PI026, PI037	Dr Ehsan Fansuree Mohd Surin	1. Lina Nadia Abd Rahim (L) 2. Nor Shahrul Nizam Muhamad Nor 3. Dr Nor Harlina Abd Hamid
BA2023_ENT6/INV2	BIZ Pitch Competition	3. To provide commercialization opportunities to potentially identified ideas.		Dr Mohd Najib Md Saad	1. Zarith Delaila Abd Aziz (L) 2. Nor Faizah Mohd Lajin 3. Nazurah Abdul Malek

FBM SAP2023 Thrust 6: Finance (Income Generation)

1 PI



PI130

Income generation from
Kumpulan Wang Amanah



RM175, 000

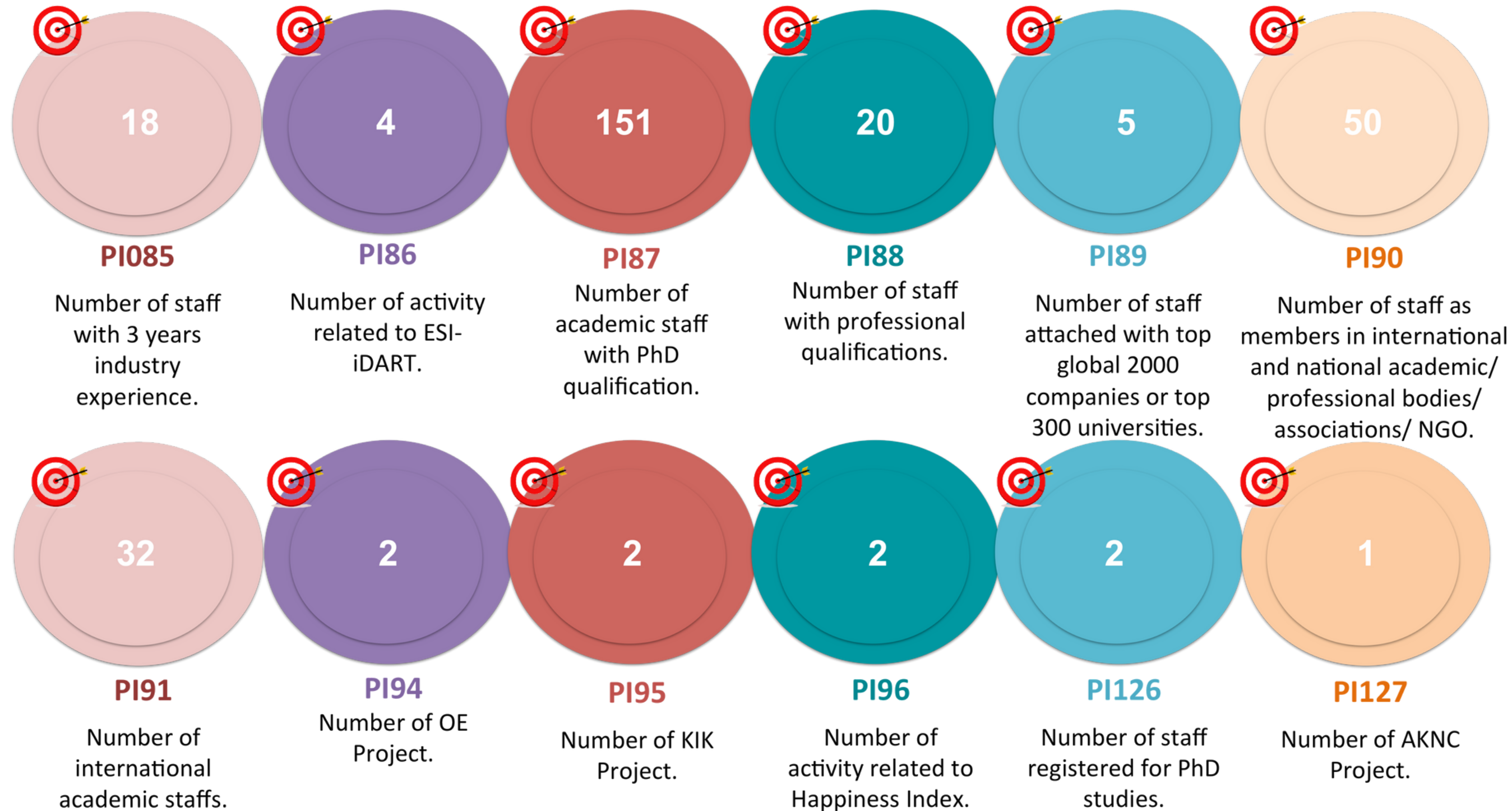
FBM SAP2023 Thrust 6: Finance (Income Generation)

1 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_FIN01	Advances in Business Research International Conference 2023 (ABRIC 2023)	Income generation. Promote knowledge and professionalisme in technological innovations.	PI130	Dr Mohd Fikri Ishak	1. Dr Mohadzlishah Mazli (L) 2. Dr Azlul Kalilah Zaghlol 3. Dr Rafiatul Adlin Mohd Ruslan 4. Salina Ibrahim 5. Noor Faradilla Wan Othman
BA2023_FIN02	International Innovation and Invention Design 2023 (IIID 2023)	To provide opportunities and exposures as well as to highlight the use and application of innovation and inventions.	PI130	Dr Yvonne Ang Su Ming	1. Dr Natasha Dzulkalnine (L) 2. Assoc Prof Dr Amily Fikry @ Aziz 3. Samsinah Selamat 4. Rosli Surip
BA2023_FIN03	International Certificate of Halal Supply Chain (Level 3)	To offer certified halal executives to the logistics and supply chain industry.	PI130	AP Dr Harlina Suzana Jaafar	1. Dr Emi Normalina Omar (L) 2. Azlin Abdul Latif 3. Dr Muhammad Ridzuan Abdul Aziz
BA2023_FIN04	International Certificate for Digital Literacy	To offer international digital competency certification programmes.	PI130	Dr Melissa Shahrom	1 Dr Azimah Daud (L) 2. Nurul Hafez Abd Halil
BA2023_FIN05	FBM program by ICEPS	Income generation from FBM program offered by ICEPS.	PI130	Mohd Faizal Kamaruddin (KPP ICEPS-Academics)	1. Annurizal Anuar (L) 2. Dr Ramita Abdul Rahim
BA2023_FIN06	Income generation from FBM via UTV	Income generation from FBM via UTV.	PI130	Assoc Prof Dr Harlina Suzana Jaafar	1. Dr Norzidah Abdul Karim (L)
BA2023_FIN07	Alumni	Income generation from alumni.	PI130	Dr Zamri Abu Bakar	1. Saiful Azmir Kasdi @ Abd Rahim (L) 2. Dr Ismadi Ismail
BA2023_FIN08	Business Simulation Center	Income generation from entrepreneurship venture capital fund.	PI130	Dr Zamri Abu Bakar	1. Ts Dr Ahmad Rais Mohamad Mokhtar (L) 2. Dr Chuah Soo Cheng 3. Nurakmal Ramli
BA2023_FIN09	FBM Entrepenuer Festival	Income generation from entrepreneurer progam.	PI130	Nurul Ainun Ahmad Atory	1. Faziatul Amillia Mohamad Basir (L) 2. Intan Syafinaz Mat Shafie 3. Nur Shahrulliza Muhammad

FBM SAP2023 Thrust 7: Administration

12 PI



FBM SAP2023 Thrust 7: Administration

12 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_ADMIN1	Growth is in our DNA - Come Join FBM!!	1. To increase no of potential staff with industrial experience 2. To increase no of existing staff with industrial experience.	PI085,	Aishah Raidah Ab Rahman	1. Dr Nor Diyana Mohammed Shobri (L) 2. Liatul Izian Ali Husin
BA2023_ADMIN2	Integriti Tinggi Budaya Kita	To increase number of staff registered with voluntary organisation and number of activity related to enhancement UITM2025 values (ESI-iDART).	PI86, PI96	Sazwan Shamsuddin	1. Assoc Prof Dr Naffisah Mohd Hassan (L) 2. Dr Janiffa Saidon
BA2023_ADMIN3	Dr. in the house!!	To recruit potential staff with PHD qualification.	PI087, PI088, PI126	Dr Ros Intan Safinas Munir	1. Dr Imani Mokhtar (L) 2. Dr Nor Intan Adha Hafit 3. Dr Mohd Rahim Khamis
BA2023_ADMIN4	Aim for Professional, Spark up your career!	To increase number of staff with professional qualifications (eg : MBOT, MiHRM).	P1088,PI090	Ts Dr Zaimy Johana Johan	1. Dr Sharidatul Akma Abu Seman (L) 2. Dr Noor Zalina Zainal 3. Ts Azlina Muhammad
BA2023_ADMIN5	Driving your career for the better.	1. To increase no of staff attached with top global 2000 companies or top 300 universities. International : (https://www.forbes.com/lists/global2000/?sh=310ee6295ac0) Local : (https://www.forbes.com/lists/global2000/?sh=310ee6295ac0) QS ranking : https://www.topuniversities.com/university-rankings/world-university-rankings/2022	PI089	Dr Nor Lelawati Jamaludin	1. Assoc Prof Dr Norshima Humaidi (L) 2. Assoc Prof Ts Dr Melissa Shahrom

FBM SAP2023 Thrust 7: Administration

12 PI

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PERFORMANCE INDICATOR (PI)	PROJECT MANAGER	TEAM MEMBER
BA2023_ADMIN6	Fly High. Choose to soar!	To increase numbers of staff with international or national academic/ professional bodies/ associations/ NGO membership.	PI090	Dr Aziz Jamal	1. Assoc Prof Dr Rohana Ngah (L) 2. Ts Dr Siti Norida Wahab 3. Saliza Sulaiman
BA2023_ADMIN7	Welcome on board, We'll find your next star!	To increase number of international academic staffs.	PI087, PI088	Aishah Raidah Ab Rahman	1. Assoc Prof Dr Lennora Putit (L) 2. Assoc Prof Dr Rozita Naina Mohamed
BA2023_ADMIN8	Discover What's Possible	To increase number of OE Project.	PI094	Norhidayah Mohd Rashid	1. Norina Ahmad Jamil (L) 2. Noor Azlina Mohamed Yunus
BA2023_ADMIN9	We don't belive in limitations!	To increase number of KIK Project.	PI095	Mazuin Mat Halif	1. Mohd Redhuan Dzulkipli (L) 2. Hanitahaiza Hairuddin
BA2023_ADMIN10	"Happiness for ALL, FBM"	To increase number of activity related to Happiness Index, in advocating an eco-friendly work environment (space) to strive for staff/student wellness and well-being. *Happiness Index according to PERMAI model that conducted physically or virtually.	PI096	Ahmad Shazeer Mohamed Thaheer	1. Ainie Hairianie Aluwi (L) 2. Nor Akila Mohd Kassim 3. Roslilee Ab Halim 4. Norjuliatie Kamarudin
BA2023_ADMIN11	Bila lagi? Jom PhD!!	1. To increase number of potential staff with PHD qualification. 2. To increase number of existing staff with PHD qualification.	PI126	Assoc Prof Dr Erne Suzila Kassim	1. Assoc Prof Dr Norol Hamiza Zamzuri (L) 2. Dr Syarifah Mastura Syed Abu Bakar 3. Dr Norhasimah Shahrudin
BA2023_ADMIN12	No Boundaries for Quality	To incalculat AKNC culture among staff.	PI127	Dr Azhan Rashid Senawi	1. Suryani Che Din (L) 2. Noorizan Mohamad Mozie 3. Dr. Nurathirah Sumardi

FBM SAP2023 Thrust 8: Corporate Communication



FBM SAP2023 Thrust 8: Corporate Communication

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PROJECT MANAGER	TEAM MEMBER
BA2023_CORP1	FBM Visibility	<p>1. To fully utilize fbm social media by showcasing all FBM's event, awards, recognition, "fbm news what's going on".</p> <p>Strategy: Checklist from hep incorporated in sais- the project owner need to prepare the news copywriting at least 3 hours after the event with max 3 pictures to be captured in our social media.</p> <p>The news copywriting template will be provided by corporate comm</p> <p>#fbm awesome will be used to broaden the viewer's reach</p>	Wan Soraya Wan Abd Ghani	<p>1. Muhammad Omar (L) 2. Syahiiruddin Mohd Suhaimi</p>
BA2023_CORP2	Corporate Image	<p>1. To reflect the corporate image align with niche of the business and management.</p> <p>Faculty need to have one standard:</p> <p>Corporate suit fbm Corporate tie Corporate scarf</p> <p>Corporate day –monday -all staff/students need to wear corporate attire/corporate look</p> <p>Male: black blazer, navy blue tie Female: black blazer navy blue hijab/scarf</p>	Nini Hartini Asnawi	<p>1. Dr Dilla Syadia Ab Latiff (L) 2. Nazarina Abd Ghani 3. Wan Soraya Wan Abdul Ghani</p>
BA2023_CORP3	FBM Social Media/Website	<p>1. To centralized the communication channel of FBM social media and website</p> <p>Strategies: Incorporate the secondary social media/website (dpps) into the main account.</p>	Dr Nursaadatun Nisak Ahmad	1. Nor Afni Md Sari (L)
BA2023_CORP4	FBM Publicity	<p>1. To showcase FBM talent (staff/students) via mass media platform</p> <p>Strategies: To get the TV slot in Selamat Pagi Malaysia or Lensa IPT from RTM.</p> <p>KPP need to find talent with a timely subjects/issues to be share with the public</p> <p>KPI: twice per year</p>	Dr Dilla Syadia Ab Latif	<p>1. Dr Mohd Hafiz Zulfakar (L) 2. Nur Diana Suien</p>
BA2023_CORP5	FBM Icon	<p>1. To scout for the FBM icon to be face of the faculty.</p> <p>Strategies: Alumni: Mira Filzah (7.3million/ Syamira (18.5k), Muna Bella (32.4k) FBM icon will represent all promotional material.</p> <p>KPI: to create one new promotional material (to promote all our programs)</p>	Syezreen Dalina Rusdi	1. Nur Zania Azurin Abdullah Sani (L)

FBM SAP2023 Thrust 8: Corporate Communication

PROJECT ID	PROJECT NAME	PROJECT OBJECTIVE	PROJECT MANAGER	TEAM MEMBER
BA2023_CORP6	FBM Merchandize	<p>1. To generate income for FBM where all future programs must incorporate in the budget to purchase in house merchandize</p> <p>2. To potray image of the faculty to external stakeholders.</p> <p>Strategies: To engage with the FBM Icon to co-produce the merchandize.</p> <p>Suggested items: Tie Notebook File Totebag Tshirt Tumbler Pen</p> <p>To incorporate with fbm business development unit and entrepreneurship coordinator.</p>	Dr Mohammed Hardy Loh Rahim	<p>1. Hardi Emrie Rosly (L) 2. Assoc Prof Dr Sh. Zannierah Syed Marzuki</p>
BA2023_CORP7	FBM Guest Book	<p>1. To rebrand the FBM guest book and to track the list of visitors and delegates coming to FBM.</p> <p>Strategies: Prepare the design FBM guest book and book stand and will be displayed in front of the counter level 2, PFI.</p>	Nur Liana Kori	1. Norliza Saiful Bahry (L)
BA2023_CORP8	FBM Event	<p>1 Project owner must ensure all event coordination in the faculty are in line with protocol prepared by the corporate comm unit.</p> <p>2. All TD's need to ensure all the program owners that they oversee have this information.</p> <p>Strategies: Corporate Comm have prepared event kit in the google drive.</p> <p>Corporate Comm will be there as needed.</p>	Nini Hartini Asnawi	<p>1. Ayu Rohaidah Ghazali (L) 2. Dr Dilla Syadia Ab Latiff</p>
BA2023_CORP9	Corporate Training	<p>1. To equip knowledge and skill on the communication and protocol, graphic design, personality development to all corporate comm team.</p> <p>Strategies: To find suitable training to be attend by the corporate comm team.</p>	Dr Dilla Syadia Ab Latif	<p>1. Azreen Joanna Abdul (L) 2. Nor Ain Awang</p>

Acknowledgement

The preparation of this Strategic Action Plan could not have been possible without the participation and cooperation of FBM's Executive Members and their respective team, as well as the valuable comments and advice from the Strategic Action Plan Retreat team members. Their contributions are sincerely appreciated and gratefully acknowledged.

THANK YOU
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