



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

Faculty of Business and Management

STRATEGIC ACTION PLAN BOOK



2025



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



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THRUST : AKADEMIK



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AMBA
ACCREDITED
BUSINESS & MANAGEMENT STUDIES
ECONOMICS & ECONOMETRICS #2011



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CIM The Chartered
Institute of Marketing



The Chartered
Institute of Logistics
and Transport



Premier Digital
Teach Institution

2025 HEA PI LIST

PI	NUMBER OF STUDENTS/MoU/PROGRAMME
PI009 Number of inbound mobility students (minimum 2 weeks).	85
PI010 Number of outbound mobility students (minimum 2 weeks).	39
PI081 Number of new MoU/ MoA with international universities.	7
PI082 Number of MoU/ MoA with Top 300 QS World University Ranking (international universities).	4
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	37
PI043 Number of student enrolment (national master students).	939
PI044 Number of student enrolment (national PhD students).	249

PI010 OUTBOUND MOBILITY

Student Exchange - International Internship

- To give exposure and experience to the students about various foreign environments so that they would be able to compare it with the local operations upon returning
- 2 Students
- PI010, PI032, PI084

Student Exchange - Credit Transfer

- To give exposure and experience to the students on the working culture at foreign countries that soon can enhance their overall soft-skill
- 4 Students
- PI010, PI032, PI084

Summer Program

- To encourage and motivate our students in enhancing their soft-skills and creating network for future use.
- 33 Students BA276 (Bachelor in International Business)
- PI010, PI081, PI082, PI084, PI027, PI028, PI031, PI032

Cultural Exchange

- To give exposure and experience to the students on the cross-cultural understanding and practices
- PI010, PI081, PI082, PI084, PI027, PI028, PI031, PI032

PI009 INBOUND MOBILITY

Student Exchange

- To give exposure and experience to international students on the local business environments and practices
- 5 Students
- PI009, PI084

Summer Program

- To encourage and motivate international students in enhancing their soft-skills and creating network for future use.
- 80 Students
- PI009, PI084

PI081, PI082, PI083 MoA/MoU

MoU/ MoA Signing

- To increase number of activities among students and staffs
- (7 Mou/MoA - 71%- 4 TOP 300 WORLD RANKING - 25%/ TOP 300 SUBJECT RANKING 1 -0 %)
- PI081, PI082, PI083

PI084 Number of International Programs

International activities with our current partners (mobility/research collaborations)

- To give exposure and experience to the students on the cross-cultural understanding and practices
- 37 activities
- PI010, PI081, PI082, PI084, PI027, PI028, PI031, PI032

PG ENROLMENT

MISI ACADEMIC PG

- 1. To collaborate with IPSIS, ICEPTS (Institute for Collaborative Engagement and Professional), FBM & OIA to engage with local students.
- 2. To promote postgraduate programs.
- 3. To increase the number of PG enrolments among FBM students.
- 4. To provide a **one-stop platform** to obtain program information (courses, admission requirements, fees, career prospects).
- P1043, PI044

e-Pursuit

- 1. To engage with potential PG candidates throughout Malaysia (outreach programs, roadshows, webinars, partnering with industries, local universities and professional organizations.
- 2. To increase the number of PG candidates.
- 3. To increase the number of PG students through internal selection (e-KPS) - encourage existing students or staff to pursue PG.
- P1043, PI044

Industry Outreach

- 1. To engage with existing MOU/MOA partners to promote PG programs.
- 2. To increase the number of PG enrolments among industry personnel and government ministries
- P1043, PI044

FBM SAP 2025

TERAS HEP



CONTENTS

- Activities related to PI HEP
- HEP Initiatives for 2025

PROJECT, OBJECTIVE, PI & ACTIVITY MAPPING

Project	Objective	PI	Activity
FBM Student International Programs	- To organize student's activities related to community-based service learning and volunteerism at international level. - To organize international students' development programs that improved their communication skills.	PI027 PI028 PI031 PI032	3
FBM Student Talent and Skill Development ProgramS	- To organize students' activities based on leadership programs. - To organize students' activities based on career activities & career guidance. - To organize students' activities based on patriotism, & ESI - IDART initiatives. - To organize and inculcate students' talents and involvement in sports programs. - To encourage students participations in invention & innovation programs - To organize program related to UTAMA initiative	PI029 PI030 PI033 PI037 PI038 PII40	6

ACTIVITY: **SULAM SUBJECT PROGRAMS**

✓ Programs with FBM Academic (i.e. IBM65 I)

**Team leader: Assoc Prof Dr Norlelawati
Jamaluddin**

**PI027: Number of International
SULAM's (Knowledge Transfer)
programs Target: I**

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

**FOKUS 3: PEMINDAHAN DAN PERKONGSIAN
ILMU**

ACTIVITY: **INTERNATIONAL VOLUNTEERISM PROGRAMS**

- ✓ Programs with FBM Academic, FBM ICAN and FBM student associations,

**Team Leader: En Muhammad Abd Hadi
Abd Rahman**

**PI028: Number of International
Volunteerism programs**

Target: 1 program

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

**FOKUS 3: PEMINDAHAN DAN PERKONGSIAN
ILMU**

ACTIVITY: **FBM LEADERSHIP PROGRAMS**

- ✓ PERSIDANGAN MAHASISWA FPP (PERSIMA)
- ✓ KURSUS PENGURUSAN ORGANISASI (KPO)
- ✓ KURSUS PEMANTAPAN KEPIMPINAN MPP & SMF FPP
- ✓ FBM TOWNHALL WITH DEAN

Project Leader: Dr. Murni Zarina Mohd Razali

PI029: No of Leadership Program

Target: 2 programs

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

FOKUS 5: GOVERNAN DAN KEPEMIMPINAN

ACTIVITY: **FBM CAREER PROGRAMS**

- ✓ FBM FINISHING SCHOOL
- ✓ FBM CAREER FAIR: In collaboration with FBM ICAN and UCS

PI030: Number of companies involved in career activities

Target: 7 companies

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

Project Leader: Dr Farehan Omar

ACTIVITY: **FBM INTERNATIONAL PROGRAMS**

- ✓ Programs with FBM Academic, FBM ICAN and FBM student associations,

Project Leader: Dr. Azlin Zahariah Bahtar

PI03 I: Number of international communication skill related programs

Target: 1 program

PI032: Number of students participated in international program

Target: 93 students

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

ACTIVITY: **FBM E-SPORT PROGRAMS**

- ✓ KEJOHANAN PIALA DEKAN (eSport and Physical Sports)
- ✓ FBM eSport Tournament

PI033: Numbers of students involved in the e-sport industry

Target: 162 students

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

Project Leader: Pn Nor Fazalina Salleh

ACTIVITY: **FBM INNOVATION PROGRAMS**

- ✓ FBM Innovation Competition (Inter Faculty)
- ✓ FBM Business Pitching Competition (Inter faculty)
- ✓ Innovation Competition (National and International)

Project Leader: Dr Nurul Syifaa Mohd Shakii

PI037: No of students involved in invention activities

Target: 203 students

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

ACTIVITY: **FBM ESI-IDART & PATRIOTISM PROGRAMS**

- ✓ FBM PROGRAM LEADERSHIP PROGRAMS
- ✓ PEMANTAPAN DESTINI SISWA (PDS)
- ✓ PROGRAM PATRIOTISME BULAN KEMERDEKAAN

**Project Leader: Pn Nur Shahrulliza
Muhammad**

**PI038: Number of programme/module
related to patriotism & ESI-IDART initiatives**

Target: 6

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

FOKUS 5: GOVERNAN DAN KEPEMIMPINAN

ACTIVITY: **PROGRAMS RELATED TO UTAMA INITIATIVE**

✓ **Modul UTAMA**

PII 40: Program related to UTAMA initiative

Target: I

PII 40: Program related to UTAMA initiative

Target: I

Project Leader: En Mohd Faizul Hassan

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

FOKUS 5: GOVERNAN DAN KEPEMIMPINAN

HEP INITIATIVES FOR 2025

FBM CAREER FAIR
FBM ENTREPRENEURIAL FEST
FBM eSPORT TOURNAMENT
FBM INNOVATION COMPETITION
FBM DEBATE COMPETITION*
CAREER DEVELOPMENT UNIT*
FBM GOT TALENT

**FOKUS 1: PENYEDIAAN BAKAT TERBAIK
NEGARA**

FOKUS 6: KEMAMPAKAN KEWANGAN IPT

DEAN'S SPECIAL PROJECT

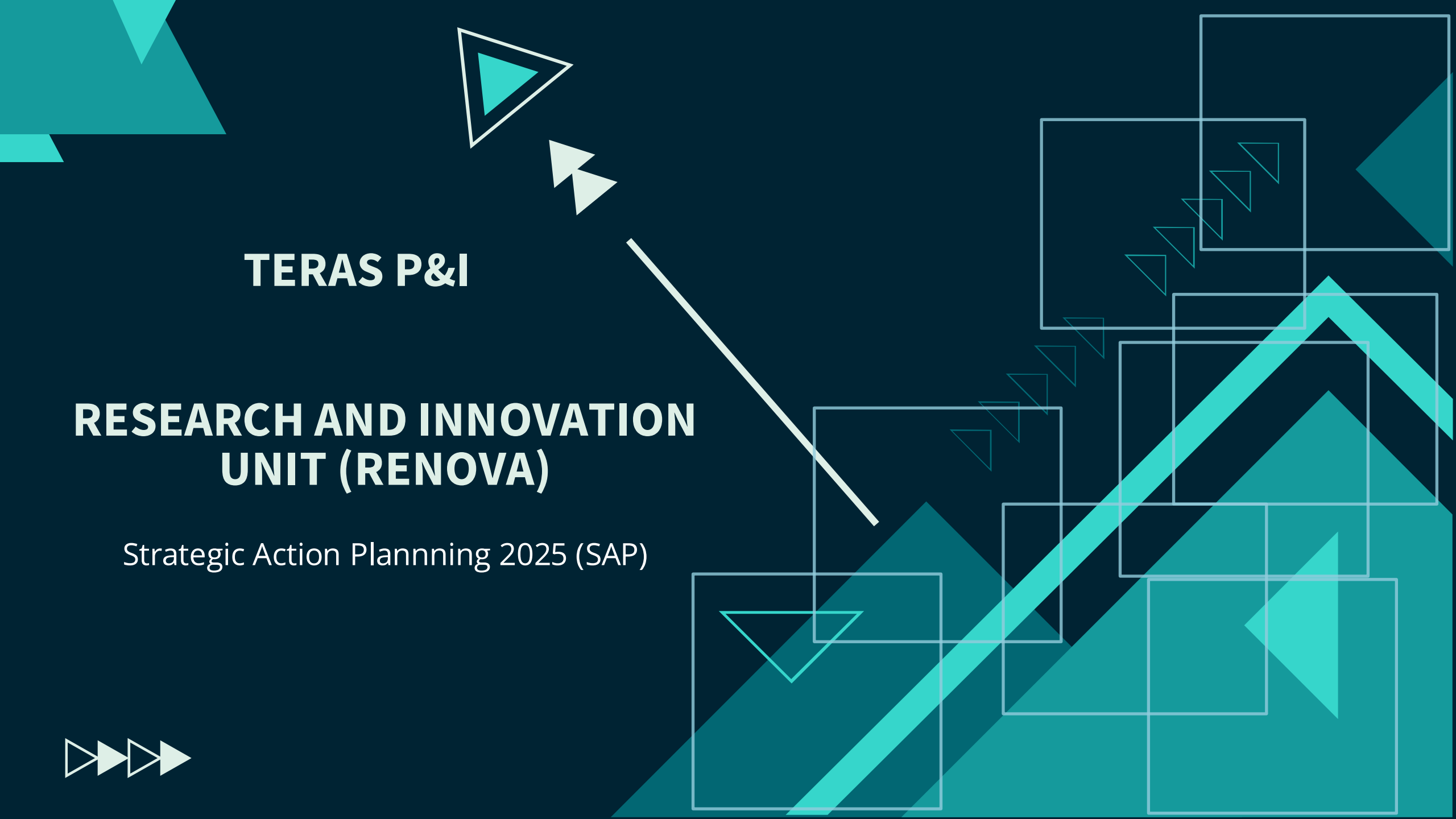
HEP INITIATIVES FOR 2025

**FBM STUDENT FOODBANK
STUDENT WELLNESS PROGRAMS**

**FOKUS 7: INFRASTRUKTUR, DIGITAL DAN
KESEJAHTERAAN KAMPUS**

FBM CORPORATE IDENTITY

DEAN'S SPECIAL PROJECT



TERAS P&I

RESEARCH AND INNOVATION UNIT (RENOVA)

Strategic Action Plannning 2025 (SAP)



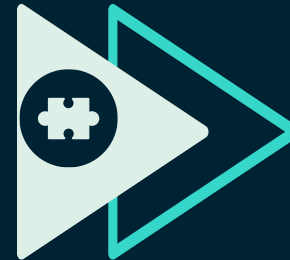
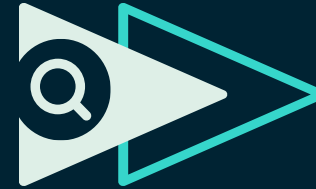
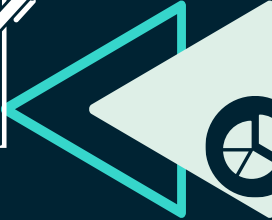
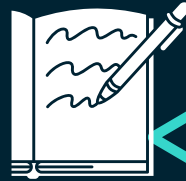
Strategic Planning Activities

PUBLICATION

- Publication Incentive
- 4 Special Issue in Indexed Journals
- Advances in Business Research International Conference (ABRIC)
- EUMMAS A2S Conference on Global Social and Technological Development and Sustainability
- National Pitching Research Competition (NPRC)
- Department Research Writing Bootcamp/Training

RESEARCH ANCILLARY

- Research Ethics Activities
- FBM Press Activities
- Ranking Activities
- FBM RIG/RG Activities
- FBM Journals Activities



GRANT



- Grant Workshops
- Grant with Universities Partners
- Funding for RG/RIG activities

INNOVATION

- VIIC
- Innovation Activities
(Create database for FBM's Innovation on website, workshop & online seminar, KIK, OE)



ACTIVITY OBJECTIVE

FBM_Renova (Publication)

Publication Incentive



To increase number of research collaboration and indexed publications

4 Special Issue in Indexed Journals

To increase number of research collaboration and indexed publications

Advances in Business Research International Conference (ABRIC)

To improve the quality, application and publication of high-impact scientific research among students, academics and professionals from various industries.

ACTIVITY OBJECTIVE

FBM_Renova (Publication)



EUMMAS A2S Conference on Global Social and Technological Development and Sustainability

To improve the quality, application and publication of high-impact scientific research among students, academics and professionals from various industries.

National Pitching Research Competition (NPRC)

To improve and communicate high-impact scientific research among academics staff, students, professionals and community..

ACTIVITY OBJECTIVE

FBM_Renova (Publication)



Department Research Writing Bootcamp/Training

To increase number of indexed publication: Journal in SCOPUS/WoS/ERA for staff and postgraduate students

ACTIVITY OBJECTIVE

FBM_Renova (Grants)



Grant Workshops

- FRGS Proposal Clinic
- Grant Operation & Management Workshop

To increase the chances of national grant approval

Grant with Universities Partners

- Proposal generation for matching and international grants

- 1) To strengthen FBM-Industry Grant Linkages
- 2) To secure more matching grant with foreign universities (Eg: Universitas Indonesia, Universitas Gadjahmada & Tashkent State University of Economics, Uzbekistan)

ACTIVITY OBJECTIVE

FBM_Renova (Grants)



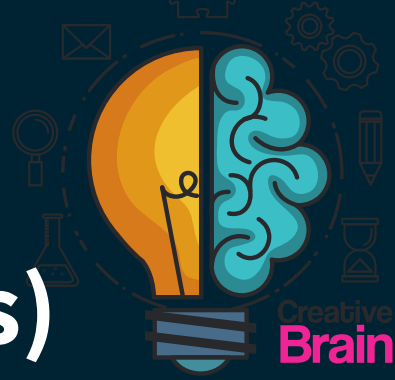
Funding for RG/RIG activities
- RG/RIG Grant to facilitate research activities

- a) Planning the yearly EK activities
- b) Empowering the research and innovation agenda in the faculty

ACTIVITY OBJECTIVE

FBM_Renova

(Innovation & Commercialization Initiatives)



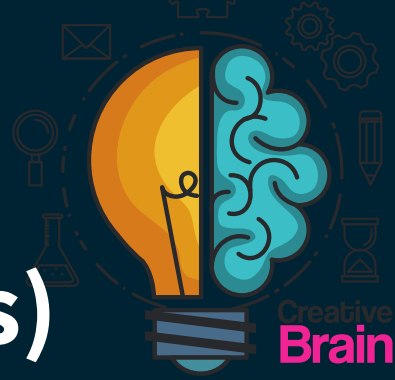
Virtual Innovation & Invention of Ideas Competition (VIIC)

- To generate income from innovation activities
- To inculcate innovation culture among researchers
- To boost academic staff innovation activities

ACTIVITY OBJECTIVE

FBM_Renova

(Innovation & Commercialization Initiatives)



Innovation Activities

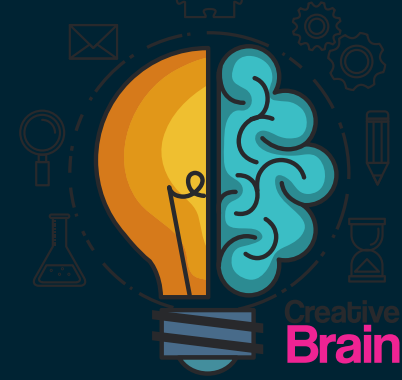
- Digital Inno-book
- Workshops and online seminars on innovation
- outstanding Innovation from Operational Excellence (OE) and Kumpulan Inovasi Kreatif (KIK) to be promoted for innovation competition and commercialisation at national & international level.

- a) Establish a Centralized Innovation Database through digital Inno-book
- b) Foster innovation knowledge sharing and encourage innovation culture.
- c) Encourage Excellence in Innovation at various level of faculty, university, national and international.

ACTIVITY OBJECTIVE

FBM_Renova

(Research Ancillary)



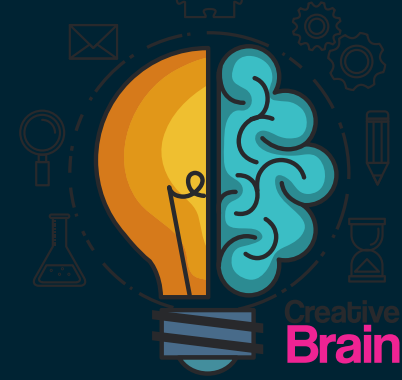
Research Ethics Activities

1. Workshop for FBM Research Ethics Reviewer
 2. Promotion on research ethics application
 3. Build an in-house system to facilitate with the application of student's research ethics (master by coursework and undergraduate)
- Strengthening Research Ethics Practices

ACTIVITY OBJECTIVE

FBM_Renova

(Research Ancillary)



FBM Press Activities

- a) Thesis to Book & Research Reports Publication
- b) Case Study

- Establishing FBM Press

Ranking Activities

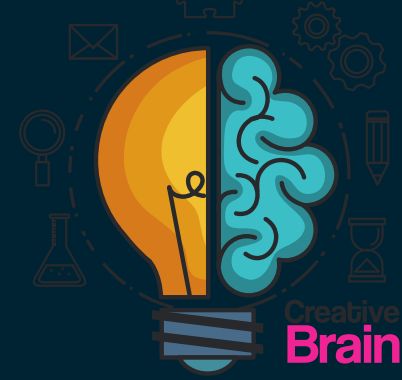
- a) International Webinar Forum
- b) Infographic on Achievements and Highlights of FBM
- c) Email Engagement with Academics and Employers Contact
- d) Constant communication with FBM International Office

- Improving QS Subject Ranking (Business and Management, Finance and Economics and Econometrics)

ACTIVITY OBJECTIVE

FBM_Renova

(Research Ancillary)



FBM RIG/RG Activities

- a) Workshop
- b) b) Researcher's exchange programme to QS Top 300 University

- Increase the number of RIG/RG

FBM Journals Activities

- a) Journals Governance Workshop/Bootcamp

- To enhance credibility and visibility of the journals



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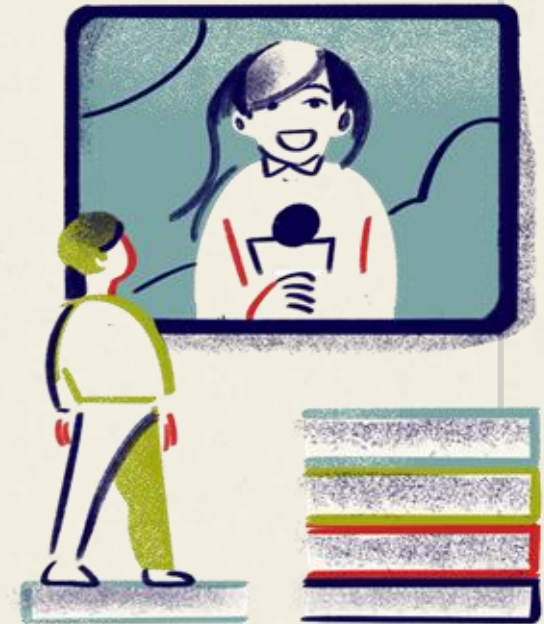
ICAN UNIT

STRATEGIC ACTION PLAN 2025 (SAP2025)



FBM COMMUNITY ENGAGEMENT

- Objective 1: Increase community work both internally and externally
- Objective 2: Increase the number of community collaborations
- Objective 3: Boost Star Ratings for FBM



Community Engagement Strategies



- **Strategy 1:** Develop collaboration with the ministry, local councils and PPD
- **Strategy 2:** Establish the Campus-Connect-Community (3Cs) program
- **Strategy 3:** Offer collaborations with industries on community work
- **Strategy 4:** Bring proposals and paperwork to industries on community efforts

Key Community Engagement Initiatives (2025)

Fokus 1: Penyediaan Bakat Terbaik Negara
Fokus 2: Kewibawaan Akademika dan Warga Kampus



1

Local Community Engagement

2

SULAM - 14 Subjects Collaboration (22 Lectures)

Objective: Set up the 3Cs (Campus Connect Community) program
- 3Cs Bootcamp

3

Industry-Based Community Collaboration

Objective: Engage industries through proposals for community work
- JKM & Institut Sosial Malaysia
Menjalin hubungan Bersai. Majlis & PBT

4

RIG-Based Community Collaboration

Objective: Collaborate with all RIGs under FBM

FBM INDUSTRY ENGAGEMENT



Fokus 3: Pemindahan dan Perkongsian Ilmu

Industry Advisory Panel & Adjunct Professor Engagement

Objective: Strengthen IAP and Adjunct Professor networking

CEO@Faculty

Objective: Engage with the appointed CEO@Faculty by KPT

Key Industry Engagement Initiatives (2025)

Fortune 500 and Forbes 2000 Networking

Objective: Focus on the world top companies

ICAN Week 4.0

Objective: Promote yearly ICAN activities focused on faculty collaboration

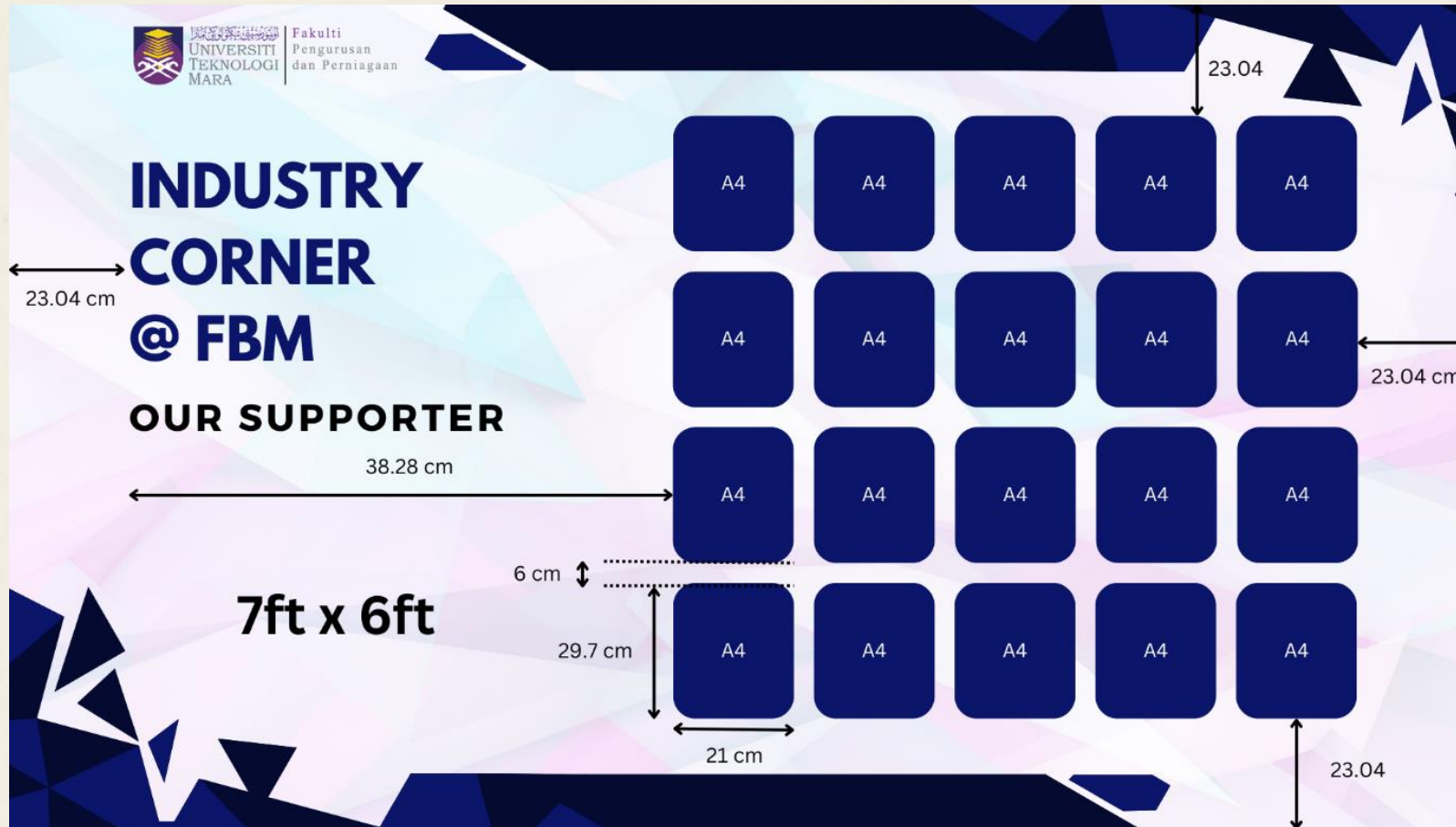


Fokus 4: Pengantarabangsaan Pendidikan Tinggi

FBM NEXUS OF COLLABORATION

"Acknowledgment the catalytic role of industry partners in FBM's success"

Fokus 1: Penyediaan Bakat Terbaik Negara



Fokus 1: Penyediaan Bakat Terbaik Negara *Permerkasaan Industry on Campus*

Maybank@Campus
Designed for Campus Community



Multiple Concept

- Coffee Café Concept
- Lounge Concept
- Many More...



Unique Campus Bank

- Basic Banking
- Financial Literacy Hub
 - Career Hub
- Cashless Campus Champion



Establishment for only
selected chosen campus

FBM ALUMNI ENGAGEMENT



Objective

1. To foster stronger connections among FBM alumni
2. To foster a sense of belonging and pride among alumni

Strategies

1. Build relationships with prominent FBM alumni to form new teams that can gather alumni
2. Distribute FBM Alumni stickers during the convocation ceremony

Key Alumni Initiatives (2025)

01



01

Alumni United: Stronger Together (Hi-Tea)

Leverage alumni expertise and industry connections to support FBM's educational and research initiatives

02

Seal the Memories: Alumni Stickers Giveaway

Create lasting memories and strengthen alumni engagement

03

Dear Future Me: Alumni Aspirations Video Contest

Understand the needs of alumni through their perspectives

04

Alumni Talk by Industry Experts

Provide valuable insights from industry experts to FBM alumni



Dean's Special Project 1: FBM Alumni Unit

Fokus 6: Kemampanan Kewangan IPT

Suggested Penyelaras: Cik Nor Azzura Nordin

Main activities:

- Alumni Newsletters:
- Monthly alumni successful story
- Databases
- Yearly Impactful Event – Alumni Run, Alumni Hi-tea
- Alumni merchandise
- Alumni Meetups and Reunions
- Job Placement Assistance:
- Alumni Awards
- International Alumni Outreach



Dean's Special Project 2: Waqf, Infaq, Prihatin, (WIP)

Suggested Penyelaras: ??

Main activities:

- Promoting WIP Awareness through regular contribution
- Funding Student Scholarships



Income Generation Initiatives

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CIM The Chartered Institute of Marketing



CMI The Chartered Institute of Management

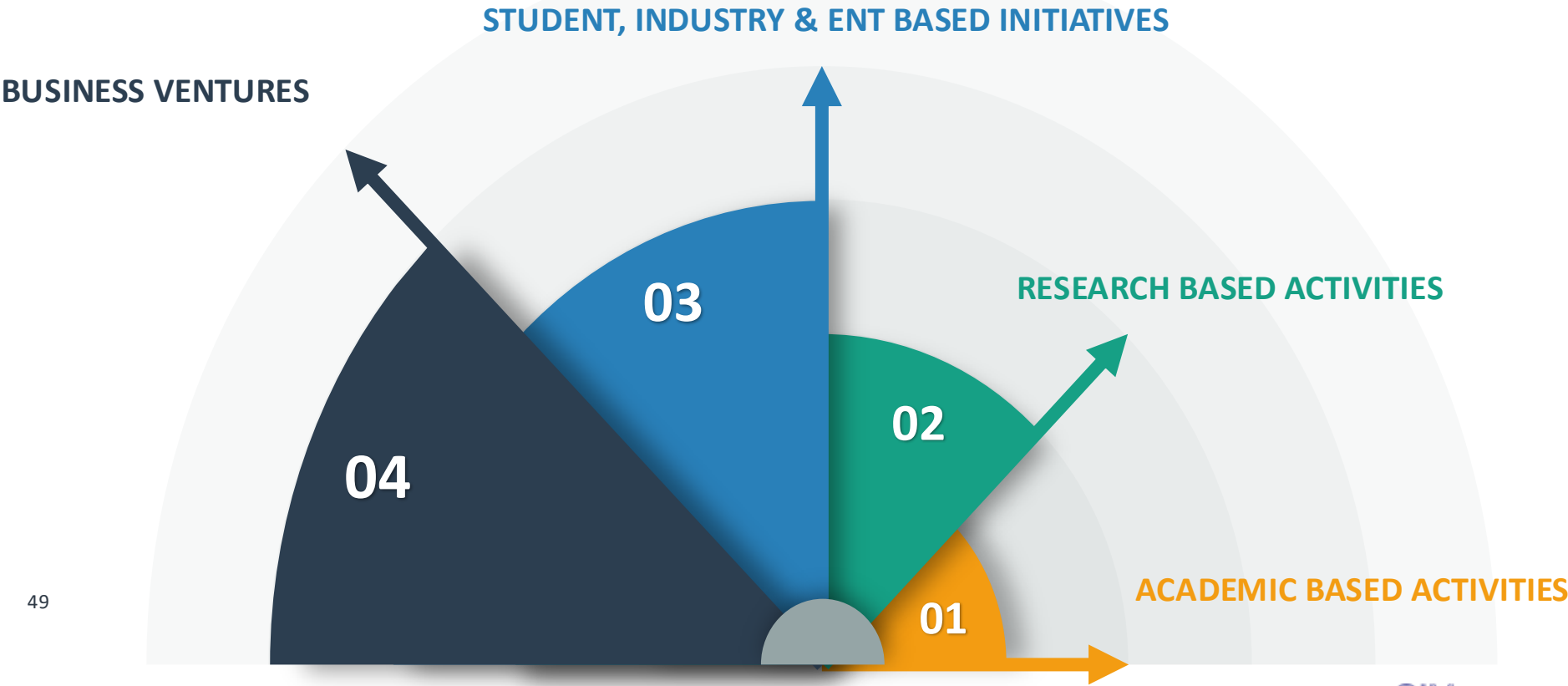
The Chartered Institute of Logistics and Transport



MD Premier Digital Tech Institution







49

RM1.5MILLION

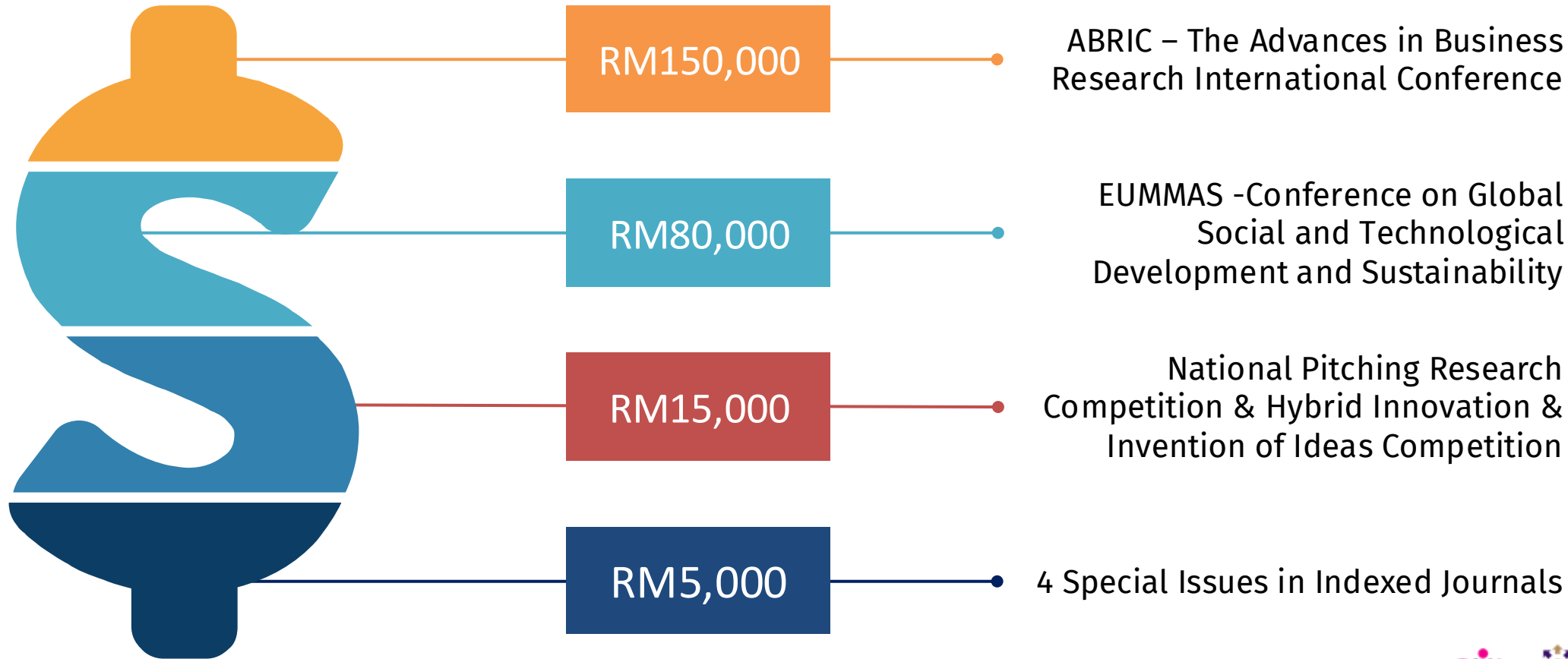
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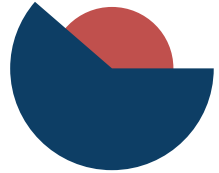
POSTGRADUATE

SHORT SEM



RESEARCH BASED INITIATIVES





EDUTOURISM : SUMMERCAMP



FBM CAREER FAIR, FBM ENT
FEST, FBM FUN RUN,
COMPETITIONS



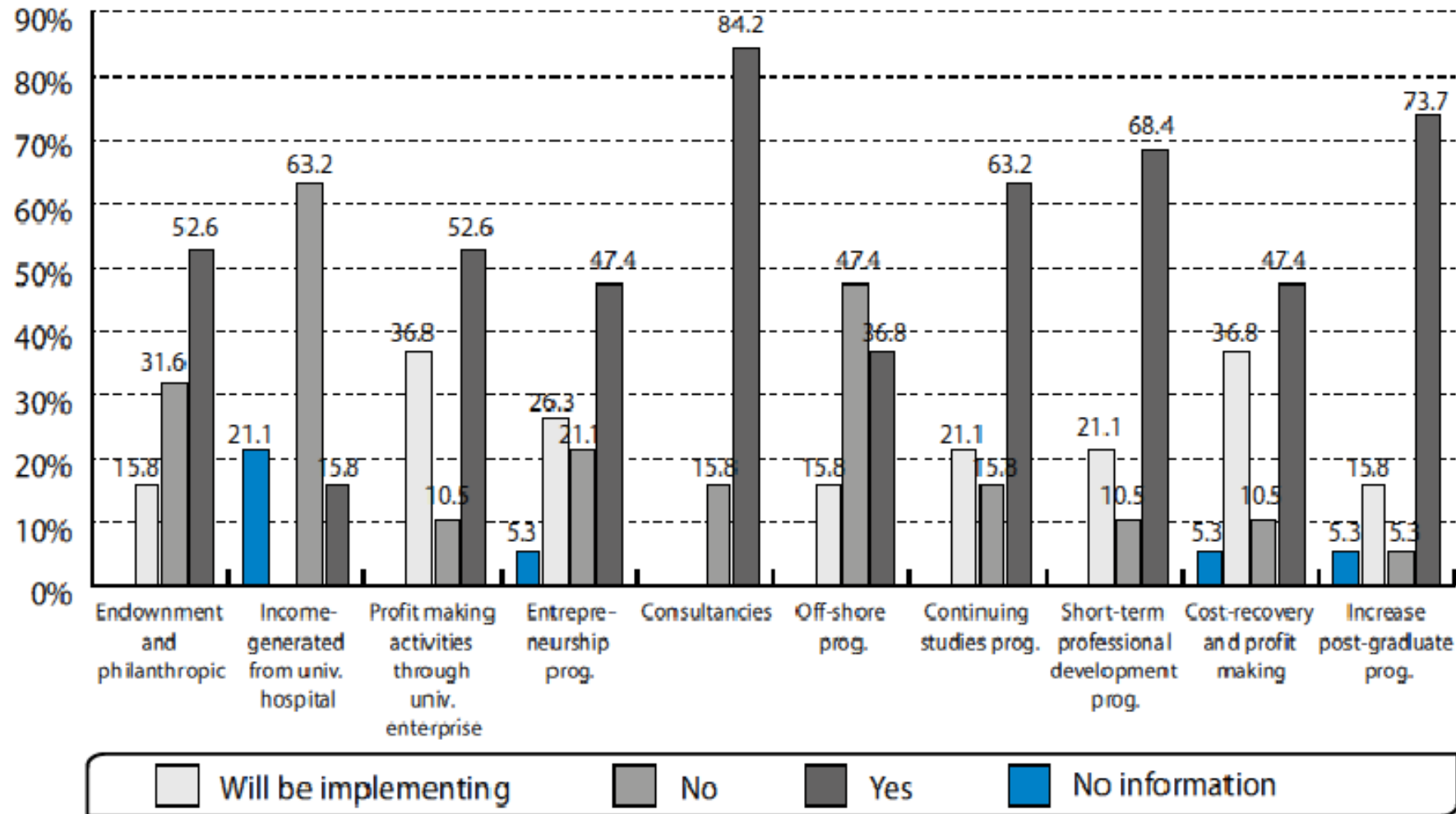
HE & SHE / FAMILY MART





RM1.8+ MILLION

FACULTY OF BUSINESS & MANAGEMENT



STRATEGIC ACTION PLANNING 2025 (SAP) ADMINISTRATION





PI NO	PI NAME	TARGET 2025
PI085	Number of staff with 3 years industry experience	23
PI086	Number of activity related to ESI-iDART	3
PI087	Number of academic staff with PhD qualification	166
PI088	Number of staff with professional qualifications	23
PI089	Number of staff attached with top global 2000 companies or top 300 universities	3
PI090	Number of staff as members in international and national academic/ professional bodies/ associations/ NGO	54
PI091	Number of international academic staffs	10
PI094	Number of OE Project	1
PI095	Number of KIK Project	1
PI096	Number of activity related to Happiness Index	2
PI125	Number of staff registered for PhD studies	2
PI126	Number of AKNC Project	1

THE GROWTH OF FBM DNA

1. Pre-PhD incubator program (writing proposal workshops, mentoring and sharing session)
2. Identify 2 potential staff from each department to be attached with top global 2000 companies or top 300 universities and to register for Professional Qualification





OE, KIK & AKNC CHAMPION

- 1. Benchmarking Program (AKNC, KIK & OE Champion)**
- 2. Serial Workshop of KIK, AKNC & OE**

YOUR VALUES REFLECT OUR HAPPINESS

- 1. Aktiviti Inisiatif Minda Sihat (AIMS) Program**
- 2. FBM Jewel of the Crown**
- 3. Program Patriotism Bulan Kemerdekaan**
- 4. Kejohanan Piala Dekan**
- 5. Financial Planning Talk**



SPECIAL DEAN'S PROJECT

FBM CORPORATE DAY

- a. Corporate attire (suit & tie)**
 - Full enforcement (All administration staff dan academic administrator compulsory to wear corporate attire every first week of the month)**
- b. Badge (FBM) and name tag**



PENETAPAN SASARAN KERJA TAHUNAN BAGI STAF PENTADBIRAN

BAGI TAHUN 2025

**Umaira Othman Koya
Timbalan Pendaftar Kanan**

Tarikh : 9 Januari 2025 (Khamis)

Sasaran Kerja Tahun 2025...

1. Menyediakan kemudahan dan infrastruktur fakulti yang lebih baik untuk pelajar dan staf.
2. Mempercepatkan dan menambahbaik prosedur dan proses kerja staf/jabatan.
3. Meningkatkan kecekapan staf pentadbiran melalui latihan dan kursus
4. Mengurangkan penggunaan bahan bercetak dan kebergantungan kepada sistem digital dan teknologi.
5. Meningkatkan visibiliti fakulti dan staf melalui penglibatan dalam aktiviti kualiti, bersama industri dan sosial media.

Tindakan yang akan dilaksanakan...

A. PROJEK TRANSFORMASI

1. Fasiliti bilik pensyarah
2. Ruang fakulti (maklumat PIC dan manual penggunaan peralatan, notis board)
3. Fungsi Bilik Ilmuan sebagai event hall
4. Rejuvenasi makmal komputer dan pejabat dan imej korporat

B. PROJEK PENAMBAIKAN PROSES KERJA

1. Menambahbaik proses kewangan (bajet setahun perbelanjaan, taklimat kewangan)
2. Menambahbaik proses penganjuran program
3. Menambahbaik proses pengurusan mesyuarat (takwim/ tempoh penyediaan minit dan keputusan mesyuarat)