



# Majlis Pelancaran **PELAN STRATEGIK** **2012-2020**

3 Oktober 2012 | Dewan Besar UTeM

Oleh :  
Prof. Datuk Dr. Ahmad Yusoff Hassan  
Naib Canselor

# Majlis Pelancaran PELAN STRATEGIK 2012-2020

## AGENDA

Tujuan Majlis adalah untuk melancar & menjelaskan:

1. Pelan Strategik UTeM 2012-2020
2. Logo baharu UTeM
3. Inisiatif @2012 ULDP



# PENDAHULUAN

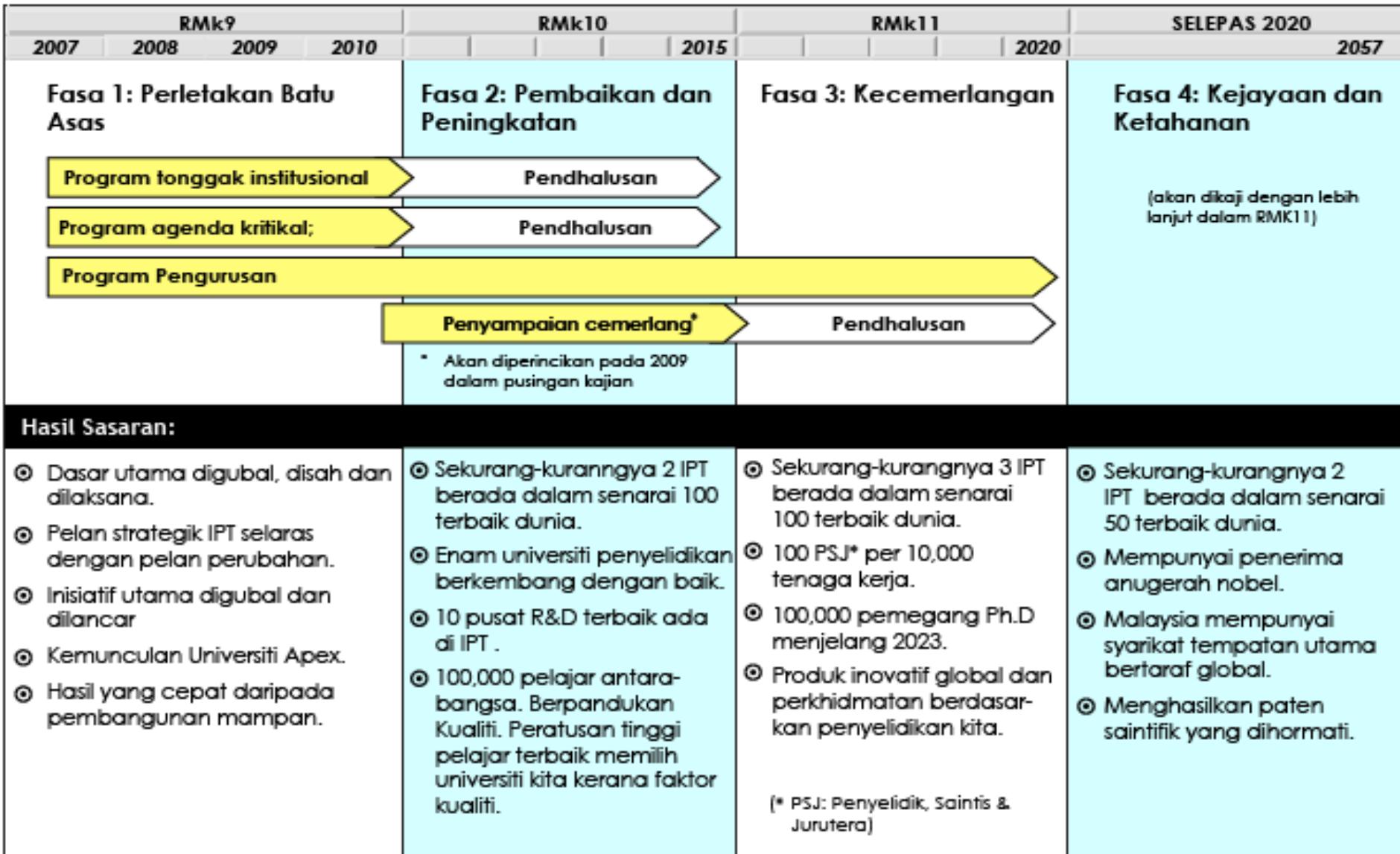
## Scenario Semasa

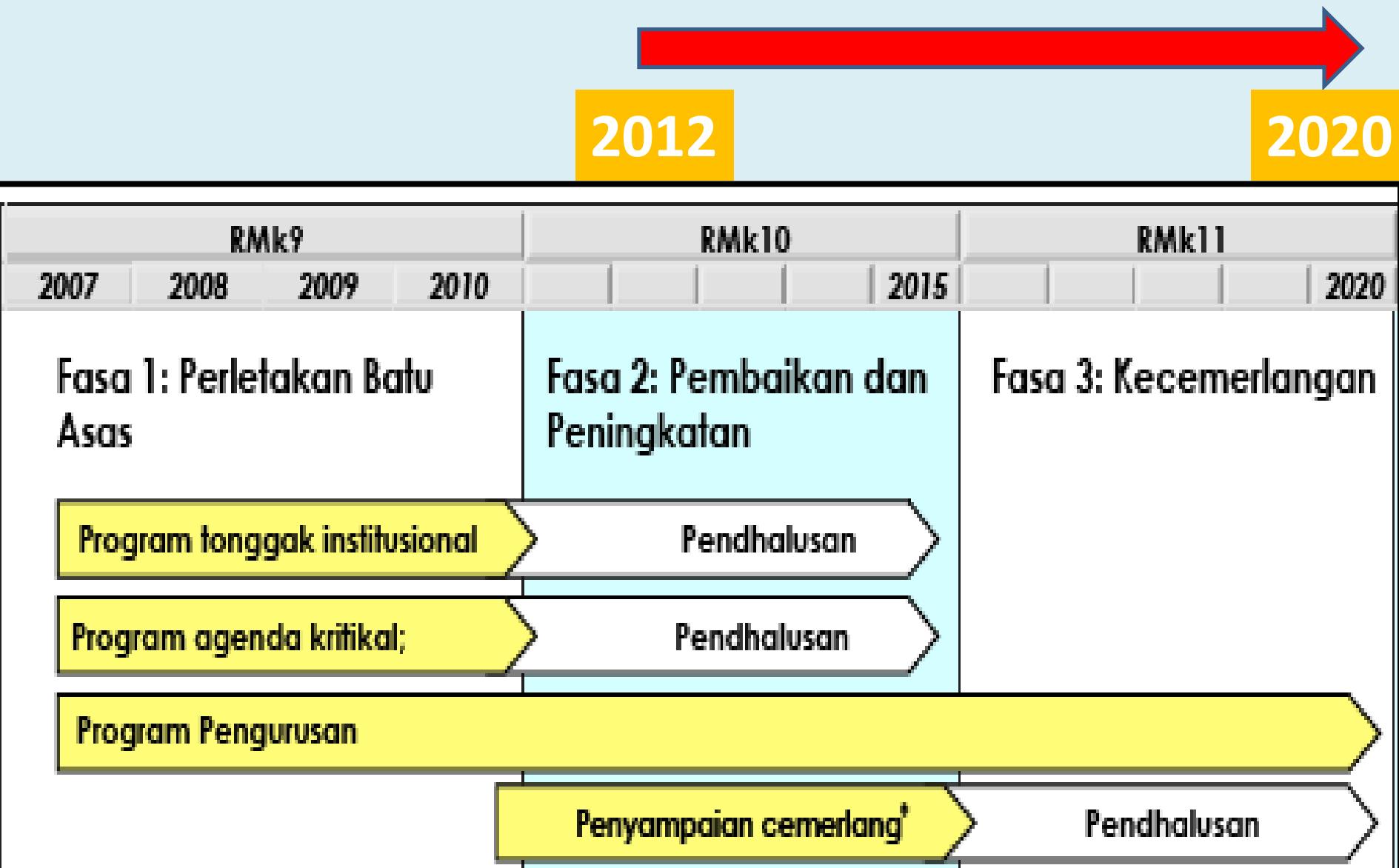


## OBJEKTIF PSPTN

1. Meluaskan akses dan meningkatkan ekuiti
2. Menambah baik kualiti pengajaran dan pembelajaran
3. Memperteguh penyelidikan dan inovasi
4. Memperkasakan Institusi Pengajian Tinggi
5. Mempergiatkan pengantarabangsaan
6. Mengukuhkan sistem penyampaian KPT

# Peta tuju (Transformasi Pendidikan Tinggi)





# MATLAMAT PELAKSANAAN PSPTN

Peletakan Asas  
(2007 – 2010)

Peningkatan dan  
Pemerkasaan  
(2011 – 2015)

Kecemerlangan  
(2016 – 2020)

Kegemilangan  
dan Kelestarian  
(melangkaui  
2020)

## Sasaran Pencapaian:

Pelan Strategik IPTA  
diselaraskan dengan  
Pelan Transformasi

Inisiatif utama  
dilancarkan dan  
dilaksanakan

Polisi utama  
diwujudkan

Universiti bagi projek  
APEX dikenalpasti

2 IPT dalam ranking  
100 teratas dunia

6 universiti  
penyelidikan

**APEX U Teknikal**

10 **pusat  
kecemerlangan  
bertaraf dunia**

150,000 **pelajar  
antarabangsa**

3 IPT dalam ranking  
100 teratas dunia.  
1 dalam 50 teratas.

100 RSE / 10,000  
tenaga kerja

60,000 PhD

2 IPT dalam ranking  
50 teratas dunia

Nobel Laureate  
Malaysia

Paten saintifik  
tersohor

*Terus Bertekad*  
**MENERAJUI**  
**KECEMERLANGAN**

**TRANSFORMASI**  
**BERFOKUSKAN STRATEGI**

*mencipta keunggulan Universiti Teknikal*

**INOVASI pemacu  
KEGEMILANGAN  
PEMBANGUNAN  
LESTARI**

*Menghayati*  
**PERUBAHAN** untuk  
**KECEMERLANGAN**

**2012**

**2011**

**2010**

**2009**

# PROJEK 2012

1

Pelan Strategik Jangka Panjang 10-20 tahun

UTeM

UTeM Holding



5

Keusahawanan

Eko sistem

2

Inisiatif ULDP

UTeM MyHome/ Green Café ...

6

Pusat Kecemerlangan Industri  
(iCOE)

Infineon

3

Pembangunan Imej & Penjenamaan

Tag line/ Logo/ Website/ Promo

7

Fakulti Teknologi

Kejuruteraan: 10 program akademik

4

UTeM Blue Dot

Pusat Inovasi Kreatif

8

MTUN COE potensi

Urus setia

## Resipi PERUBAHAN:

- Deria Mendesak (Urgent)
- Visi
- Proses (model perubahan)
- Komitmen & Ketahanan + perlaksanaan berkesan

Professor Michael Y. Yoshino  
Harvard Business School

1

# Pelan Strategik Jangka Panjang 8 tahun

STRATEGIC  
**PLAN**  
2012-2020



UNIVERSITI TEKNIKAL MALAYSIA MELAKA



- 1. Proses**
- 2. UTeM Scenario Semasa**
- 3. Halatuju Strategik**
- 4. 6 Tema Strategik Teras**
- 5. Peta Strategik**
- 6. KPI**
- 7. Inisiatif Impak Tinggi**
- 8. Pengurusan Strategik**

# PELAN STRATEGIK 2012-2020

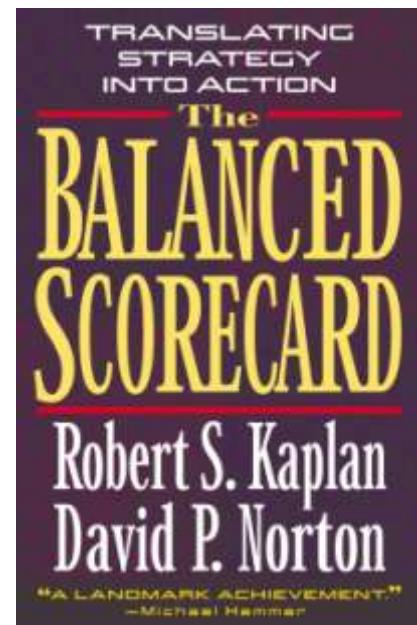
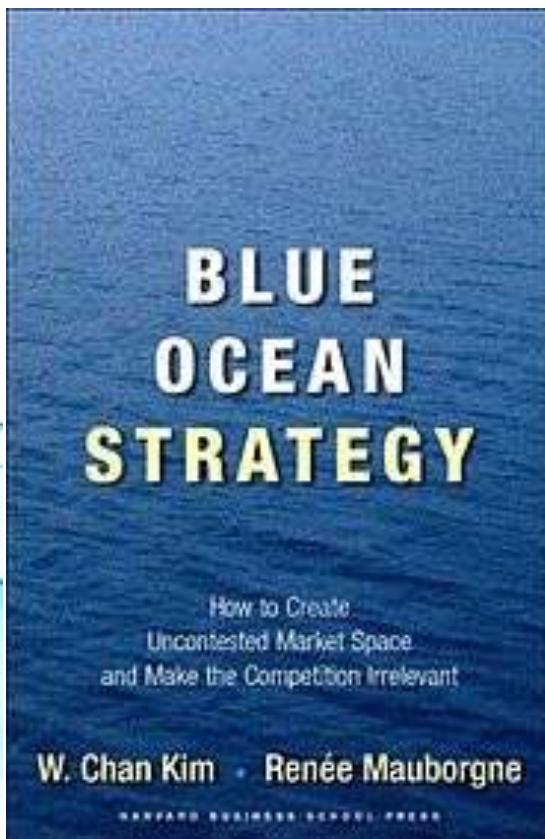
Latarbelakang :

- Pra bengkel Feb 2012
- Bengkel Pelan Strategik Mac 2012
- Bengkel Future Scenario Planning Jun 2012

*UTeM:Pengurusan Tertinggi, Pegawai Kanan,  
Ketua/Timbalan PTj, MPP, LPU, KPT  
(urus setia: PPKK/ PJKA/ Pejabat Naib Canselor)*

# AHLI BENGKEL

BIL	JAWATAN	BILANGAN
(A)	PENGURUSAN TERTINGGI	8
(B)	DEKAN FAKULTI	9
(C)	PENGARAH	17
(D)	TIMBALAN DEKAN / TIMBALAN PENGARAH	23
(E)	KETUA TIMBALAN PENDAFTAR	1
(F)	TIMBALAN PENDAFTAR / BENDAHARI	5
(G)	KETUA PENOLONG PENDAFTAR	5
(H)	MAJLIS PERWAKILAN PELAJAR	2
+	LPU , KPT	2 + 1



# STATUS UTeM

- Established: 1 December 2000 KUTKM  
• 1 February 2007 UTeM
- First Technical University in Malaysia 14th/20 IPTA
- Specializations: Engineering, ICT & Technology Management
- Orientation: practical and application
- Academic programs:
  - Undergraduates - 5 Diploma programs & 36 Degree programs
  - Graduates - 24 Masters (13 coursework mode and 8 by research, 3 mixed mode)
  - 6 PhD (6 by research)
- University Citizen:-
  - Students - 9,154 UG + 894PG = 10,063
  - Staff - (Academic 812)+(Non Academic 1138) = 1,950

# Enrolmen Pelajar

	Peringkat Pengajian	2011/12	
Pra Siswazah	Ijazah	7968	
	Diploma	1186	
Pasca Siswazah	PhD	Penyelidikan	165
		Kejuruteraan	16
	Master	Kerja Kursus	418
		Penyelidikan	290
		Mod	20
		Campuran	
	JUMLAH	10,063	

# Pelajar Antarabangsa

Tahap Pengajian	Bilangan
Ph.D	46
Sarjana	170
Ijazah Sarjana Muda	165
IELP	-
Jumlah	381

# 25 NEGARA ASAL PELAJAR ANTARABANGSA

- |               |               |
|---------------|---------------|
| 1. ALGERIA    | 14. MOROCCO   |
| 2. ARAB SAUDI | 15. NIGERIA   |
| 3. BANGLADESH | 16. OMAN      |
| 4. CAMEROON   | 17. PAKISTAN  |
| 5. CHAD       | 18. PALESTINE |
| 6. EGYPT      | 19. SOMALIA   |
| 7. INDIA      | 20. SUDAN     |
| 8. INDONESIA  | 21. GHANA     |
| 9. IRAN       | 22. SYRIA     |
| 10. IRAQ      | 23. TANZANIA  |
| 11. JORDAN    | 24. TUNISIA   |
| 12. KOREA     | 25. YEMEN     |
| 13. LIBYA     |               |

# Nilai Teras

1. TEKAD UNTUK CIPTA PERUBAHAN:  
*kreatif dan inovatif (passion to make a difference), berimpact tinggi*
2. CEKAL:  
*Komited,, Tahan Lasak, Tidak Putus Asa (resilient)*
3. KESETIAAN:  
*Bersatu, Hormat, Ketaatan, Kekeluargaan, Kekitaan*
4. INTEGRITI:  
*Amanah, Telus, Keber tanggungjawaban, Mempercayai*
5. PROFESIANALISMA:  
*Kerja Berkualiti, Berpasukan, Tidak Emosi Melulu*



# OUR CORE VALUES



## PASSIONATE TO MAKE A DIFFERENCE

We need this set of values to make our University THE place where innovation and creativity are created and nurtured. We have to start by being passionate about what we do to make a difference to produce something that is highly impactful.



## RESILIENCE

While we are passionate to make a difference in this world, we will be facing many challenges. Hence, it is critical that we become highly resilient persevere & patience!. Come what may, we will not give up easily in striving for success.



## LOYALTY

Naturally, to be resilient requires us to focus on our quest and always see the bigger picture that is the strategic goal of the University. We must instill loyalty to the organization that we are serving, for the sake of unity. We are ambassadors and represent the best image of the university and sense of belonging.



## INTEGRITY

To achieve whatever we want, does not negate the fact that we must protect our integrity in everything that we do. We must not be tempted by undesired elements but must be transparent in our conduct and take full responsibility for our actions.



## PROFESSIONALISM

This set of values must continue to be upheld because it reflects who we are as an entity. We must maintain an excellent service delivery, produce quality work with dedication and match our promises to our words that to the eyes of our stakeholders, is being highly professional.

# VISI

MENJADI UNIVERSITI TEKNIKAL YANG  
KREATIF DAN INOVATIF  
TERKEMUKA DI DUNIA

# MOTO

KOMPETENSI TERAS KEGEMILANGAN



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

# MISI

UTeM BERTEKAD UNTUK MENERAJUI SUMBANGAN KEPADA  
KESEJAHTERAAN NEGARA DAN DUNIA DENGAN:-

- MEMARTABATKAN ILMU MELALUI PENDIDIKAN, PENYELIDIKAN DAN KESARJANAAN TEKNIKAL YANG INOVATIF
- MEMBENTUK PEMIMPIN BERSAHSIAH MURNI YANG PROFESIONAL
- MENJANA PEMBANGUNAN LESTARI BERSAMA INDUSTRI DAN KOMUNITI

# UTeM's STRATEGIC DIRECTION



**Accelerating  
Techducation  
Excellence**

Premier  
technical  
education with  
global presence



**Pioneering  
Future  
Technology**

Strategic knowledge  
and innovation for  
the future



**Moulding  
Technopreneurial  
Leaders**

Professional and  
ethical  
technopreneurial  
graduates



**Boosting  
Community  
Potential**

Centre of reference  
for community  
well-being



**Talent Management**

Institutionalising an attractive  
Ecosystem for Creative &  
Innovative Talent



**Financial Independence**

Less dependent on  
Government  
Funding

## THEME 1 :

# Accelerating Techducation Excellence



**Accelerating  
Techducation  
Excellence**

Premier  
technical  
education with  
global presence

- accelerate and to **champion** technical and vocational education and training (**TVET**), with the aim of **global** recognition.
- provide premier technical education integrating the subject of **sustainability** (green) and **technopreneurship**, partnering with the **industry and community**, to make UTeM techducation content and delivery more dynamic, ground-breaking and **holistic**.
- committing to **Virtual Education**, making outstanding use of technology and ICT to enable virtual learning and knowledge management beyond geographical boundaries.

## Theme 1 : Accelerating Techducation Excellence

Perspective      Strategy Causal-and-effect (Strategic Objectives)

Strategic Result:

Stakeholder/  
Customer

Premier techducation  
with global presence

Internal  
Process

Strive for **TVET champion** with  
global recognition

Integrate  
sustainability &  
technopreneurship  
for innovative &  
**holistic** curriculum

Drive **virtual education** towards  
developing a  
Knowledge Society

Learning &  
Growth

Professional  
talent

Excellent  
infrastructure

Comprehensive  
academic  
governance

**Strategic Theme 1 Mini Strategy Map**

## THEME 2 : Pioneering Future Technology



Pioneering  
Future  
Technology

Strategic knowledge  
and innovation for  
the future

- passion and drive **to advance** in strategic knowledge and technology foresight.
- UTeM's researchers to **innovate** and produce **sustainable solutions** that are relevant to the industries, **now and beyond**.
- intensify high impact research output through establishment of faculty-free **Centre of Excellence (COE)** which are technically competent and **industry driven**, coined as **Ty-COE™**.
- aggressively **secure venture funds** from the industry. Industry linkages and networking are highly essential drivers to this effort.

## Theme 2 : Pioneering Future Technology

Perspective      Strategy Causal-and-effect (Strategic Objectives)

Strategic Result:

Stakeholder/  
Customer

Strategic knowledge and  
innovation for the future

Internal  
Process

Provide **sustainable**  
**solution** through  
**technological**  
**innovation**

Increase  
**industrial**  
**venture fund**

intensify **high-**  
**impact research**  
**output**

Learning &  
Growth

Empowerment  
of human  
resource

Enrichment of  
commercialisation  
infrastructure

Comprehensive  
infra & info  
structure

Strategic Theme 2 Mini Strategy Map

## THEME 3 : Moulding Technopreneurial Leaders



- to ensure that UTeM staff & graduates are **leaders** with **technopreneurial traits** and of high **ethical values** and **professionalism**.
- to enhance the **entrepreneurship** programmes to be more holistic and **innovative**.
- to institutionalise an **ecosystem** that promotes technopreneurship growth whereby staff/students have access to the human, financial and professional resources
- to expose staff/students to the industry and have them participate in various **community programmes**

## Theme 3 : Moulding Technopreneurial Leaders

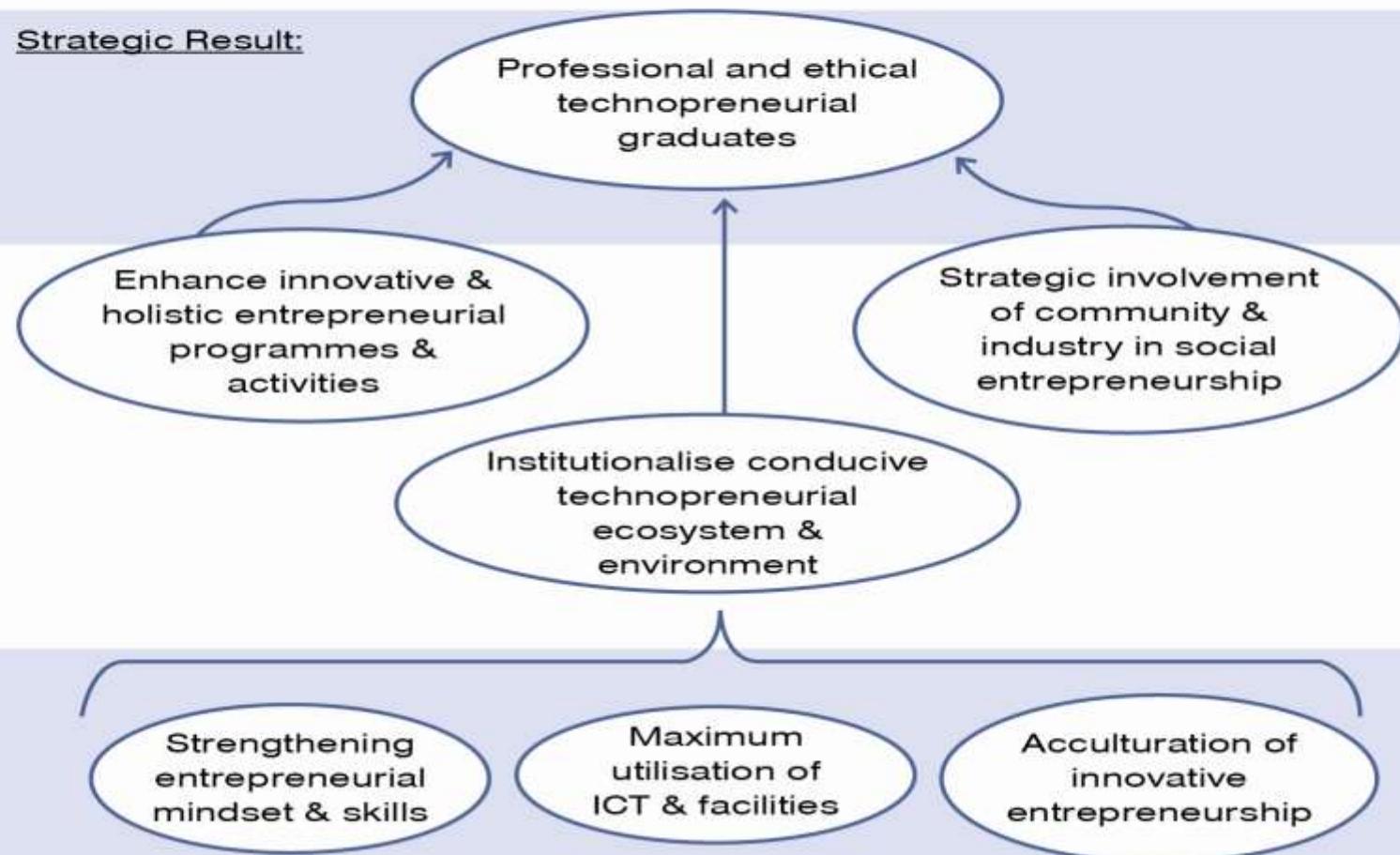
Perspective      Strategy Causal-and-effect (Strategic Objectives)

Strategic Result:

Stakeholder/  
Customer

Internal  
Process

Learning &  
Growth



**Strategic Theme 3 Mini Strategy Map**

## THEME 4 : Boosting Community Potentials



### Boosting Community Potential

Centre of reference  
for community  
well-being

- “community” refers to society/NGOs/ associations/end users/educational institutions/under-served and disadvantaged groups/business community (as partner for CSR), within the central and southern geographical region.
- establish an **interfacing hub** that facilitates community development. This hub will be positioned as a community engagement centre, physically and virtually.
- create projects for the community through **technology transfer**.
- strengthen **linkages** with industry and community,
- **sustainability** development and **green technology** driven programmes for community.
- **tourism** is a strategic industry to enhance well being of local community taking advantage of UTeM being situated in Melaka Bandaraya Bersejarah.

## Theme 4 : Boosting Community Potential

Perspective      Strategy Causal-and-effect (Strategic Objectives)

### Strategic Result:

Stakeholder/  
Customer

Centre of reference for  
community well-being

Internal  
Process

Establish interfacing  
hub to facilities  
community  
development

Increase knowledge  
transfer to the  
community

Strengthen strategic  
linkages between UTeM-  
industry-community

Learning &  
Growth

Community  
leadership &  
change agents

Knowledge  
transfer  
experts

Excellent ICT  
infrastructure  
and systems

**Strategic Theme 4 Mini Strategy Map**

## THEME 5 : Talent Management



- Qualified and well **trained** subject matter experts in techducation;
- **Innovative** and creative research **experts/inventors** in UTeM's focus areas;
- Skillful and experienced mentors in the field of **techno/entrepreneurship**;
- Passionate workforce who consistently take the **lead** in community development;

## Theme 5 : Talent Management

Perspective      Strategy Causal-and-effect (Strategic Objectives)

Strategic Result:

Stakeholder/  
Customer

Institutionalising an attractive  
ecosystem for Creative &  
Innovative Talent

Internal  
Process

Develop highly  
competent &  
passionate scholars &  
scientists

Nurture community  
leadership and  
change agent

Groom  
entrepreneurship  
mentor

Create competitive and attractive ecosystem

Attraction      Identification      Development      Engagement      Retention      Deployment      Reward

Learning &  
Growth

Competent HR  
Staff

Satisfactory  
infrastructure &  
facility

Sustainable  
financial support

**Strategic Theme 5 Mini Strategy Map**

## THEME 6 : Financial Independence

- less dependent on funding from federal government.
- intensify income generation from multiple sources :
  - Student fees collection
  - Diversification of investment products
  - Optimum utilisation of internal resources/expertise
  - Commercialisation of high impact R&D products
- effectively and efficiently managed existing resources managed.
- Significant cost saving implemented by entire campus community.
- high impact programmes on campus are executed with minimal cost and high returns
- reduce/ eliminate low impact programmes.
- creatively leverage on smart partnerships for programmes that bring value for money and preferably an opportunity for income generation.



Financial  
Independence

Desired Result:

Less dependent on  
Government funding

## Theme 6 : Financial Independence

Perspective      Strategy Causal-and-effect (Strategic Objectives)

Strategic Result:

Stakeholder/  
Customer

Less dependent on  
Government funding

Internal  
Process

Intensify multi-source  
income generation

Ensure cost  
effectiveness of  
high impact  
campus activities

Learning &  
Growth

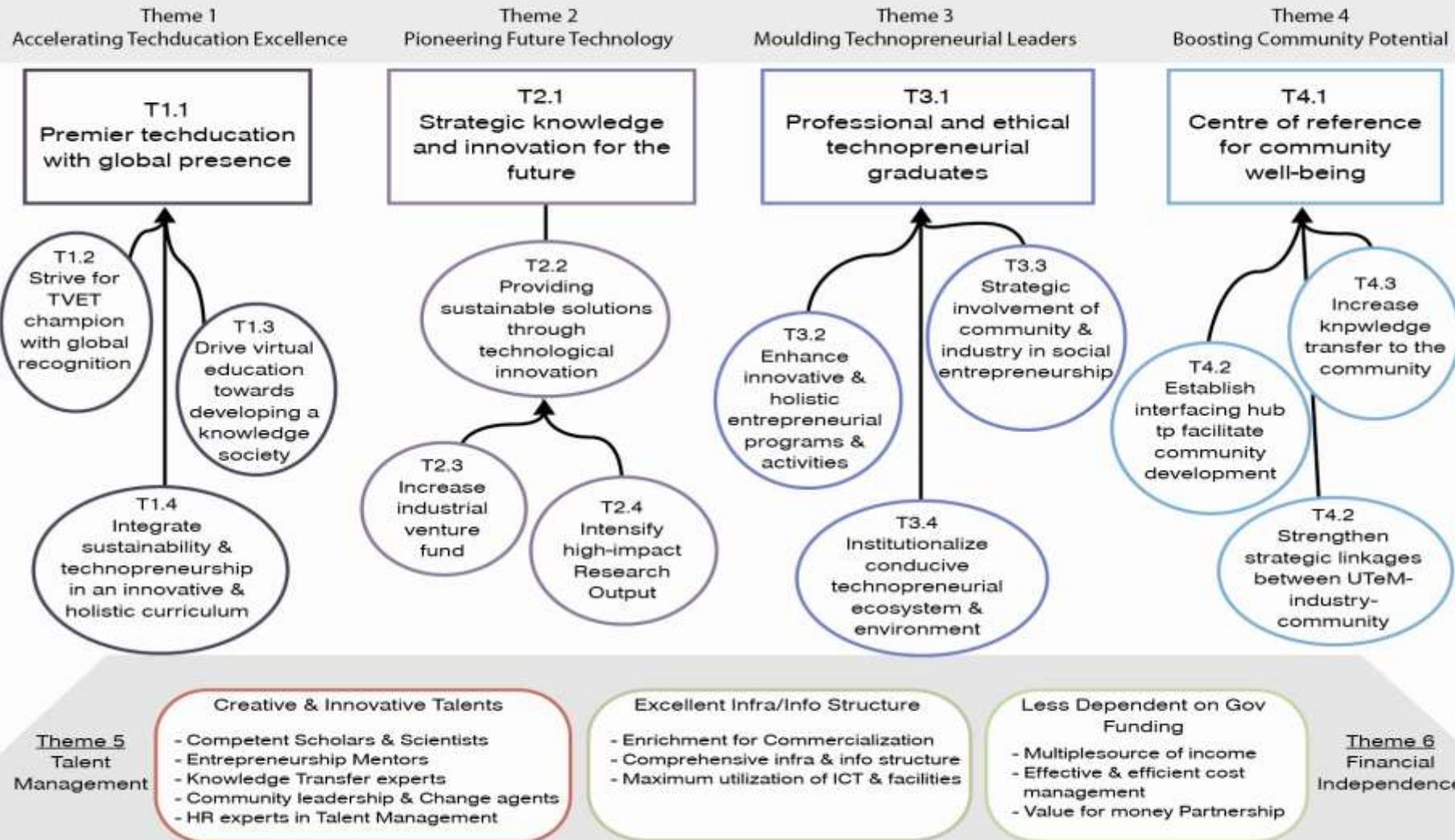
Leverage on smart  
partnerships

Entrepreneurial  
mindset & skills

Advanced use  
of ICT

Creative and  
innovative  
financial culture

**Strategic Theme 6 Mini Strategy Map**



# HEADLINE KEY PERFORMANCE INDICATORS (KPI)

**UTeM's top-most strategic indicators expected to be delivered as year 2020 targets :**

## Accelerate Techducation Excellence

- 5 joint programmes established with reputable international institutions

## Pioneering Future Technology

- 4 Ty-CoE™ established and recognised globally

## Moulding Technopreneurial Leaders

- 100% students exposed to technopreneurship programme
- 5% of graduates become successful entrepreneurs

## Boosting Community Potentials

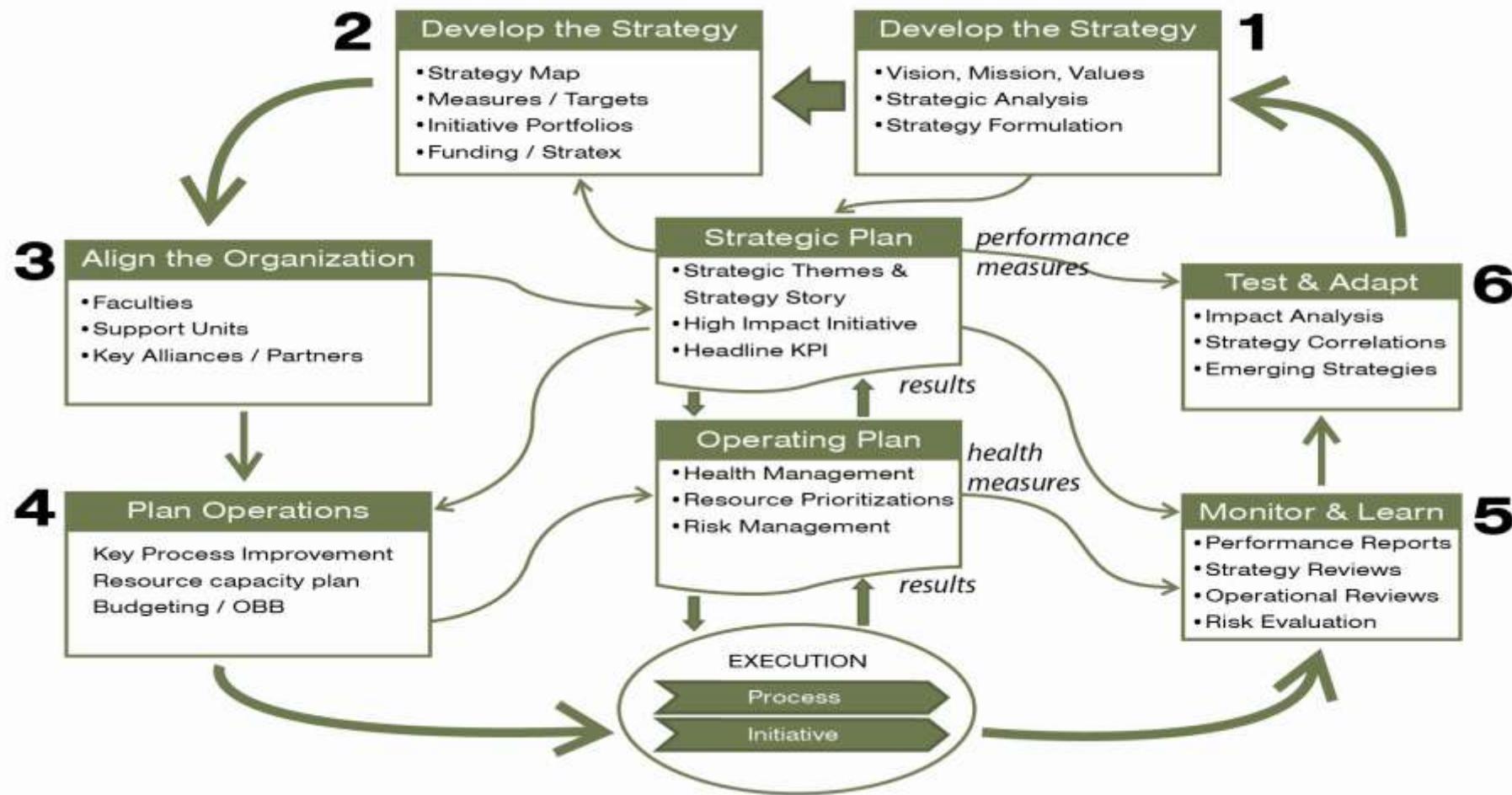
- 10 community-driven products/ solutions recognised by the state authority contributing to community well-being
- A full-fledged center of reference will be setup and run by the end 2014

## Talent Management

- 80% of high-performers who directly contribute to the strategic results of UTeM's strategic themes

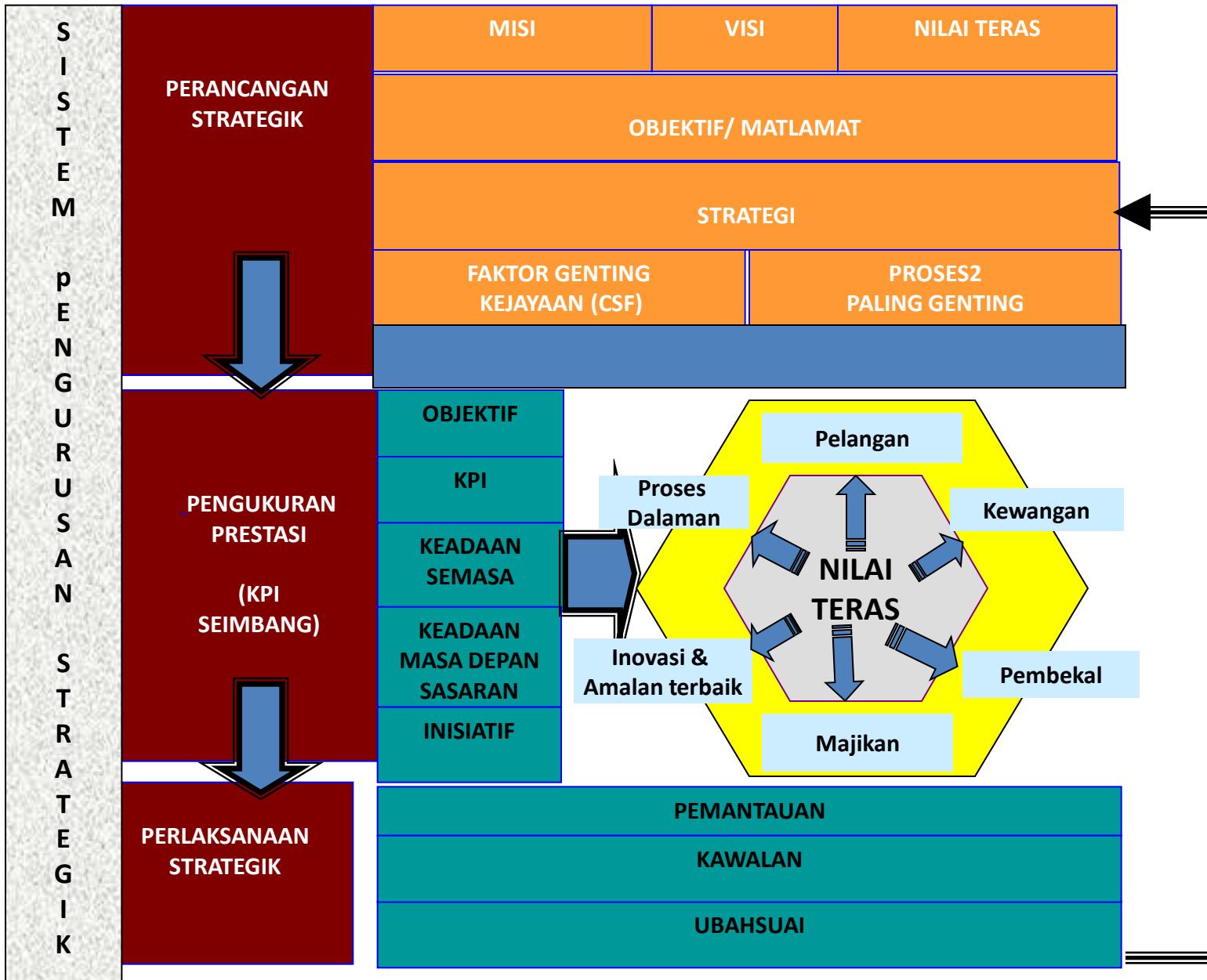
## Financial Independence

- 30% of university's OPEX are self-funded



# **6 Step Strategy Management Process Flow**

# Sistem Pengurusan Strategik



# BSC secara total

Strategy Map		Balanced Scorecard		Action Plan	
Measurement	Target	Initiative	Budget		
% of graduates employed within 6 months of study completion	70%				
% students achieving CGPA 3.0 and above	35%				
Employer/Industry Perception Index	6				
# of new home-grown products adopted by industry	1				
Cost per Student	15000				
% of internally generated income to operating expenditure	15%				
% of program reviewed by acclaimed professional bodies/renowned scholars/industry experts	10%				
% increase of enrolment in Executive programs/short courses	5%				
Innovation Score from Teaching Assessment	3.5				
# of new teaching approaches recognized by university management	1				
% of labs accredited or comply to GLP	100%				
# of international students	150				
# of MOAs signed per year with HEIs	4				
# of MOAs signed per year with industry	5				
# of IPRs granted	3				
# prototypes developed	1				
# of products licensed for commercialization	2				
Amount of net income generated (RM Mil)	10				
Amount of grant received (RM Mil)	5.3				
Customer Satisfaction Index	3.5				
% of staff with PhD	15%				
K-Professional Competency Index	n/a				
% of i-Campus implementation	10%				
SFO Index	3				
Staff Engagement Index	n/a				
Total Budget	\$XXXX				
Communicate		Measure		Execute	
				OBB	

???

At this level,  
Initiatives are best  
if they are  
Cross-Functional

STRATEX

## HARAPAN TERHADAP DOKUMEN PELAN STRATEGIK 2012 - 2020

- seluruh warga UTeM **memahami** dan memberi perhatian terhadap kandungan dokumen serta menjadikannya **panduan** di dalam merancang dan melaksanakan pelan tindakan tahunan sama ada di peringkat staf ataupun PTj agar semua **sasaran** yang telah dipersetujui bersama **tercapai**.
- Pelan Strategik UTeM perlu dijadikan **fokus** demi untuk mencapai hasrat murni utama Universiti dalam melonjakkan sektor pengajian tinggi ke peringkat **kecemerlangan** serta menghasilkan modal insan berinovatif dan kreatif yang diperlukan bagi membangunkan masa hadapan Malaysia

tema

MAJLIS PERUTUSAN  
NAIB CANSELOR **2012**

*Terus Bertekad*  
**MENERAJUI**  
**KECEMERLANGAN**

# terus



- ✓ Perubahan positif kumulatif
- ✓ Pembangunan lestari
- ✓ Kreativiti dan inovasi
- ✓ Strategik dan berfokus
- ✓ Strategi Lautan Biru:  
eliminate (hapus), reduce (kurang), raise (tambah), create(cipta)



# bertekad

- Nilai Teras Kongsi
- Deria mendesak untuk merubah dan menyumbang
- Set minda kepada hebat dan besar
- Berilmu dan ikhlas
- Komitmen dan ketahanan/ iltizam/ berazam
- bertawakal



# menerajui

- Perintis
- Mencontohi
- Memimpin
- Unik
- Inovatif
- Terkehadapan

tagline:

*Always a Pioneer*  
*Always Ahead*



# kecemerlangan

- Kualiti pencapaian/ terpuji
- Luar biasa/ luar kelaziman
- Impak besar kepada pembangunan, kemajuan dan transformasi negara
- 3R : Relevant, Referred & Respected
- Peringkat Nasional/ Serantau/ Global



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

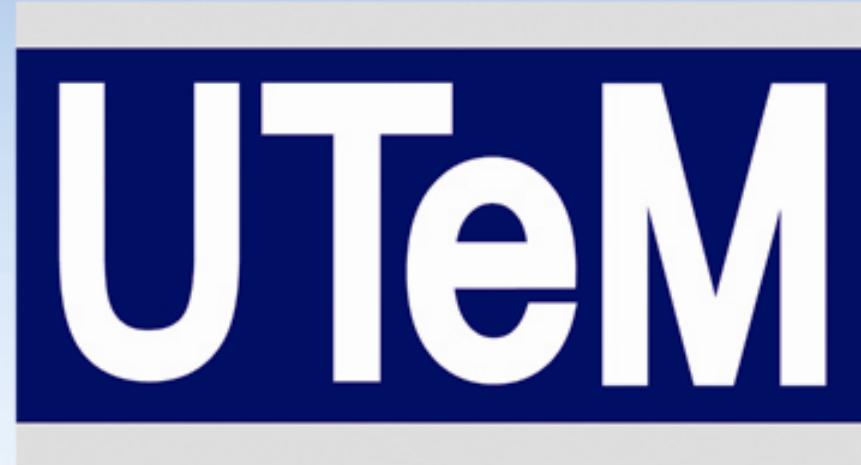


**Always a Pioneer, Always Ahead**  
*Sentiasa Merintis, Sentiasa Mendahului*



# Majlis Pelancaran PELAN STRATEGIK 2012-2020

## 2 Logo Baharu



---

**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**



UNIVERSITI TEKNIKAL MALAYSIA MELAKA



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

- Setelah lebih sedekad ditubuhkan melalui peredaran masa sehingga kini, maka logo UTeM **dijenamakan semula**
- Logo berkonsepkan **penataan akronim**
- Memberikan imej baru yang **lebih dinamik, terserlah dan berdaya saing** di kalangan Institusi Pengajian Tinggi yang kian kompetitif

# Inisiatif ULDP @ 2012

3



STRATEGIC  
**PLAN**  
2012-2020



**UTeM**

UNIVERSITI TEKNIKAL MALAYSIA MELAKA



3

# Inisiatif ULD<sup>P</sup>

SATU FAKULTI SATU INDUSTRI

1

UTeM MY HOME

2

PERSONALISED LEARNING ENVIRONMENT (PLE)

3

GREEN CAFE

4

JOM JEMAAH DI MASJID (JJDM)

5

UTeM TOUCH

6

# UTeM Leadership Development Program (ULDP)

- satu program pembangunan **kepimpinan** yang bertujuan untuk membangunkan lapisan pemimpin UTeM yang berfokus kepada pembangunan kepimpinan dan **pemikiran strategik** untuk mencapai visi, misi dan strategi UTeM.
- Kumpulan sasar ULDP adalah kategori **pelapis kepimpinan** UTeM. Melalui program ini juga lapisan kepimpinan berpeluang mengalami pengalaman mencadang dan melaksanakan **inisiatif strategik** UTeM sejajar dengan pelan strategik UTeM yang dirangka berasaskan “Balanced Scorecard” (BSC) .
- Proses pembelajaran ULDP menggunakan kaedah "**Action Learning**" (AL) dengan mengaplikasikan pelan strategik UTeM sebagai kandungan latihan.

# Satu Fakulti Satu Industri

UNIVERSITY LEADERSHIP DEVELOPMENT PROGRAM (ULDP)



# SATU FAKULTI SATU INDUSTRI



1. Memberi keunikan dalam aspek pembelajaran kepada pelajar di UTeM menerusi **perkongsian pintar** Universiti – Industri
2. Meningkatkan kerjasama yang **lebih menyeluruh** di antara universiti-industri
3. Meningkatkan **kebolehpasaran** graduan



RakanU  
**OUR** university responsibility  
**UTeM**  
MyHOME



24-7 call centre

**063316020**

1. Mewujudkan rasa **kekitaan** dan kepunyaan serta kebertanggungjawaban bersama yang tinggi kepada warga UTeM
2. Mewujudkan “**keserakahan** yang kukuh” di kalangan warga UTeM
3. Mewujudkan mentaliti “**UTeM itu saya – Saya adalah UTeM – UTeM** kepunyaan kami bersama

CONFIGURE PANEL | USER ACCOUNT | LOGOUT



Google

Google Search

# PERSONALISED LEARNING ENVIRONMENT (PLE)



1. Mewujudkan pengalaman **pembelajaran yang inovatif berkesan** dan kepada pelajar UTeM.
2. Menyediakan persekitaran pembelajaran bagi memudahkan pelajar UTeM **mengurus dan mengawal sendiri** pembelajaran mereka.



# Green Cafe @ UTeM

University Leadership Development Program (ULDP)

Keseronjeraan: Pembangunan Sosial & Kelembagaan  
Penerapan Nilai dan Budaya Berteraskan Islam

Bersih

Bertanggungjawab

Bekerjasama

Berdisiplin

Hormat Menghormati

Self service

Self cleaning

Save the earth

UNIVERSITY LEADERSHIP DEVELOPMENT PROGRAM (ULDP)



JOM JEMAAH DI MASJID

# JOM JEMAAH DI MASJID (JJDM)



1. Menjadikan **Islam** sebagai **cara hidup** warga UTeM
2. Melahirkan graduan yang mempunyai **sahsiah tinggi** dan **berkeperibadian mulia** selaras dengan tuntutan agama
3. Membentuk diri dan jiwa staf UTeM yang menghayati **nilai-nilai murni**



1. Meningkatkan **kemahiran** komunikasi, kepimpinan, kerja berpasukan, pemikiran kritis & penyelesaian masalah dan keusahawanan
2. Meningkatkan kesedaran **budaya cintai alam hijau** kepada komuniti untuk mengatasi isu pemanasan global
3. Meningkatkan amalan **gaya hidup sihat** kepada komuniti
4. Memupuk kolaborasi pintar melalui **UTeM-Komuniti-Penaja** dalam Negara dan rantau ASEAN



Dengan lafaz

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

saya dengan ini merasmikan:

1. Pelan Strategik UTeM 2012-2020
2. Logo UTeM Yang Baru
3. Inisiatif ULDP

Sekian  
Terima Kasih



UNIVERSITI TEKNIKAL MALAYSIA MELAKA