

Company – Executive Briefing

Executive Briefing: Universiti Teknologi MARA (UiTM)

1. Executive Summary:

Universiti Teknologi MARA (UiTM) is a prominent Malaysian public university, celebrating 25 years, that has achieved its highest-ever global QS World University Ranking at #542 and is positioned within the top 10% of Asian universities. Driven to become a globally renowned institution by 2025, UiTM focuses on technology, research, and student empowerment, demonstrating leadership in cybersecurity and a strong commitment to the UN Sustainable Development Goals. This is evidenced by its #107 global rank in UI GreenMetric and #136 worldwide in THE Interdisciplinary Science Rankings.

2. Key Offerings & Business Segments:

Comprehensive academic programs across various faculties and 13 branches in Malaysia.

Extensive research initiatives, including Centers of Excellence and expert collaboration.

Student development and empowerment programs, such as health ambassadorship.

Alumni engagement, convocation services, and career support through JobShop.

Digital infrastructure for university operations and public services like the e-Aduan system.

3. Strategic Direction & Initiatives:

Global Recognition: Aspiration to become a "Globally Renowned University by 2025," supported by a "Digital Map of Global Strategic Partnership."

Sustainability Leadership: Strong commitment to UN Sustainable Development Goals (SDG 2030), exemplified by the "Greenation@UiTM" initiative and high rankings in UI GreenMetric (#107 globally) and QS World University Rankings: Sustainability (#151 in Asia).

Technological Advancement: Strengthening its position as a cybersecurity leader through collaborations, including an MoU with NACSA at CYDES 2025.

Student Empowerment: Initiatives like the U-CARE 2025 conference to enhance students' roles as health ambassadors.

Operational Excellence: Focus on improving internal processes and competencies, such as the Bengkel Pemantapan Moderator for the e-Aduan system.

4. Market Positioning & Target Audience:

UiTM is positioned as a leading, highly-ranked Malaysian public university with a strong emphasis on technology, sustainability, and interdisciplinary sciences, actively pursuing global prominence. Its primary target audience includes local and international students seeking comprehensive academic and research opportunities, alongside staff, alumni, and strategic partners in government and industry.