

# Company – Executive Briefing

---

## Executive Summary:

Universiti Teknologi MARA (UiTM) is a leading Malaysian public university, recognized globally for its comprehensive academic programs and impactful research. The institution holds significant international rankings, including #542 in QS World University Rankings 2026 and #136 in the Times Higher Education Interdisciplinary Science Rankings 2025. UiTM is strategically focused on achieving its 2025 vision of becoming a "Globally Renowned University," emphasizing sustainability, digital advancement, and community empowerment.

## Key Offerings & Business Segments:

**Academic Programs:** Offers a wide array of programs across numerous faculties and academic centers.

**Research & Innovation:** Facilitates extensive research through dedicated centers of excellence and expert networks.

**Branch Campuses:** Operates a distributed network of UiTM branches across Malaysia.

**Student & Alumni Services:** Provides comprehensive support for current students, staff, and a large alumni community.

**Library Resources:** Maintains an extensive library system to support academic and research endeavors.

## Strategic Direction & Initiatives:

**Global Renown by 2025:** Driven by Vice-Chancellor Professor Datuk Ts. Dr. Shahrin bin Sahib @ Sahibuddin's mandate, UiTM aims to be a "Globally Renowned University" by 2025.

**Sustainability and Green Initiatives:** Committed to Sustainable Development Goals (SDG 2030) and the "UiTM GREENATION" program, reflected by its #107 global rank in the UI GreenMetric World University Rankings 2024.

**Digital Transformation:** Fostering digital capabilities, including advancements in cybersecurity through partnerships like the MoU with NACSA in CYDES 2025.

**Community & Bumiputra Development:** Focused on fostering academic excellence and contributing to an inclusive, progressive, and respected bumiputra community.

## Market Positioning & Target Audience:

UiTM is positioned as a high-ranking public university, particularly strong in sustainability and interdisciplinary sciences, within the Asian academic landscape (ranked in the top 10% for QS Asia University Rankings 2025). Its primary target audience includes prospective and enrolled students, academic and administrative staff, alumni, and the broader Malaysian "bumiputra community" and industry partners.