



STRATEGIC PLANNING 2020-2025

MALAYSIAN ACADEMY OF SME & ENTREPRENEURSHIP DEVELOPMENT

MASMED



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّكَ مُحَمَّدٍ
UNIVERSITI
TEKNOLOGI
MARA

Akademi
PKS dan Pembangunan
Keusahawanan
Malaysia (MASMED)



ABOUT MASMED

1975 - MEDEC

2005 - ERSC & TUNAS MEKAR

2010 - MASMED

UiTM Entrepreneurship Centre, Malaysian Entrepreneurship Development Centre (MEDEC), was established in 1975. It later became three (3) separate entrepreneurship entities - MEDEC, Entrepreneurship Research and Support Centre (ERSC) & Tunas Mekar. In 2010, these three (3) entities combined to become Malaysian Academy of SME and Entrepreneurship Development (MASMED).

VISION & MISSION

UiTM

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.

UiTM

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.

MASMED

VISION

World aminent entrepreneurship academy

MASMED

MISSION

Transforming lives through entrepreneurship.



STRATEGY

Developing students skills and interest in a conducive entrepreneurship ecosystem through business zoning, start-up programmes, business incubators and attachment opportunities in successful Small & Medium Enterprise (SMEs) that support student-owned businesses.

VALUES

Excellent synergy integrity.



KPI

100%

Number of first degree and full-time diploma students involved in entrepreneurial exposure / culture other than curriculum

15%

Number of student entrepreneurs and registered with the University Entrepreneurship Center or SSM

5%

Number of graduates involved in entrepreneurship

1500

The number of lecturers attending competency training as entrepreneurship educators

TAGLINE

Enculturate engage create

MALAYSIAN EDUCATION BLUEPRINT 2015-2025 (Higher Education)



NATIONAL AGENDA



KEMENTERIAN PEMBANGUNAN USAHAWAN

DKN 2030

Dasar Keusahawanan Nasional

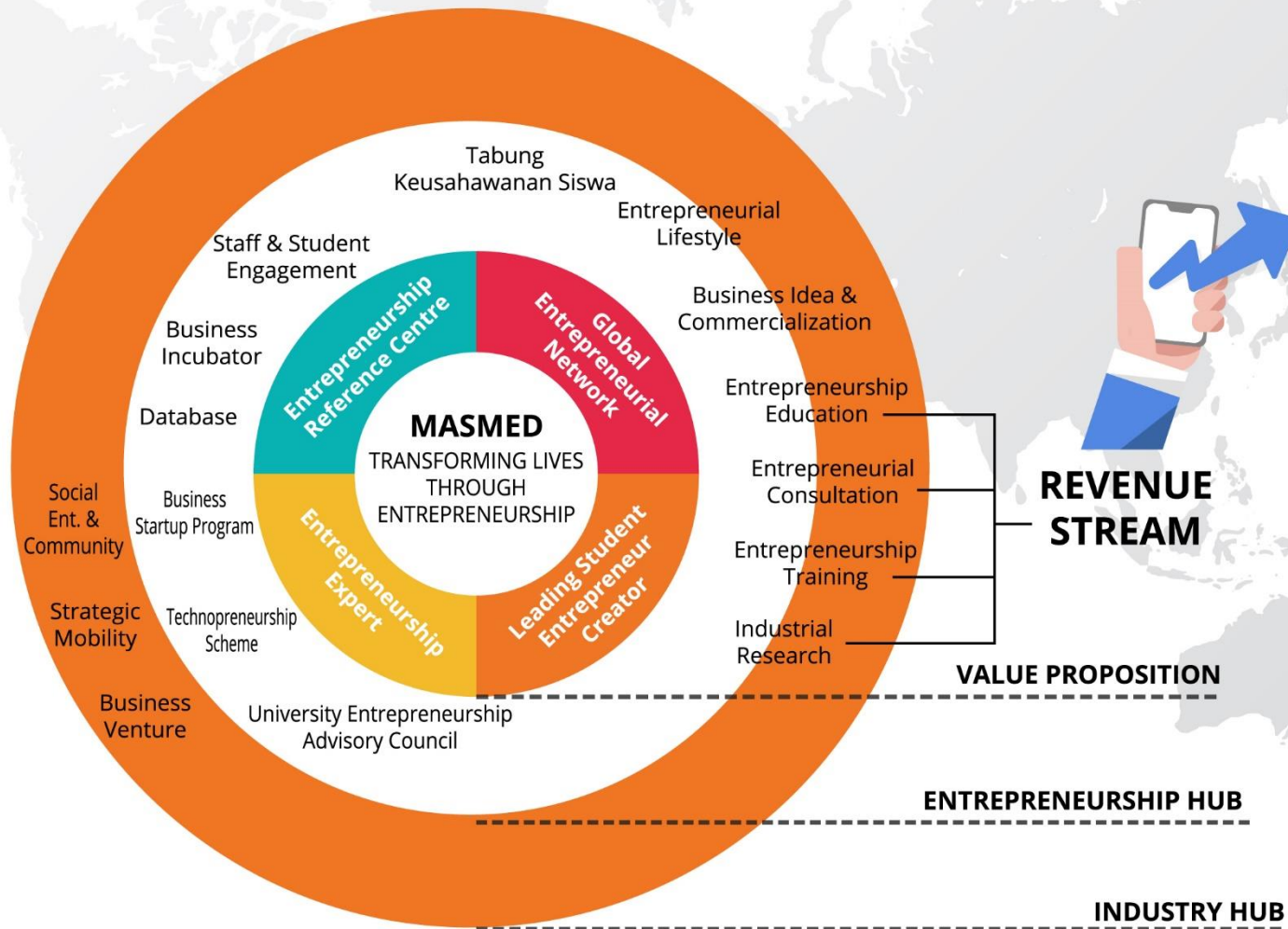
Malaysia Negara Keusahawanan Unggul 2030

MALAYSIA:
An Entrepreneurial Nation
By 2030

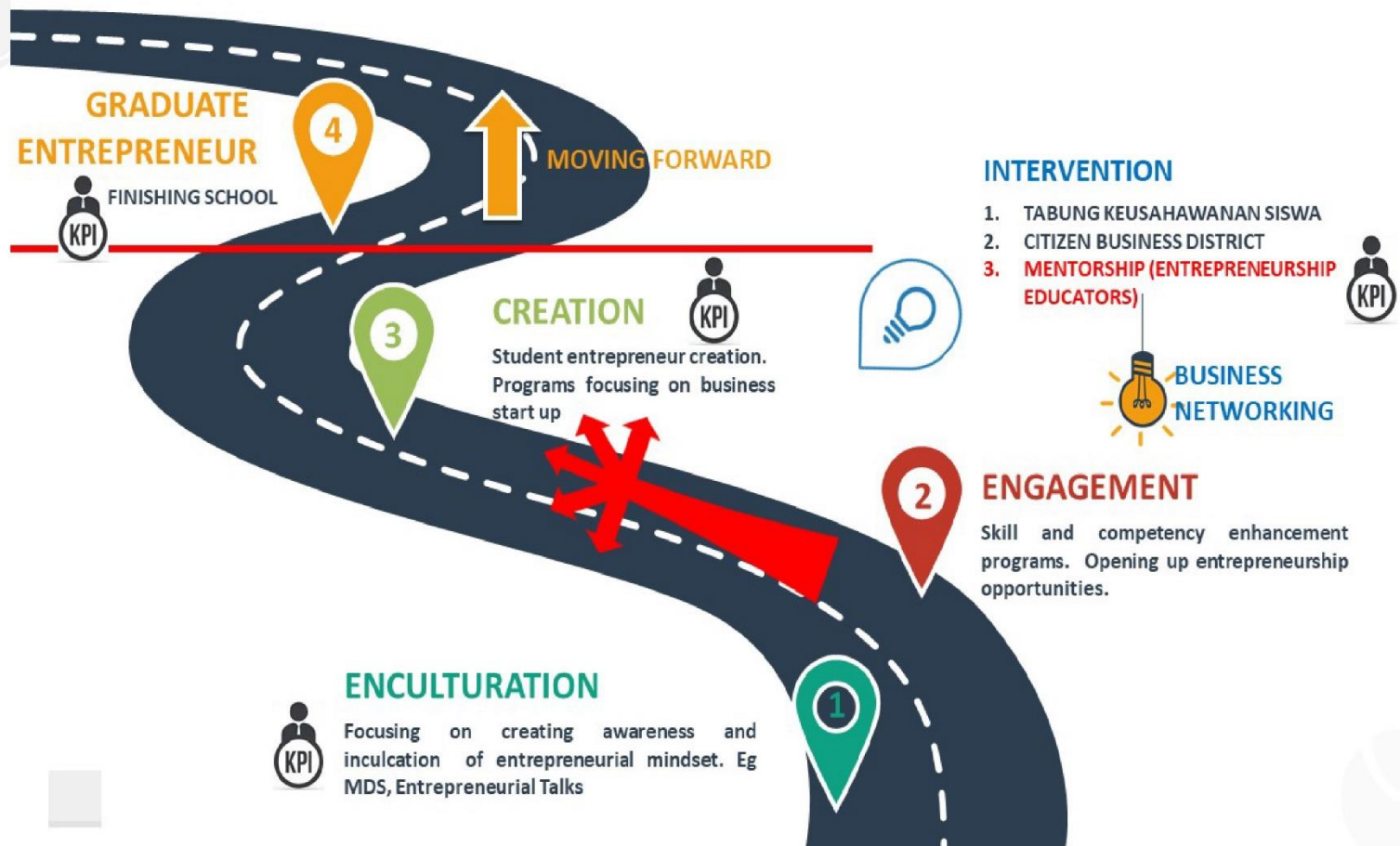




UiTM ENTREPRENEURSHIP ECOSYSTEM



MASMED ENTREPRENEUR CREATION MODEL



SMALL STEPS FOR BIGGER GOALS



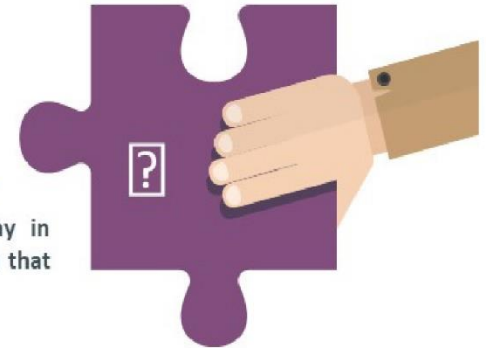
STANDARD IMAGE

All student businesses under the supervision of MASMED should have a standard image



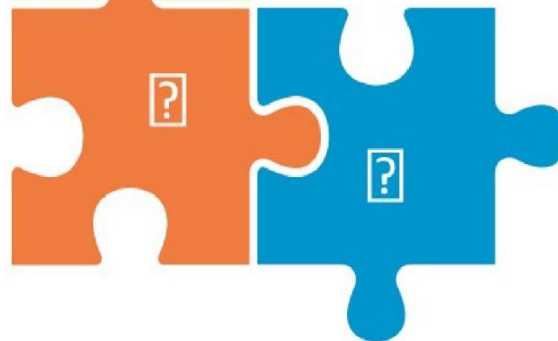
MONTHLY ENTREPRENEURSHIP DAY

ONE DAY entrepreneurship day in UiTM. No class will be held on that day.



MASMEFIANS AS ENCULTURATION SPEAKERS

Standard briefing slides to students for MDS and other related programs



SUCCESS STORIES VIDEOS & DIRECTORY

Successful student entrepreneurs videos to be shared in MASMED's social medias and website



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ACTION PLAN MASMED 2020-2025



STRATEGIC PLANNING MASMED 2020-2025

DEPARTMENT OF ENTREPRENEURSHIP & HUMAN CAPITAL DEVELOPMENT



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ENTREPRENEURSHIP & HUMAN CAPITAL DEVELOPMENT

STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
Developing students skills and interest in a conducive entrepreneurship ecosystem through business zoning, start-up programmes, business incubators and attachment opportunities in successful Small & Medium Enterprise (SMEs) that support student-owned businesses.	<ul style="list-style-type: none"> To produce graduate entrepreneurs and student entrepreneurs programme based on MASMED's Entrepreneurship Creation Model 	<ul style="list-style-type: none"> Enculturation 	<ul style="list-style-type: none"> Entrepreneurship Briefing during 'Minggu Destinasi Siswa' QR Code – Students Database Brochure of MASMED Programme Training & Modul Development 	Head of Department Coordinator	2020
		<ul style="list-style-type: none"> Engagement 	<ul style="list-style-type: none"> Success Stories Videos Standard Image for MASMED's student entrepreneur Training & Modul Development 		2021
		<ul style="list-style-type: none"> Creation 	<ul style="list-style-type: none"> Facebook Group for UiTM Student Marketplace Training & Modul Development Monthly Entrepreneurship Day Entrepreneurship Incubation 		2022

TUNAS MEKAR & ENTREPRENEURSHIP OPERATION

STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
Developing students skills and interest in a conducive entrepreneurship ecosystem through business zoning, start-up programmes, business incubators and attachment opportunities in successful Small & Medium Enterprise (SMEs) that support student-owned businesses.	Citizen Business District	<ul style="list-style-type: none"> Proposing designated areas for student entrepreneurship activities Form steering committee 	<ul style="list-style-type: none"> Area/s to be gazetted by campus management Consist of various parties including student representatives Standard Image for student entrepreneur under Masmed 	Adlan AB Laila MK Campus: KK Faculty: KK	2022
	Designing Developing Commissioning Entrepreneurship Lifestyle (D2CEL)	<ul style="list-style-type: none"> Entrepreneurial Character Building Business Model Development Finishing School (Business Industry Matching) 	<ul style="list-style-type: none"> Module Development (Grooming) Business Simulation (eg. Apprentice, UIIP) Business Stimulation (eg. TKS, Nescafe Hub) 	Adlan AB Laila MK Campus: KK Faculty: KK	2021
	Networking Development	<ul style="list-style-type: none"> Campus/ faculty Integration Nation Regional / South East Asia International / Asia Global 	Cross Disciplines	Adlan AB Laila MK Campus: KK Faculty: KK	2020



STRATEGIC PLANNING MASMED 2020-2025

DEPARTMENT OF ENTREPRENEURSHIP TRAINING, RESEARCH & EDUCATION



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ENTREPRENEURSHIP TRAINING

STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
1. To provide certification for UiTM academic and administrative staff responsible in entrepreneurship education and programs	Training For Entrepreneurship Educators Entrepreneurship programsme/training for UiTM entrepreneurship educators	<ul style="list-style-type: none"> • ENT600 TOT • ENT300 TOT • TOT Entrepreneurship 	<ul style="list-style-type: none"> • To enhance programme content • To conduct TOT • To develop a list of mentors 	Head of Department	2020
2. To offer entrepreneurship training and certification to entrepreneurship trainers/counsellors advisors/ coach/ mentors nationally and internationally	Training of Trainers (with certification) Entrepreneurship programmes/training for entrepreneurship educators, extension officers, independent business counsellors, mentors, coach	<ul style="list-style-type: none"> • Smart partnership with other higher institutions of learnings • Entrepreneurship agencies • Relevant government sector & corporate sectors • Design Thinking Program • Certified Business Counsellor Programme • Entrepreneurs Talk • Masmed/HRDF Entrepreneurship Program • Masmed/MDeC Entrepreneurship Programme • JV Programme with Dublin 	<ul style="list-style-type: none"> • To enhance programme content • To establish collaboration with HRDF, MDeC and one international body • Determine a model of a certified/renowned entrepreneurship center that can replicated 	Head of Department	2021/2022
3. To get national (KPM) and international (Dublin) certification/recognition for MASMED program	MOU Collaboration Twinning Programs with world renowned entrepreneurship center	MASMED/KPM MASMED/HRDF MASMED/MDEC	<ul style="list-style-type: none"> • Signing MOU with international counterpart 	Assistant Vice Chancellor (Entrepreneurship)	2023/2024

ENTREPRENEURSHIP RESEARCH & DESIGN THINKING

STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
1. To identify strategic partners among the industry and also local as well as international higher learning institutions. 2. To sign MoU/MoA	<ul style="list-style-type: none"> Establishing entrepreneurship hub through research findings to strengthen training programmes to future entrepreneurs Spearheading research on design thinking 	<ul style="list-style-type: none"> Networking with local and international universities and agencies Creating blue ocean research collaborations Creating intellectual platform for design thinking research, publication & discourse 	<ul style="list-style-type: none"> Aggressive networking with local and international universities and agencies to enhance research collaborations and produce publications like modules, books, journals and write ups. These kinds of evidences can be used for teaching and training purposes and database for relevant entrepreneurship topics. Initiate different approach in future research initiatives. For example, coming up with a research study for an agency or higher learning institution to find opportunities with respect to market situation and also entrepreneurship teaching and learning. This type of approach can also be implemented for other agencies as well like SIRIM, KKLW, KPW. Organize intellectual discourse on entrepreneurship such as conferences, talk series involving local and international expert. 	Lectures Head of Department	2020

ENTREPRENEURSHIP EDUCATION



STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
1. Chancellor Scholar Programme	<ul style="list-style-type: none"> Producing a holistic graduate which fulfills the needs of industry and contribute to society. 	<ul style="list-style-type: none"> New Programme Guideline JKIKU LPU JKP 	<ul style="list-style-type: none"> Module development Round table dialogue (industry) JKIKU & LPU 	<ul style="list-style-type: none"> Head of Department, Education Department Coordinator, Education Department MASMED UHEK UiTM TNC (A) 	March 2020
2. Executive Diploma in Entrepreneurship	<ul style="list-style-type: none"> Provides a comprehensive and integrated skills and knowledge in business management and is suitable for those wanting to acquire a sound understanding of all aspects of business 	<ul style="list-style-type: none"> New Programme Guideline JKIKU LPU JKPT MQA/PA 	<ul style="list-style-type: none"> Module development Round table dialogue (industry) JKIKU & LPU JKPT MQA (Probationary Accreditation) 	<ul style="list-style-type: none"> Head of Department, Education Dept. Coordinator, Education Department MASMED UHEK UiTM LPU JKPT MQA 	September 2021
3. MASMED Mobility Programmes	<ul style="list-style-type: none"> Service Learning Malaysia – University for Society (SULAM) - ICAN 	<ul style="list-style-type: none"> Identify universities (oversea) MOA/MOU/LoI Exchange Student/Staff 	<ul style="list-style-type: none"> Identify universities (oversea) MOA/MOU/LoI Programme development (modules, extracurricular activities) Exchange student/Staff database Monitoring system for students assessment 	Head of Department, Education Department Head of Training Department Head of Research Department	Once a year, starting 2020

ENTREPRENEURSHIP EDUCATION

STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
1. Short courses	<ul style="list-style-type: none"> Virtual Brick n Mortar 	<ul style="list-style-type: none"> Module development 	<ul style="list-style-type: none"> Module development Round table dialogue (industry) System & e-content development (virtual) Pilot run 	Head of Department, Education Department Head of Training Department	2020 - 2023
2. PhD Industry	<ul style="list-style-type: none"> Establish cooperation between the university, a company, students and researchers, on a specific research project that is of high value to the company and the participating parties 	<ul style="list-style-type: none"> New Programme Guideline JKIKU LPU JKPT MQA/PA 	<ul style="list-style-type: none"> Module development Round table dialogue (industry) JKIKU & LPU JKPT MQA (Probationary Accreditation) 	<ul style="list-style-type: none"> MASMED IPSis 	2023



STRATEGIC PLANNING MASMED 2020-2025

DEPARTMENT OF ADMINISTRATION



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ADMINISTRATION



STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
Practicing an effective and Good Governance System	Providing guideline / Standard Operating Procedure (SOP) for each main process in MASMED	<ul style="list-style-type: none"> Produce <i>Manual Prosedur Kerja (MPK)</i> Implementation of Job Description (JD) for each position in MASMED Produce User Manual for each Main business in MASMED (TIE/MASTER) 	<ul style="list-style-type: none"> Produce <i>Manual Prosedur Kerja (MPK)</i> Implementation of Job Description (JD) for each position in MASMED Produce User Manual for each Main business in MASMED (TIE/MASTER) 	Senior Assistant Registrar	2020
Strengthening good infrastructure in MASMED	Provides infrastructures that meet customer needs as well as optimize academic capacity	<ul style="list-style-type: none"> Phase 1 : Renovation MASMED Building Phase 2 : Establishment of MASMED Business Incubator 	Deal with Infrastructure Department	Senior Assistant Registrar	2020-2023
Efficient support service	Establishing online system (Payment/ Administrative Record Keeping).	<ul style="list-style-type: none"> Develop online system for any application/payment (KIK Project) Form steering committee 	<ul style="list-style-type: none"> To enhance project content To conduct KIK Project 	Senior Assistant Registrar	2020



STRATEGIC PLANNING MASMED 2020-2025

DEPARTMENT OF QUALITY & CORPORATE COMMUNICATION



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QUALITY & CORPORATE COMMUNICATION



STRATEGY	KEY INITIATIVE	ACTION PLAN	ACTION PLAN DESCRIPTION	PERSON-IN-CHARGE	DEADLINE (PREFERABLY 2023)
International and Professional Accreditation	Internationalization	<ul style="list-style-type: none"> • Networking • Collaboration 	<ul style="list-style-type: none"> • Identification of Collaborators • MOU/MOA 	Head of Department	2020-2023
Quality Operation	Operational Excellence	<ul style="list-style-type: none"> • Quality Improvement • Quality Activities 	<ul style="list-style-type: none"> • Quality Improvement • Quality Activities 	Operational Excellence	
Marketing & Promotion	<ul style="list-style-type: none"> • Website • E-marketing 	Content Visibility	Content Development	Corporate Communication Coordinator	



OPPORTUNITIES

(01)

In line with DKN 2030

(02)

National Agenda

(03)

MOE agenda

(04)

UiTM agenda

(05)

Established entrepreneurial university

(06)

Strong support and networking

CHALLENGES



To create a more conducive entrepreneurial ecosystem that supports creation of graduate entrepreneurs and students entrepreneurs



To enhance visibility of UiTM's Leaders in the nation entrepreneurship sphere



To sustain support from Faculties and Campuses – requires enhancement in terms of resources

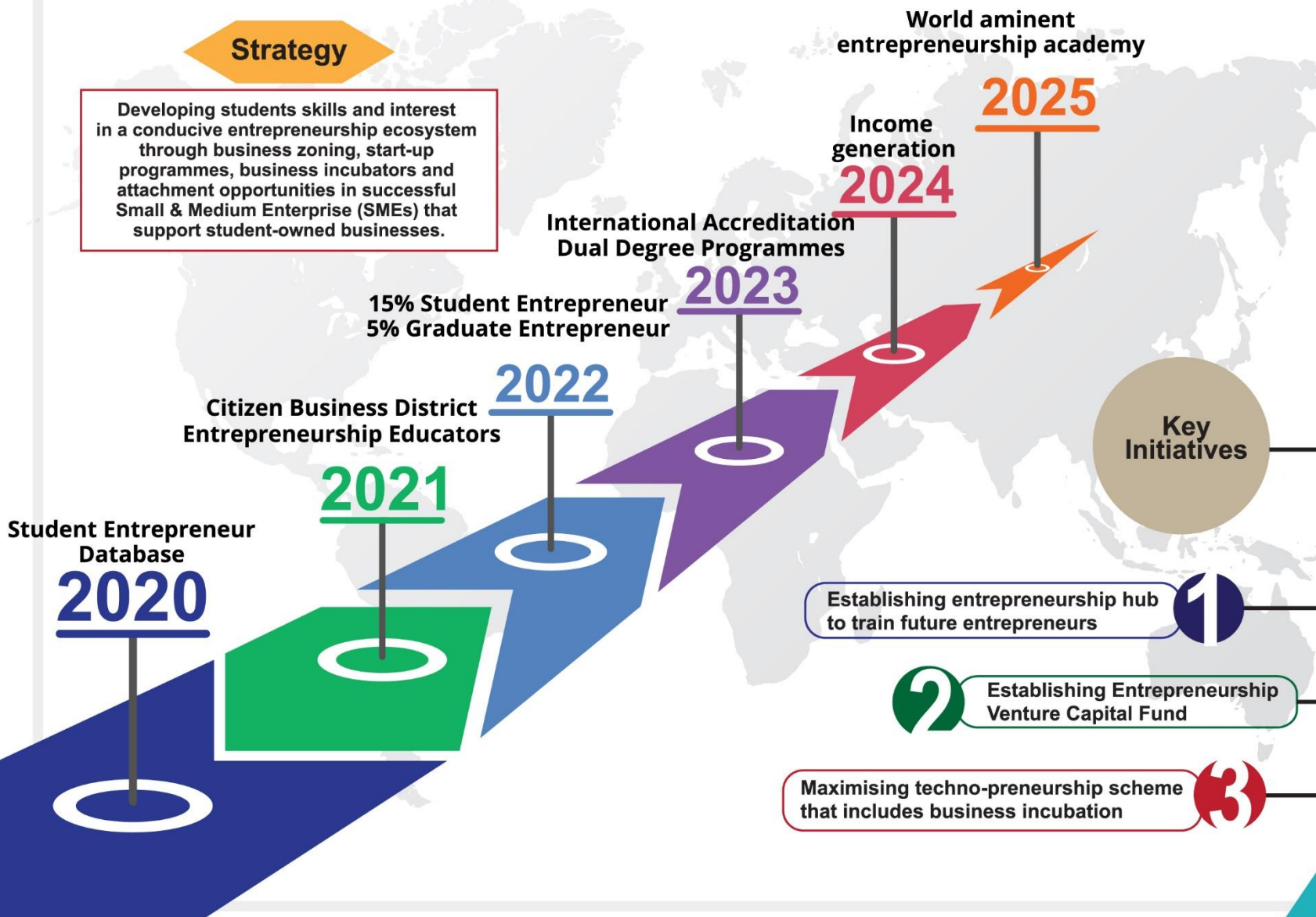


To ensure sufficient fund to organize entrepreneurship programme

ROADMAP

Strategy

Developing students skills and interest in a conducive entrepreneurship ecosystem through business zoning, start-up programmes, business incubators and attachment opportunities in successful Small & Medium Enterprise (SMEs) that support student-owned businesses.





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