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2023 - 2032

TEN

YEARS

Strategic Plan

AN EXECUTIVE SUMMARY

Strategic Goal

“Renewed as a Globally Prominent Higher Education Institution with Transformative Societal Impact”

Introduction

In this strategic plan, the educational goal is enhanced to include the education of youths who will be forward thinking, ethical & global professionals and entrepreneurs who engage in lifelong learning and contribute to society with greater impact. In addition, several professional development initiatives are in place to inculcate the lifelong learning and growth mindset among UTAR staff and students.

Objectives of the Strategic Plan

1. To create quality learning environment for students and staff to excel
2. To provide quality education by producing future-proof talent
3. To provide an adaptive and agile ecosystem
4. To provide inclusive and equitable access to the local and global community of learners
5. To be a catalyst for economic development through knowledge transfer and research supporting enterprise and industry
6. To be an impactful contributor to the community and economy

Institutional Goals

1. Enhancing the quality of education to produce knowledgeable and forward-thinking graduates imbued with values and ethics to face new frontiers
2. Promoting innovation and intellectual pursuits through research and development that have impact on society
3. Strengthening the leadership and governance of the University to ensure effective quality and risk management that will allow agility in facing challenges
4. Increasing the effective use of technology in teaching and learning and all aspects of the University's functions
5. Enhancing national and international standing and community outreach through excellent engagement and partnerships

The rapid global changes and demands of the industry impact on education as well. So, we have to regularly review our strategies and seek to sustain our position and profile as a reputable teaching and research university delivering affordable quality education. UTAR's 10-Year Strategic Plan 2023-2032 will shape and guide the university on its day-to-day operations, and the successful attainment of its long-term goals and achievements.

YBhg Ir. Prof. Dato' Dr. Ewe Hong Tat
UTAR President



Strategic Planning 2023-2032 Framework

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STRATEGIC
GOAL

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STRATEGIC
THRUSTS

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STRATEGIC
PRIORITIES

VISION

To be a global university of
educational and research excellence
with transformative societal impact

Universal values in our beliefs

Tenacity and resilience in
overcoming challenges

Agility in facing new frontiers

Responsibility and commitment
in pursuit of excellence

MISSION

Renowned as a Globally Prominent Higher Education Institution with Transformative Societal Impact

Strategic Goal

Good Governance
and Delivery
(ST1)

Institutional
Sustainability
(ST2)

Transformed
Delivery in Teaching
& Learning
(ST3)

Impactful Research,
Innovation &
Entrepreneurship
(ST4)

Engagement and
Partnership
(ST5)

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Strategic Thrusts
(ST)

- Human capacity building
- Records and data management
- Enhance performance delivery
- Research governance & delivery

- Diversification of income
- Branding and marketing
- Enhance campus environment

- Transformative teaching & learning delivery
- *Fluid and dynamic curriculum
- Integration of industry experiences into programmes

*Fluid and dynamic curriculum – indicates the flexibility of the curriculum that is open to change and adaptation according to the development, updates and advancement in the regulations, industry and academic standards

- Research alliances & partnership
- Research, innovation and commercialisation
- Niche research areas with societal impact
- Visibility of UTAR's scholarly outputs and communication

- Strategic international university and industry partners and alliances
- Students' global and campus learning experiences
- Community project with societal impact
- Sharing of resources and facilities through alliances and collaboration

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Strategic
Priorities (SP)