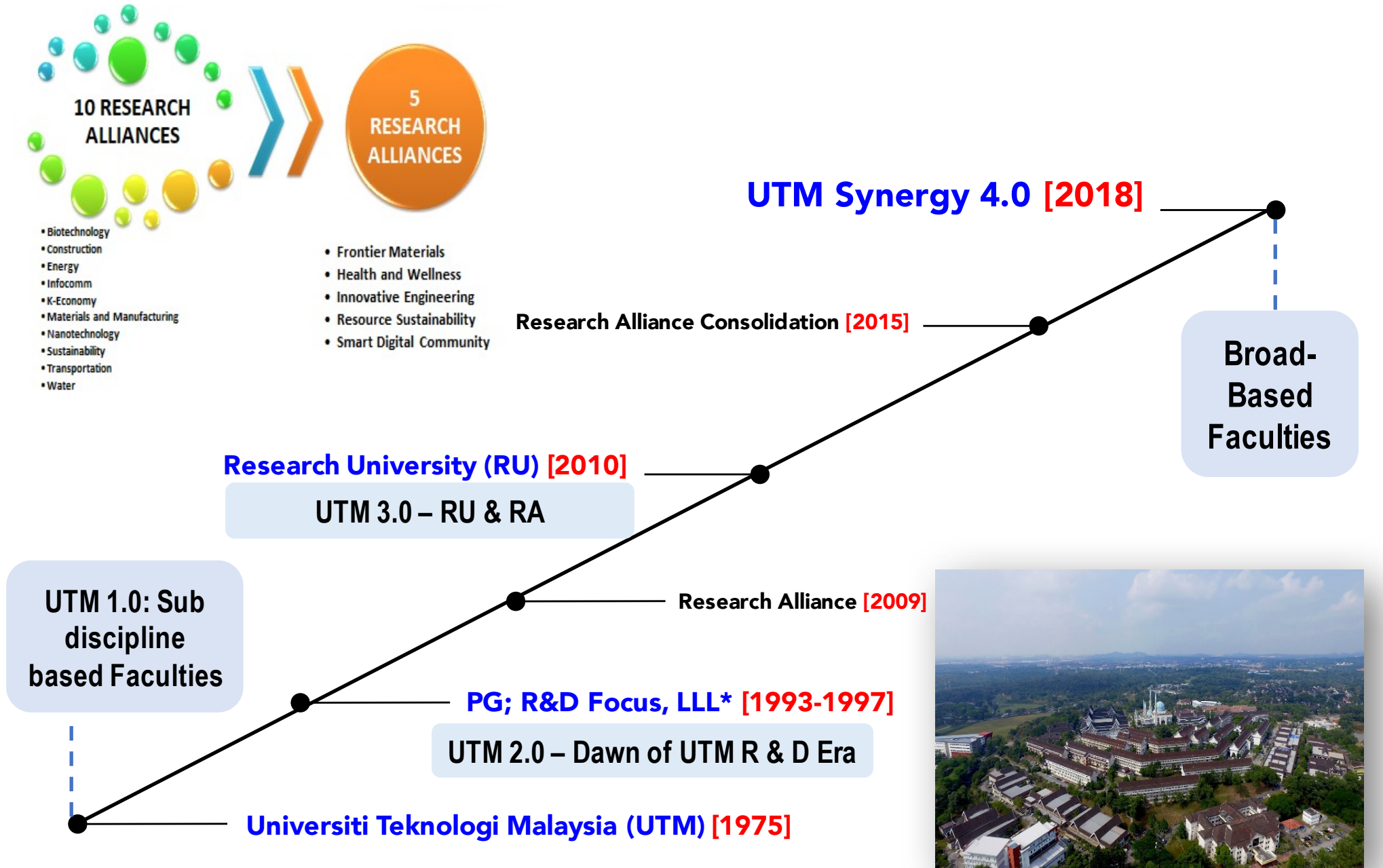


The What and Why of UTM Synergy 4.0

What is UTM Synergy 4.0?



UTM Synergy 4.0 is the UTM's 4th generation Academic Transformation that saw 18 UTM sub discipline-based faculties converged into 7 broad-based faculties that are aligned according to UTM key thrust areas.

- UTM's 1st Transformation (UTM 1.0) is the establishment of UTM as a university in 1975, from a technical college (1972). UTM's inauguration as a university was marked by the formation of sub-discipline-based faculties such as the Faculty of Mechanical Engineering, Petroleum Engineering, Electrical Engineering, Civil Engineering, Computing, Built Environment, Education, Language, Management and Islamic Civilisation.
- The 2nd Transformation (UTM 2.0) saw UTM evolving from a teaching-based university, into research and postgraduate education as well as lifelong learning centre (*SPACE*) in the 90s.

UTM Synergy 4.0 : A New Synergy Horizon

- The 3rd Transformation (UTM 3.0) was the major milestone in UTM history when it was awarded Research University status in 2010, signaling research coming of age at UTM.
- UTM Synergy 4.0 in July 2018 saw a sweeping and comprehensive 4th academic transformation marked by the convergence of 18 UTM sub-discipline-based faculties into 7 broad discipline-based faculties that were founded on UTM key academic thrust areas.



Synergy 4.0 : A New Synergy Horizon

Faculty of Engineering

Faculty of Social Sciences and Humanities

Faculty of Built Environment and Surveying

Faculty of Science

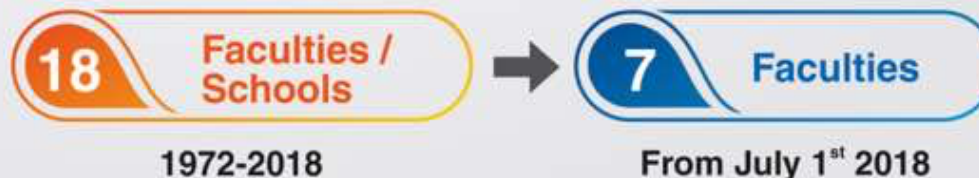
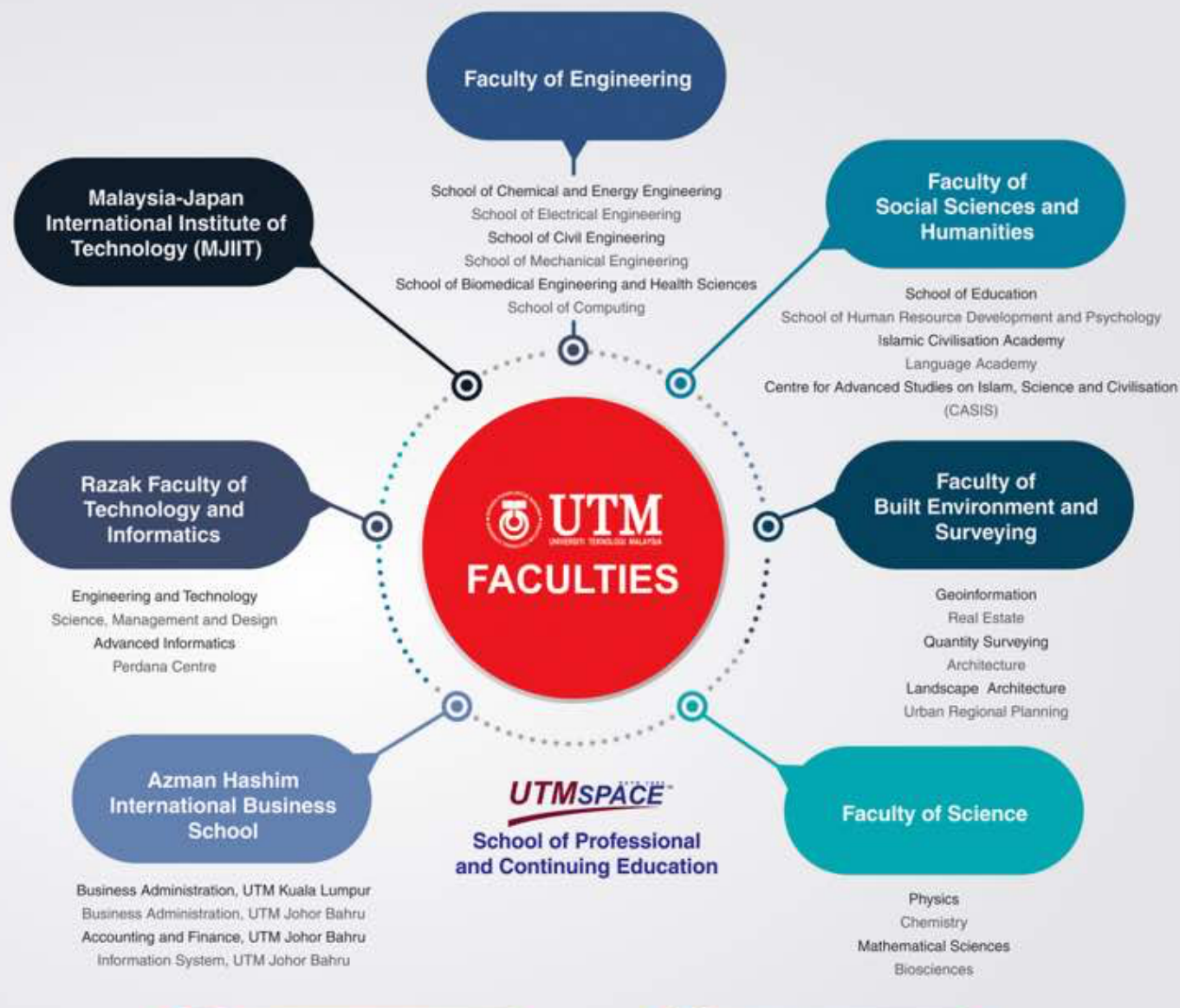
Azman Hashim International Business School

Razak Faculty of Technology and Informatics

Malaysia-Japan International Institute of Technology (MJIT)

**Boxes shown by faculty with the most (top) to the least # of academic staff (bottom)*

innovative • entrepreneurial • global



The brand focus shall be on the broad, synergised disciplines (Multi/Trans discipline) as opposed to the traditional emphasis on single sub-discipline

In line with the development of 21st Century Higher Education and the Fourth Industrial Revolution, UTM Synergy 4.0 has emphasised on the culture of synergy and removal of people-dividing "departmental" walls and silo mindsets that has been prevalent in conventional higher institution establishments.

UTM Synergy 4.0 is envisioned to inspire breakthrough innovations through the emergence of **fusion (integration) of programs and technologies** that is **blurring/removing the lines between conventional academic sub-disciplines or specific and traditional research specialisations.**

Why UTM Synergy 4.0?

It is a Synergy 4.0
Excellence and Sustainability!

“

INNOVATION

happens at the
intersection of disciplines.

When we give room for
diversity to work, combine
and allow people of
different disciplines
to work together;

**AMAZING THINGS
CAN HAPPEN**”

Brian Wong
Vice President, Ali Baba



UTM Synergy 4.0 : A Synergy 4.0 Excellence & Sustainability

Prior to UTM Synergy 4.0, there are five major structural and systemic barriers limiting UTM's progress from good to great.

- ❑ **Silo work culture** & internal competition that impedes collaboration & synergy.
- ❑ **Widespread duplication** as a result of silo and independent faculty growth
- ❑ Ample resources (especially people), but very **poor efficiency**
- ❑ **Missing many critical functions** to take UTM from Good to Great
- ❑ **Lacking of focus and differentiation**; sailing in Red Ocean

The UTM Synergy 4.0 creates an ecosystem whereby diverse disciplines and functions are provided a unified platform to seamlessly, efficiently and sustainably collaborate in academic and research, towards bringing UTM from good to great (excellence), for universal well-being and prosperity.

Heart of Transformation



innovative • entrepreneurial • global

UTM Synergy 4.0 – 1st P (People) benefit

The UTM Synergy 4.0 transformation removes limiting barriers of cooperation and advances the 6P synergy of *People, Programs & Products, Promotion & Partnership, Physical facilities, Performance delivery and Purpose* *

Under UTM 4.0, merger of many small academic entities into broad-based faculties brings the 1st and foremost benefit from the **synergy of people**. Apart from relieving many academicians from administrative duties and allowing them to focus on the core business of teaching, learning and research, UTM 4.0 also empowers non-academic staff to undertake and support UTM's academic and research functions. On top of that, the **synergy of people** promotes trans-disciplinary co-operation and learning among staff as well as students.

UTM Synergy 4.0 – 2nd P (Program & Products) and 3rd P (Promotion and Partnership) benefits



The *2nd major benefit* of UTM 4.0 is the **Synergy of Program and Products**. Synergy 4.0 enables UTM to better control and enhance program qualities, proliferate a culture of excellence in learning and teaching while inspiring innovations through introduction of new, intra, inter and trans-disciplinary, hybrid and co-operative academic and research programs.

The *3rd major benefit* concerns the **Synergy of Promotion & Partnership**. UTM 4.0 has further expanded, extended and synergised marketing and promotion initiatives as well as partnership opportunities across disciplines under a common, broad-based faculty platform.

UTM Synergy 4.0 – 4th P(Physical Facilities), 5th P (Performance Delivery) benefits

The 4th P benefit of UTM Synergy 4.0 is the **Synergy of Physical Facilities** whereby Faculty resources can be widely shared and optimised, while overlapping programs and courses are merged and rationalised.

The fifth major benefit UTM 4.0 is the **Synergy of Performance Delivery**. A major feature of this initiative is the use of IR 4.0 technologies, online systems, digital management platforms and data analytics, to bring about increased efficiency, rationalisation of human resources, enhanced global access to UTM quality education as well as teaching and learning materials.

The **Synergy of Purpose** (ultimate motivation) for UTM 4.0 is to *strive with total commitment (in synergy) to become a premiere global institution in academic and research, through pursuit of excellence in Science, Technology & Engineering Education.*

Central to UTM's vision is *the mission to develop people's holistic talent, innovative technologies and quality education.* This shall allow UTM to export and widen access to UTM's expertise, products and programs globally, in particular through *Trans-National Education (TNE)*, for UTM's institutional sustainability and ultimately for universal well-being and prosperity.