MSU TEN YEAR STRATEGIC PLAN
2011 - 2020
Management & Science University (MSU) is striving to be a regional and global university with worldwide horizons using the coveted talents of all our staff to the full. In preparing ourselves to meet the many challenges of the next decade, we are aligning every aspect of our university with this bold vision.

Alongside our long standing commitment to Shah Alam as the capital city of our region and as a self contained multi-complex modern city campus, we are creating boundless opportunities for lifelong learning across the region so that similar educational institutions working together can draw on more talent and add more value than can be achieved separately.

We enter this period excited by exceeding the expectations of the last 5–year plan of 2007-2011 when we move into the brand new RM 500 million campus and when we initiate the internationalization of the university. There is still much to do although we now have over 200 international students from well over 30 countries. We are actively pursuing world class partners among regional universities in every continent. We are also increasingly broadening the horizons of home students through developing global perspectives from constantly updating of the curriculum design to serious involvement in community engagement activities.

If our graduates are to use the full potential of their talents, employers and others need to know the distinctive strengths which our students have been encouraged to develop during their time at the university. Our new faculty alignment indicates combination of traditional and new spheres of learning experiences while the whole university is committed to improving the wider world understanding of our students in extra-curricular activities. Each MSU student must develop a compelling experience when live, study, train and grow in a student-centered university which values professional conduct, ethics, employment and diversity such that students can exceed expectations by having the flexibility, ingenuity and confidence to cope with the unexpected.
In our openness to such opportunities, we continue to champion the pioneering tradition which believes strongly in partnerships, in fair play and in constantly refreshing ourselves, our institutions, local communities and the global society.

As we strive to turn this bold vision into reality, we recognize that some stakeholders might for a particular purpose want a description of the university as it is rather than our vision as a declaration of our intent. A theme of this plan carried on from the previous plan is the continued importance of dialogue, of seeing university life as a continuing conversation between students, staff, governors and the wider community and between the past, present and future.

Prof Dato’ Wira Dr Mohd Shukri Ab Yajid
President, MSU
February 2011
Total learning experience is MSU’s key phrase in the new 10 year strategic plan for the period 2011-2020. The University Strategic Planning Committee has worked on the development of the plan since November 2010.

The strategic plan articulates five goals. These are:

Goal 1 – Student Learning Experience

Goal 2 – Learning Delivery Systems

Goal 3 – Learning Environment

Goal 4 – Research & Innovation

Goal 5 – Internationalization

Goal 6 – Green Campus
GOAL 1: Student Learning Experience

To make the whole student learning experience the center of university life while adding value to students’ lifelong learning

Expected Outcomes

1.1 Students are to continue to strengthen and enrich activities on community engagement

1.2 Students are to be actively involved and participating in efforts that promote the creation of wealth among Malaysians

1.3 Students have access to equal opportunity for the attainment of knowledge, academic and scholarly pursuits

1.4 Students are to develop strong sense of entrepreneurship with outstanding communication skills

1.5 Students to undergo intensive internships in their relevant professional work environment such that MSU becomes known as the Best Industrial Training University

1.6 Students are encouraged to plan for more record breaking achievements such as the Malaysian Book of Records so that MSU is known as the best Record Breaking University

1.7 Students that graduated and become highly successful in their careers are to develop high endowment participation in the MSU Alumni Association
To provide high quality programs of study accentuated with academic rigor from a professional and vocational focus, developing skills, knowledge, understanding and confidence for employment and higher purpose life.

**Expected Outcomes**

2.1 University to pursue and strengthen the current technology driven learning systems
2.2 University is to enhance its hybrid education delivery system
2.3 University is to maintain its status as a highly ranked institution of higher learning based on SETARA ratings done by the Ministry of Higher Education of Malaysia
2.4 University is to continue to ensure that all programs offered on campuses are industry relevant and professional centric
2.5 University staff to be targeted for 70 per cent academics with PhDs
GOAL 3: Learning Environment

To offer learning environment and support services that maximize choice, flexibility and total student access.

Expected Outcomes

3.1 University is to complete phase III of the MSU campus development project which involves the construction of MSU Medical Center, a hotel and students residences

3.2 University to work and operate in a complete paperless environment based on campus wide internet

3.3 University to develop special work areas relevant to the specific needs of the training and learning and excel in the provision of these work areas

3.4 University is to eventually cast itself into a renown center with a unique environment for talent development and skill management

3.5 University is to create a learning environment such that students upon graduation find themselves completely satisfied with a compelling sense of a total learning experience
GOAL 4: Research & Innovation

To ensure that all academic staff engage with research and scholarship to refresh and update their teaching and to develop selected centers of excellence for research of regional national and international importance

**Expected Outcomes**

4.1 University is to diversify and intensify research interests to about 20% of total university activities

4.2 University is to aggressively seek grants for research activities from local and international funding agencies

4.3 University is to integrate research activities with international partner universities in areas that have high impact to community

4.4 University is to produce many patents from its lab-based or classroom-based inventions and discoveries and successfully transfer these novel knowledge and technology to the market place

4.5 University is to organize high impact international conferences yearly and its staff to be active in publishing technical papers in indexed journals
GOAL 5: Internationalization

To develop students’ international opportunities and global perspectives ensuring that an international multi-cultural ethos pervades the university

Expected Outcomes

5.1 University is to aggressively intensify MSU’s internationalization efforts through the opening of many more MSU’s branch campuses at strategic regional locations

5.2 University is to work hard towards many more international recognition and ranking of MSU

5.3 University is to actively seek for the status of the most visited campus by international VIPs

5.4 University is to have strong international footage and affiliation in all ASEAN countries

5.5 University is to create placement for 2,000 international students in its main campus of Alam Shah

5.6 University is to generate 50% of its total revenue from the operation of foreign based campuses
GOAL 6: Green Campus

To improve energy efficiency while conserving resources and enhancing environmental quality by educating for sustainability and creating healthy learning environments.

Expected Outcomes

6.1 University is to reduce energy consumption and CO₂ emissions from building systems and transportation to a level that is 20-30% below that of current usage.

6.2 The Green Campus plan will develop and strengthen areas of focus by developing solutions for water and waste water management, improving recycling, hazardous waste reduction and disposal, and materials procurement.
APPENDIX

MSU STRATEGIC PLAN 2007 – 2011

1. To achieve a full university status by 2007
2. To provide quality and holistic education
3. To develop a fully integrated campus by 2011
4. To recruit, retain and develop the best talents and skills
5. To be industry driven
6. To strive towards the internationalization of MSU
7. To develop one hundred home grown programs
8. To provide education for all
9. To be a top ranking regional university
10. To promote attainment in research
11. To be a technologically driven university
12. To be a financially sustainable and socially responsible university