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# BRIEF INFO ABOUT CEO @ FACULTY PROGRAMME





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# THE QUADRUPLE HELIX MODEL - Community & Industry Engagement -

GOVERNMENT

ACADEMIA

INDUSTRY

COMMUNITY



MAJLIS PELANCARAN PERANCANGAN PEMBANGUNAN  
PENDIDIKAN MALAYSIA (2015-2025)  
(PENGANTARAN PANDUKAN (PENGANTARAN PANDUKAN))



**YAB Perdana Menteri telah menyampaikan  
watikah pelantikan sembilan (9) *Chief  
Executive Officer (CEO)* yang telah bersetuju  
bagi memberi komitmen dalam 'CEO Faculty  
Programme'.**



**7<sup>TH</sup> APRIL 2015**

MalaysiaGazette photo by: MUHAMMAD FAREEZ MUHAMMAD FADZIL



# CEO faculty programme 2016

MAJLIS APRESIASI & PENYAMPAIAN WATIKAH PELANTIKAN

Dirasmikan oleh:  
YAB Dato' Seri Dr. Ahmad Zahid Bin Hamidi  
Timbalan Perdana Menteri

Majlis Apresiasi CEO dan Watikah Pelantikan CEO Baharu tahun 2016 telah diadakan dan dirasmikan oleh Timbalan Perdana Menteri pada 15 Mac 2016





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CEO Faculty Programme: DS Syed Zainal, CEO pertama yg akan memulakan lecture di IPT! Beliau memilih UITM 📌📌📌 #PPPMPT

View translation



## CEO Faculty Programme Attracts International Company Heads – Idris Jusoh

### Marrying industry with education

BY DANIAL RAHMAN

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The main objective of ‘**CEO Faculty Programme**’ is to intensify the participation from industrial sector as part of the system of higher education through the sharing of experiences and expertise from industry leaders.

Several programmes that can be run with the selected CEO such as invited lecture series, industrial panel and also teaching partner (co-teaching) with Professor.



# Malaysia Education Blueprint 2013-2025

(Preschool to Post-Secondary Education)



# Malaysia Education Blueprint 2015-2025

(Higher Education)



0

2013

Build momentum  
and lay  
foundations

1

Wave

2015

Accelerate  
system  
improvement

2

Wave

2020

Move towards excellence  
with increased  
operational flexibility

3

Wave

2025



wave

1

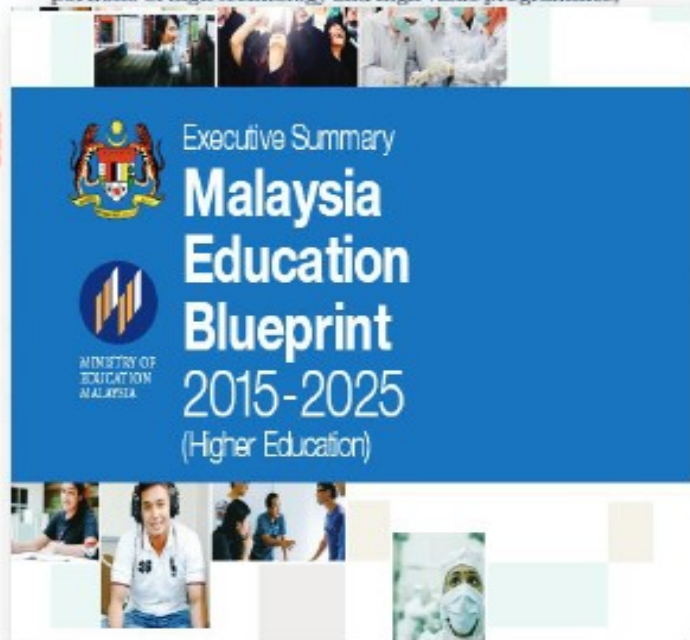
## Build momentum and lay foundation

(2015)

- **Developing integrated assessment methodology** by HLIIs to reflect knowledge and skills (*ilmu*), ethics and spirituality (*akhlak*);
- **Introducing experiential learning, service learning and entrepreneurial immersion** into curriculum, and new **Job Creator** framework for creating/growing student businesses;
- **Launch new CEO faculty programme** for senior industry or public sector leaders to teach in public HLIIs;
- **Enhancing repayment rates** on PTPTN student loans, including incentives and penalties;
- **Launching of tailored University Transformation Programmes** by pilot HLIIs as role models for transformation programmes of other HLIIs;
- **Codifying best practices into “playbooks”** on critical improvement areas for adoption by HLIIs:
  - Enhancing governance and board effectiveness;
  - Strengthening performance management;
  - Improving degree productivity and cost efficiency;
  - Establishing alternative income sources, including endowment funds and *waqf*;
  - Achieving transparency and accountability in financial reporting; and
  - Strengthening career pathways and leadership development.

CEO  
faculty programme

- **Initiating TVET enhancements** with industry-led curriculum design and delivery, upgrading of teaching staff, and portfolio of high technology and high value programmes;



10 LONJAKAN



# Talent Excellence

I



**Pendidik**

(Educators)

II



**Penyelidik**

(Researchers)

III



**Pemimpin  
Institusi**

(Leaders)

IV



**Pengamal  
Profesional**

(Practitioners)

**Empat Laluan Kerjaya**  
(Four Career Path)



**Program  
Fakulti CEO**

**CEO** faculty programme



## CFP Objectives and Outcomes

OBJECTIVES	OUTCOMES
<p>Become <b>an icon for students</b> and <b>improve the existing curriculum</b> through the sharing of knowledge, experiences and best practice from the CEO to formulate a new integrated assessment looked at the holistic learning. (<b>Shift 1</b>: Holistic, Entrepreneurial and Balanced Graduates)</p>	<p><b>Improve the graduate employability</b> by enhancing the student learning experience and reducing the mismatch in the supply and demand</p>
<p>Intensify the <b>participation of the industrial sector as part of the national higher education system</b> through sharing of experiences and expertise from industry leaders (<b>Shift 2</b>: Talent Excellence)</p>	<p>HLLs are able to attract, recruit and retain the best talent especially from the industry practitioners by having <b>multi-track career pathways</b></p>
<p>Realize the integration and synergy between the <b>industry experts with university researchers and students</b>. (<b>Shift 7</b>: Innovation Ecosystem)</p>	<p>HLLs can move from academia operating in isolation to <b>the quadruple helix</b> of academia, industry, government and local communities coming together in partnership for incubation, development and commercialization of ideas</p>

### Mode 1 : Co-Teaching

- Each CEO has to attend **4 visits each Semester**
- Each subject should consists of 60 students in a class
- University need to provide the title of the subject that going to be teach by the CEO for the particular semester
- University need to provide the name and contact detail of the Professor for the particular subject.
- The Professor and CEO will co-teaching the subject

### Mode 2: Other activities (during visit)

- Industrial Talk/ Motivational Talk
- Discussion / Advisory Session with top management of University
- Public Lecture
- Keynote Address
- Seminar/ Forum
- Short courses
- Etc...At host & several Affiliate university



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## Key Points

- Host University is responsible to arrange a meeting with the assigned CEO to discuss on the implementation of CEO Faculty Programme for 2015-2016 session
- Two Mode of engagement (Teaching and Public Lecture)
- University should provide Video-conferencing/Live Telecast facilities for CFP
- Host University will arrange a case study on the CEO

## HOST UNIVERSITY RESPONSIBILITY FOR CEO FACULTY PROGRAM

- \* University need to provide access to university's library for CEO.
- \* Each subject should consists of 60 students in a class. The University should provide Video-confrensing/Live Telecast facilities during the class to give wider access to other students/universities
- \* Each CEO has to attend **4 visits each Semester**

<b>Visit 1 (2-3 hrs)</b>	<b>Introduction to the subject</b>
<b>Visit 2 (2-3 hrs)</b>	<b>Case Studies</b>
<b>Visit 3 (2-3 hrs)</b>	<b>Case Studies</b>
<b>Visit 4 (2-3 hrs)</b>	<b>Reflection</b>
- \* University is encourage to organise other activities such as Keynote Address/Public Lecture/Forum/Seminar/Advisory Session / Innovation Talk/Motivational Talk by the CEO during the visit
- \* Each CEO will engage a total of 20 to 30 hrs per year with the university activities
- \* The CEO will be appointed as "National Adjuct Professor". The Honororium will be given to the CEO based on the scheme available at each particular university
- \* University need to provide the title of the subject that going to be teach by the CEO for the particular semester
- \* University need to provide the name and contact detail of the Professor for the particular subject. The Professor and CEO will co-teaching the subject

**CEO** faculty programme

**Benefits to University**

- Staff attachment
- Student internship
- Graduate Employability
- Industry Advisory Panel
- Industrial Patent
- Innovation & Commercialisation
- Knowledge Transfer Programme
- Research/ Industrial Grants
- Research & Consultations
- Gifts & Endowment

**Benefits to Agency/ Industry**

- Post Graduate Education / Industry PhD
- Testing Facilities
- Shared Services / Facilities
- R&D
- Capacity Building (HR)
- Knowledge Technology Transfer
- CEO Faculty Programme
- Increased Productivity
- Improve Quality of life
- CSR Activities

OBJECTIVES	OUTCOMES
Become <b>an icon for students</b> and <b>improve the existing curriculum</b> through the sharing of knowledge, experiences and best practice from the CEO to formulate a new integrated assessment looked at the holistic learning. <b>(Shift 1: Holistic, Entrepreneurial and Balanced Graduates)</b>	<b>Improve the graduate employability</b> by enhancing the student learning experience and reducing the mismatch in the supply and demand
Intensify the <b>participation of the industrial sector as part of the national higher education system</b> through sharing of experiences and expertise from industry leaders <b>(Shift 2: Talent Excellence)</b>	HLLs are able to attract, recruit and retain the best talent especially from the industry practitioners by having <b>multi-track career pathways</b>
Realize the integration and synergy between the <b>industry experts with university researchers and students.</b> <b>(Shift 7: Innovation Ecosystem)</b>	HLLs can move from academia operating in isolation to <b>the quadruple helix</b> of academia, industry, government and local communities coming together in partnership for incubation, development and commercialization of ideas



## CEOs Matching

No.	Host University	CEO	Company
5	UTM	1. Tan Sri Dr. Rebecca Fatima Sta Maria 2. Tan Sri Dato' Azman bin Haji Mokhtar 3. Mr. Abraham Liu Kang 4. Dato' Yasmin Mahmood	Kementerian Perdagangan Antarabangsa dan Khazanah Nasional Huawei MDEC
6	UTEM	1. Mr. Lee Sang Hoon / Datuk Roh Jae Yeol 2. Mr. Lee Cheong Chee	Samsung Infineon
7	UTHM	1. Dato' Sri Zohari bin Haji Akob 2. Dato' Yusof Jusoh 3. Dato' Wei Chuan Beng	Kementerian Kerja Raya Proven Holding Redtone
8	UMP	1. Dato' Sri Noorul Ainur Mohd Nur 2. Dato' Seri Ir. Azman Mohd 3. Dr. O Hari Narayanan	Kementerian Sains, Teknologi dan Inovasi TNB Motorola
9	UNIMAP	1. Dato' Sri Jamil bin Salleh 2. En. Badrul Feisal Abdul Rahim 3. Ms. Anna Maria Braun	Kementerian Perdagangan Dalam Negeri UMW Holdings Berhad B. Braun
10	UITM	1. Tan Sri Dato' Sri Hamad Kama Piah Che Othman 2. Datuk Seri Fateh Iskandar Bin Tan Sri Dato' Mohamed Mansor 3. Dato' Sri Haji Syed Zainal Abidin Syed Mohamed Tahir	PNB Media Prima CMS Consortium Sdn Bhd



**JABATAN JARINGAN INDUSTRI & MASYARAKAT (JJIM)**

UNIVERSITI MALAYSIA PAHANG

LEBUHRAYA TUN RAZAK

26300 GAMBANG, KUANTAN

PAHANG DARUL MAKMUR

Tel : 09-549 2620 | Faks: 09-549 2525