



UNIVERSITI TENAGA NASIONAL  
**BOLD2025**  
**STRATEGIC PLANNING**

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# UNITEN

## VISION , MISSION & EDUCATIONAL GOALS

### Vision

A Leading global energy university that shapes a sustainable future.

### Mission

We strive to advance knowledge and learning experience through research and innovation that will best serve human society .

### Educational Goals

In fulfilling UNITEN's aspirations to become a global energy university, UNITEN upholds the following educational goals :

- To inculcate strong fundamental knowledge, scholarly attainment and technical competence in the students' respective disciplines
- To inculcate advanced knowledge and learning experience amongst the university community through research and innovation that will best serve human society
- To inculcate professionalism, leadership, ethics and continual self-development amongst the university community
- To inculcate an appreciation of social, cultural, global and environmental responsibilities of a professional and the application of sustainable development



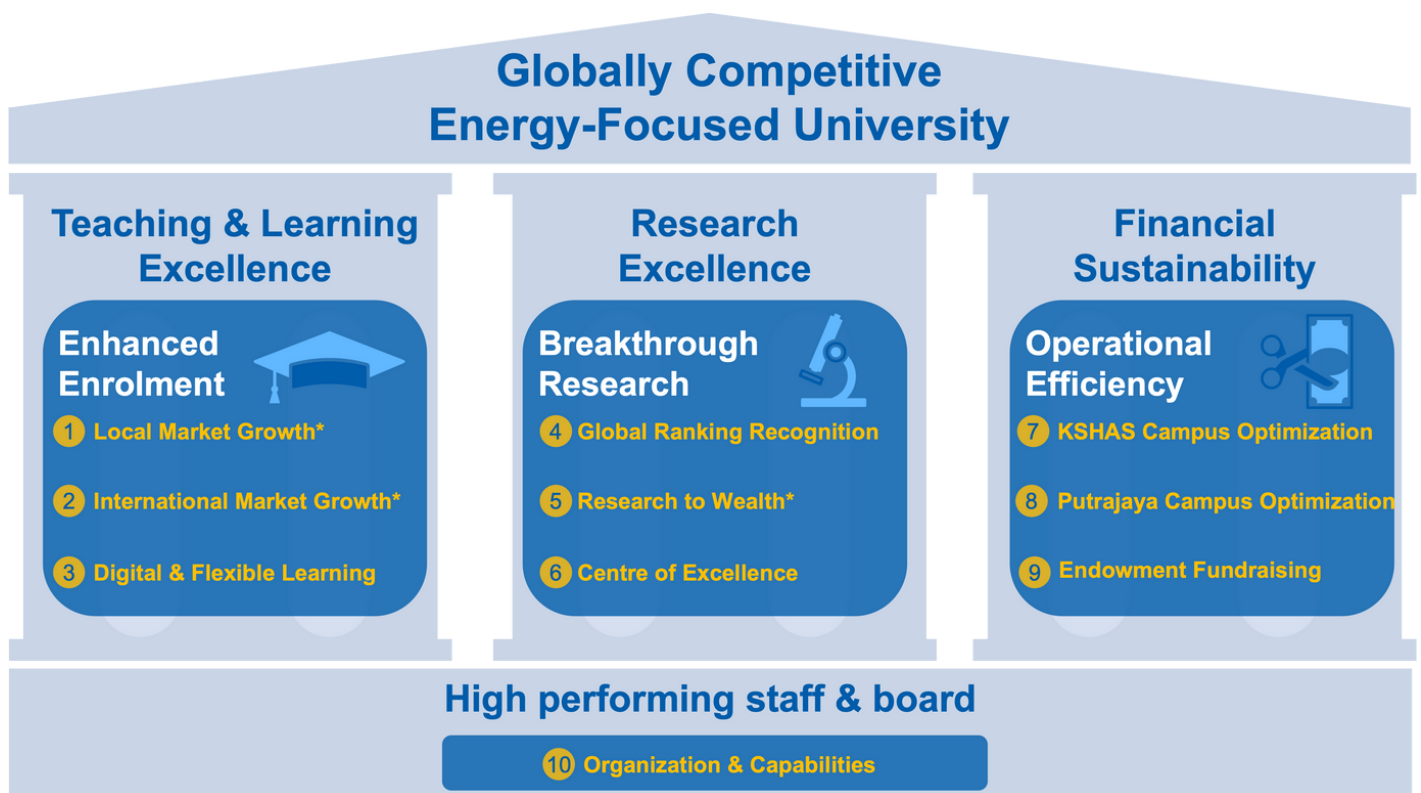
# BOLD2025 REFRESH

## "Building Opportunities, Living Dreams"

UNITEN has launched its 10-year "Building Opportunities, Living Dreams" 2025 Strategic Plan or better known as BOLD2025 in 2016 with the aspiration to become a globally competitive energy-focused university which is based on three strategic goals namely Teaching and Learning Excellence, Research Excellence and Financial Sustainability. Currently, we are at the mid-point of this 10-year journey. Therefore, UNITEN have launched a refresh exercise looking at our past progress in terms of academic, research and financial performances and where necessary to revise our course for the next 5 to 10 years.

The development of this BOLD2025 Refresh has included interactions with various internal and external stakeholders. UNITEN maintains the original 3 Strategic Goals and has identified 3 new Strategic Objectives which are supported by 10 new and enhanced Strategic Initiatives which will enable UNITEN to achieve its intended aspirations, in addition to being financially independent and sustainable.

# BOLD2025 REFRESH STRATEGIC HOUSE



**3** STRATEGIC GOALS

**3** STRATEGIC OBJECTIVES

**10** STRATEGIC INITIATIVES

# OVERVIEW OF **STRATEGIC INITIATIVES**

STRATEGIC OBJECTIVES : ENHANCED ENROLMENT



**1**

## LOCAL MARKET GROWTH

Increase market share of traditional students by through improved rankings, better student experience, and more differentiated value proposition



**2**

## INTERNATIONAL MARKET GROWTH

Increase international students through increased market presence in target markets, improved adjacent offerings, and full program recognition



**3**

## DIGITAL & FLEXIBLE LEARNING

Launch digital programs to attract non-traditional students and strengthen on-campus offerings with innovative blended & virtual learning

# OVERVIEW OF **STRATEGIC INITIATIVES**

STRATEGIC OBJECTIVES : BREAKTHROUGH RESEARCH



**4**

## GLOBAL RANKING RECOGNITION

Improve ranking performance in global university rankings through strengthened research output, effective stakeholder engagement & networking



**5**

## RESEARCH TO WEALTH

Accelerate revenue growth through tech-enabled commercial excellence into next-generation commercial levers



**6**

## CENTRE OF EXCELLENCE

Increase research excellence and achieve recognition by government as center of excellence in energy research

# OVERVIEW OF **STRATEGIC INITIATIVES**

STRATEGIC OBJECTIVES : OPERATIONAL EFFICIENCY



**7**

## KSHAS CAMPUS OPTIMIZATION

UNITEN will continue to operate in Muadzam Shah with increased operational efficiency



**8**

## PUTRAJAYA CAMPUS OPTIMIZATION

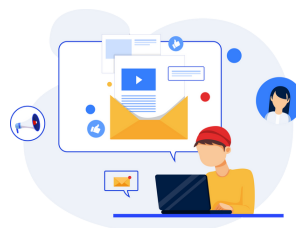
Increase operational efficiency in terms of assets (following asset transfer) as well as staff



**9**

## ENDOWMENT FUNDRAISING

Significantly expand fundraising efforts to build strong endowment for regular interest income stream



**10**

## ORGANIZATION & CAPABILITIES

Improve effectiveness of organization and infuse new capabilities



The Energy University

# CONTACT INFORMATION

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