

# Leading the **digital future**

The story of 2020

**VR-Based** Rehabilitation  
for **Digital Health Services**

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# Leading the digital future

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### Printed by

ALL PRINT (M) SDN. BHD.

The publisher hereby records its gratitude to individuals who have helped in one way or another to make this publication a reality.

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Date of Printing: April 2021

ISBN: 978-967-19560-0-7



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# FOREWORD

2020 was a remarkable year for MMU, despite the challenges that arose due to the COVID-19 pandemic. Alhamdulillah, MMU has managed to ride out the uncertainties, and have remained steadfast in upholding its position as a leading university in Malaysia.

I feel very fortunate to have joined this outstanding institution. When I came in on 1st August 2020, MMU had already become one of the icons of Malaysian higher education. It was already prominent within the sector, so I had standards to live up to. Fortunately, everyone in MMU was very supportive of the ideas I brought, and together, we managed to overcome the challenges we faced, and become stronger in the process.

In the process of strengthening MMU's mark in the education industry, I have introduced "MMU PLUS U" in an effort to drive for university excellence and financial sustainability. It focuses on 5 key areas namely Population & Popularity, Learning, University Reputation, Sustainability and Us (Unity of MMU Community). This aspiration is coupled with key enablers of 3Cs which stand for connectivity, communication, and commitment. I believe staff and students are the prominent factors for MMU to stay ahead and strive for excellence. As a community, working together will help us to accomplish great results with better working environment and promoting inclusivity among us.

In 2020, MMU had recorded good performance in terms of world university rankings where MMU is listed as one of the Top 10 among all Malaysian universities in the Times Higher Education (THE) World Rankings 2021. On top of that, the university also remains strong as one of the Top 7 among Private Universities in Malaysia in the QS World University Rankings (WUR) 2021. Another recognition was from the Future Workforce Engagement Report 2020 by MDEC, which revealed that MMU is among the Top 2 universities in Malaysia that supplies skilled digital talent for the country. MMU has climbed to 5-Star for SETARA 2018-2019 as announced by the Minister of Higher Education in December 2020. These represent our standards, and we should be careful to not fall below them.

I take great pride in the achievement of MMU's staff and students, in not just academics, but in other areas as well. After all, the human being is a complex creature, and success in one field could sometimes only be achieved by advancing in other fields. Whether locally or internationally, MMU citizens have done us proud with their hard work, unyielding spirit, and bright ambitions.

By the way, I firmly believe that every MMU citizen should collectively be proud of these achievements. Keep in mind that we live in the MMU ecosystem, and the excellence of our MMU friends, peers, and colleagues are no doubt due to the support we have extended to them, whether directly or indirectly. So, please take heart, and know that you, too, have contributed to MMU's greater reach.

This publication is a record of 2020, from the eyes of MMU. When we read about what we or our MMU citizens had done, let us do so with a firm conviction, that, in 2021 and beyond, we would do it even better, together, because MMU is U.



Prof. Dato' Dr. Mazliham Mohd Su'ud  
President/CEO

## MMU PLUS U

### Population & Popularity

- To increase the number of students and MMU's visibility towards strong popularity

### Learning

- To improve learning experience for students through Build Your Own Curriculum (BYOC), Modernize Learning Management System (LMS), Micro Modules, and Next-Gen Classroom

### University Reputation

- To grow research publications or journals list or numbers
- To strengthen industry partnership and to foster humanizing innovation

### Sustainability

- To increase research commercialization and to establish diversification of revenue through waqf and endowment

### US

- To promote strong unity of MMU community

“ I feel very fortunate to have joined this outstanding institution. When I came in on 1st August 2020, MMU had already become one of the icons of Malaysian higher education. ”



# MMU's Achievements



## QS World University Rankings (WUR) 2021



QS which stands for Quacquarelli Symonds World University Rankings reveals the top 1,000 universities from around the world, covering 80 different locations. There were six QS rankings indicators, namely academic reputation, employer reputation, citations per faculty, faculty/student ratio, international faculty ratio, and international student ratio. As a result, **MMU remains strong as one of the Top 7 among Private Universities in Malaysia in the QS World University Rankings (WUR) 2021**. Furthermore, QS WUR has placed MMU in the Top 2 in Computer Science, and in the Top 3 in Electrical & Electronics amongst Malaysian private universities.

## Times Higher Education (THE) World University Rankings

THE is one of the global rankings which a total of 1,527 universities from 93 countries and regions are included in 2020, standing as the largest and most diverse university rankings ever to date. The rankings emphasise on the research intensive universities across all their core missions: teaching, research, research influence, international outlook, and knowledge transfer with 13 indicators. **MMU is listed as one of the Top 10 among all Malaysian universities in the Times Higher Education (THE) World Rankings 2021**. In the list, our university is ranked at the 601- 800 group for Computer Science as well as Engineering & Technology, and 601+ for Business and Economics among thousands of universities worldwide.





# 5-Star in the Malaysian Higher Education Institutions (SETARA) 2018/2019



An announcement by the Minister of Higher Education on 18th December 2020 had revealed that **MMU received a rating of 5-Star for SETARA 2018/2019**. Developed under the Malaysian Education Blueprint 2015-2025 for Higher Education, SETARA employs a rigorous assessment methodology to rate an education institution on three perspectives: teaching, research, and services. In the previous assessment, MMU was rated 4-Star.

# MDEC Future Workforce Engagement Report 2020



MDEC or Malaysia Digital Economy Corporation is responsible to build a sustainable digital ecosystem to drive Malaysia's digital economy forward. MDEC has collaborated with Malaysian Institute of Higher Learning through several initiatives including Premier Digital Tech Institution Status, Data/AI programme, Cybersecurity programme, and Digital Creative

Creative Content programme. In the Future Workforce Engagement Report 2020 by MDEC revealed that **MMU is the Top 2 universities in Malaysia that supply the skilled digital talent for Malaysia**. The recognition has proved that our graduates are highly sought after and has fulfilled the need of the industry.

# Special Awards (Institute of Higher Learning) of National Energy Awards (NEA) 2020

MMU was awarded with Special Awards (Institute of Higher Learning) of National Energy Awards (NEA) 2020. The announcement was made by the Ministry of Energy and Natural Resources (KeTSA) on the winners of three main categories namely Category 1- Energy Efficiency, Category 2- Renewable Energy, and Category 3- Special Awards. Three Special Awards for Institute of Higher Education, Sustainable Energy Financing and Energy Performance Contracting were introduced in 2020's edition. NEA is an annual recognition to acknowledge outstanding achievements and best practices in driving the country's sustainable energy agenda.



# Top 3 in Education for Most Attractive Graduate Employers to Work For in 2021

MMU is not only the place to produce skillful digital talents, but it has also been recognised as the 2021 Graduates' Choice Award or GCA from TalentBank, best known as an organiser of career fairs. **MMU was ranked third in Education for the category of Most Attractive Graduate Employers to Work For in 2021**. The award recognises "Best Graduate Employers" in Malaysia, which covers across 26 industries including accounting and professional services, telecommunications, e-commerce, education, and many more.





# MMU Goes Online to Honour its Class of 2020, Delays Physical Convocation Ceremony

“What I see are tremendous achievements, another cohort of job-ready graduands who support each other, and those who are enthusiastic to take their skills into businesses, professional world, and developing societies that truly need you.”

You have proved yourselves to grow, mature, and shine very bright as “Permata Dunia”, alumni of MMU.”

**TUN DATO' SERI ZAKI TUN AZMI**  
Chancellor of Multimedia University

MMU held its Declaration of Diploma and Degree Conferment Ceremony online to honour its graduating Class of 2020 – an observance of the new norms required to help break the COVID-19 transmission chain – instead of holding its annual convocation ceremony. The conferment was announced by Tun Dato' Seri Zaki Tun Azmi, the Chancellor of MMU.

Believed to be the first of its kind in Malaysia, the ceremony was attended by a select and small group of attendees in Dewan Tun Canselor, at MMU's Cyberjaya campus, with more than 2,600 graduates Class of 2020 virtually joining the ceremony at home through a live streaming via MMU official Facebook (FB) Live. The ceremony was held on 3rd October 2020.

Nevertheless, while this year's Convocation Ceremony is postponed to next year, the university felt that it was only right to celebrate those who had worked extremely hard

in completing their education and achieve extraordinary accomplishment. The event feted the high achievers of 4 diploma students, 23 bachelors' degree students and 11 postgraduate students.

Heading the list of awards was the Chancellor's Award, which is given to an outstanding first-time Bachelor graduand in recognition of the graduate's outstanding combination of academic and co-curricular excellence.

Hazmi Hamizan Mohd. Zaki, from the Faculty of Management (FOM), received the Chancellor's Award by virtue of completing his Bachelor of Analytical Economics with First Class Honours, with a CGPA of 3.99. On top of that, he has made the Dean's list for all his eligible trimesters, has founded his own company, and is currently working as an investment analyst with Khazanah Nasional Berhad.

Honoured with the award, Hazmi said, the MMU graduates need to emulate the success achieved by the notable MMU alumni such as Usamah Zaid Mohd. Yassin, (Director of Ejen Ali), Nizam Abdul Razak (BoboiBoy) and others. “If they can do it, why can't we? We just have to go for it,” said Hazmi, who also was granted with the MMU Alumni Leadership Award.

Prof. Dato' Dr. Mazliham Mohd. Su'ud, President of MMU, was pleased with the award winners. “As an institution, we are responsible for helping groom future generations. I am very happy to see that we have people who are very capable in not just developing their selves, but also capable of inspiring others, as well,” he said.

The ceremony also witnessed Hasan E.H Abulaban, a graduate of Bachelor of Engineering (Electrical) from Palestine receiving the President's Award for his excellence in academic and co-curricular activities. Besides, Hassan has also been awarded the MMU Leadership Award together with Chai Yee Ting and Chia Jason from the same faculty, for 2020.

“This is not the usual way where most of graduates at home and not here in graduation robes. If not for the ongoing pandemic, we (graduates) would already be having our convocation. However, despite all this, not even the pandemic can take away our achievements”

**HAZMI HAMIZAN MOHD. ZAKI**  
Chancellor's Award Recipient





# MMU Receives a Courtesy Visit from the Minister of Communications and Multimedia



MMU was honoured to receive a courtesy visit from Yang Berhormat (YB) Dato' Saifuddin Abdullah, the Minister of Communications and Multimedia to Cyberjaya campus on 3 July 2020.

During the visit, Dato' Saifuddin witnessed three presentations entitled "Anti Cyber Bullying: Time to Tackle The Bullies", "Media Literacy on General Code of Practice in Malaysia: Multi Stakeholders Perspective," and "Fostering a New Creative Multimedia Ecosystem in Malaysia." The sessions were presented by MMU academicians namely Dr. Bahma Sivasubramaniam, Dr. Mokhtaruddin Ahmad and Ms. Ts. Natalya Rudina Shamsuar respectively.

The first presentation outlined the factors of cyberbullying, while the second presentation outlined current consumer trends as well as the types of policies and guidelines that would be most beneficial to the public. The third addressed how the ministry and Malaysian Communications and Multimedia Commission (MCMC) could help nurture creativity and support content creators.

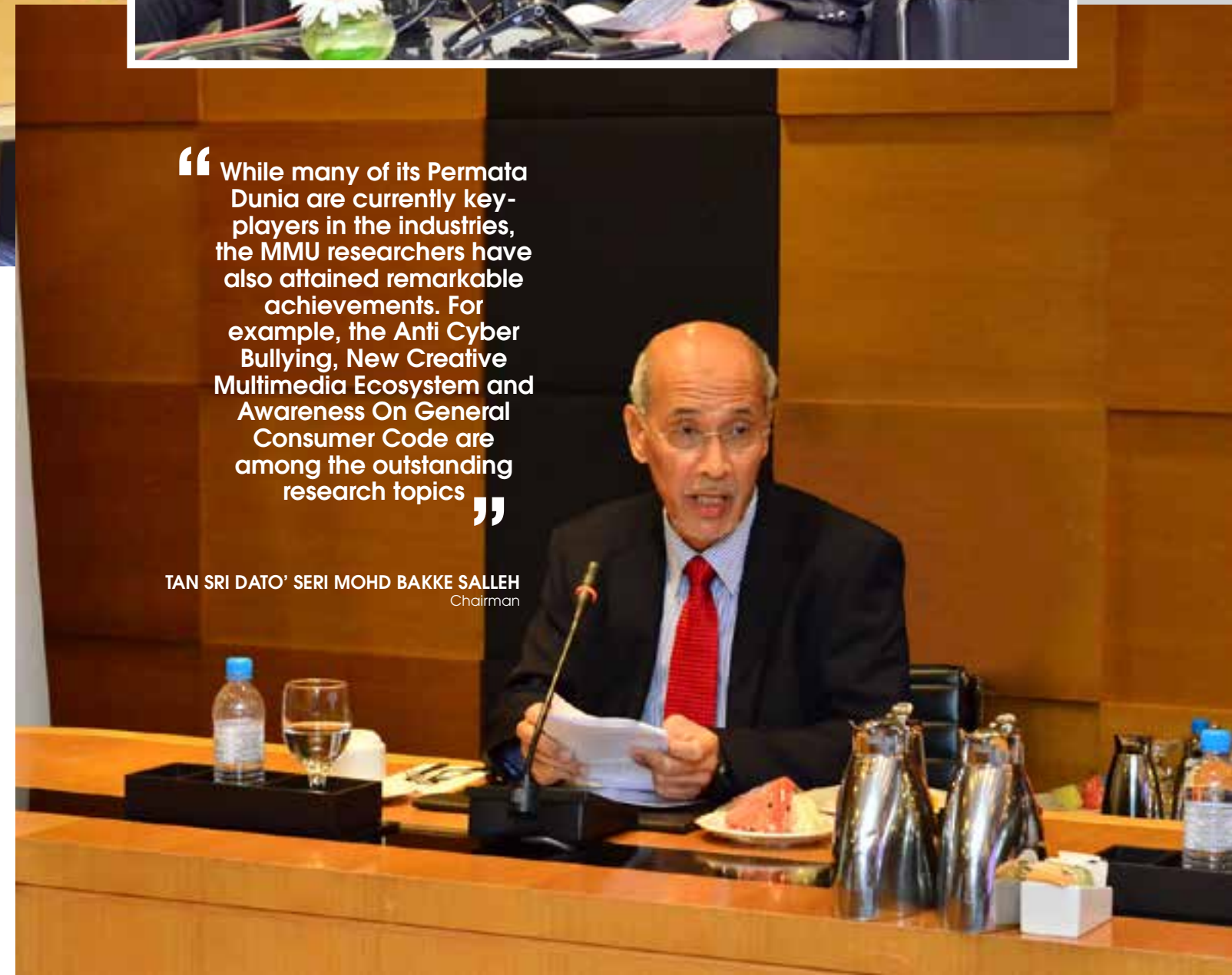
YB Dato' Saifuddin also officiated the closing ceremony of the university's "E-Immersion for MMU New Students of July Intake 2020" programme during the visit.

Also attended the event were Dr. Fadhlullah Suhaimi Abdul Malek, Chairman of Malaysian Communications and Multimedia Commission (MCMC), Tan Sri Dato' Seri Mohd. Bakke Salleh, Chairman of Telekom Malaysia Berhad (TM), Prof. Dr. Ho Chin Kuan, Covering President of MMU and Mr Tan Chuan Ou, Deputy Secretary-General, Ministry of Communications and Multimedia (KKMM).



“ While many of its Permata Dunia are currently key-players in the industries, the MMU researchers have also attained remarkable achievements. For example, the Anti Cyber Bullying, New Creative Multimedia Ecosystem and Awareness On General Consumer Code are among the outstanding research topics ”

TAN SRI DATO' SERI MOHD BAKKE SALLEH  
Chairman





# TEACHING & LEARNING at Its Best



“MMU was established by government mandate to be a game-changer in Malaysian academia. It was for that reason that MMU, from day one, had put in place the requisite infrastructure for online teaching and learning, which was continuously upgraded over the years. In 2020, MMU has been pushed to be agile, so as to help ensure that Malaysian further education is not foiled by COVID-19.”

**PROF. DR. HO CHIN KUAN**  
Vice President  
Academic and International Relations (VP AIR)

Since its establishment, MMU's existence is firmly rooted in the goal of nurturing high quality graduates suitable to empower a new type of economy. This economy would be driven by technology and innovation, focusing on downstream activities on the value chain. Central to this arrangement are highly knowledgeable workers who are not only skilled in their respective fields, but nimble enough to acquire new know-how and skills in response to the rapid life-cycles of technology and applications.

Prof. Dr. Ho Chin Kuan, the Vice President of Academic and International Relations (AIR) said, technology has seeped into every aspect of human endeavour. “What we have done in MMU is to ensure that our programmes are designed in such a way that graduates could immediately apply their expertise with the current technology,” he added.

“This way, upon entering the workforce, our graduates could hit the ground running.” This arrangement has been one of the reasons behind the popularity of MMU's graduates among employers.

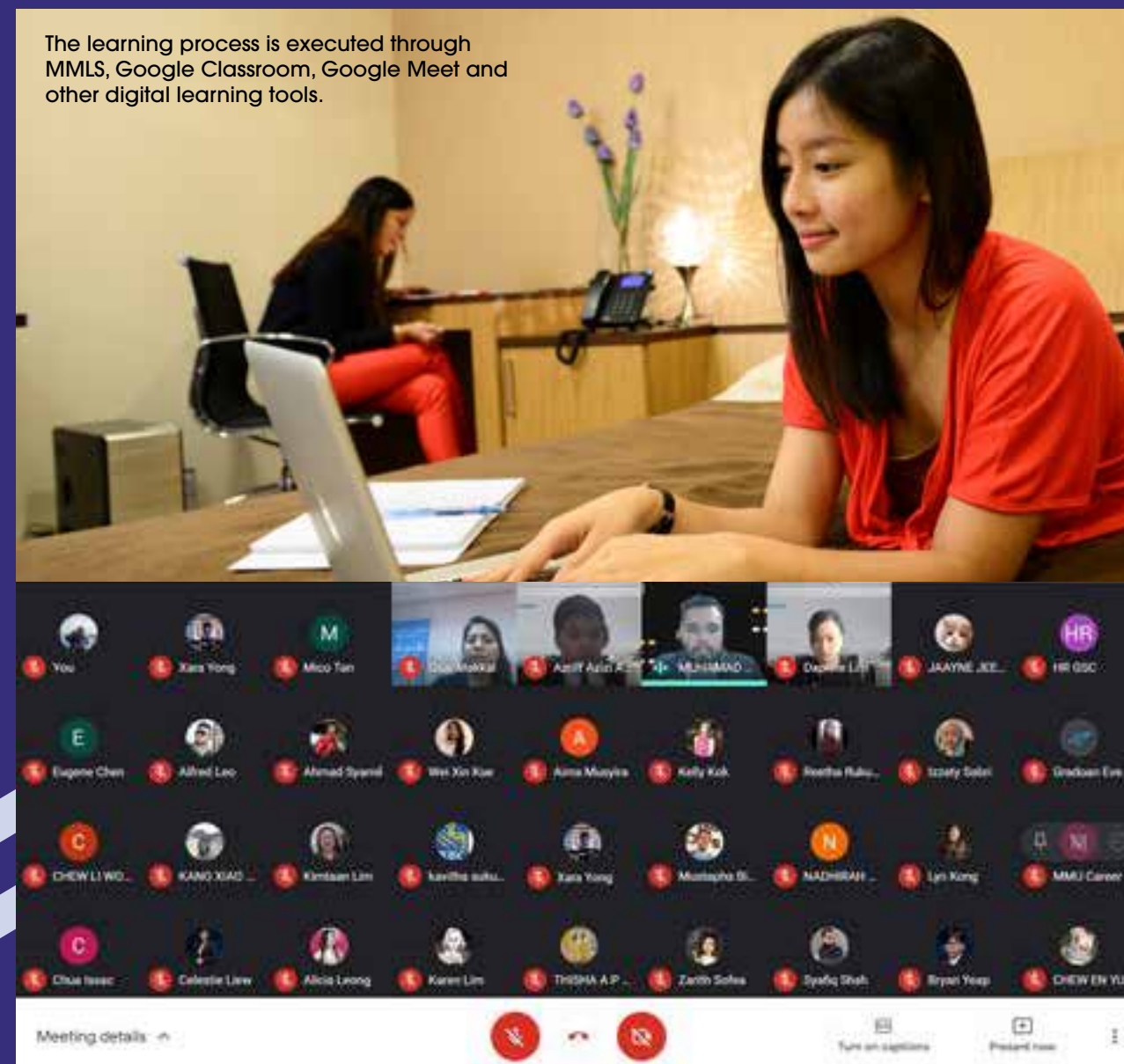
## NEW PROGRAMMES AND PEDAGOGY

In terms of new programmes, eight have been approved in 2020, with three already being offered.

- Master of Philosophy (Communication)\*
- Doctor of Philosophy (Communication)
- Master in Converged Telecommunications Policy and Regulations
- Diploma in Cinematography
- Diploma in Creative Producing
- Master of Creative Multimedia\*
- Master of Computer Science in Software Engineering (ODL)
- Diploma in Mechanical Engineering\*

*\*Already being offered in 2020*

The learning process is executed through MMLS, Google Classroom, Google Meet and other digital learning tools.





# TRAINING SESSIONS AND ACTIVITIES

The bread and butter of education institution is its teaching and learning. MMU is committed to providing quality education despite the outbreak of the COVID-19 pandemic. Hence, the University has shifted the teaching and learning methodology to an online method and ensured that students enjoy their learning experience based on their options and preferences. For this, numerous training activities conducted in 2020 to ensure the smooth running of teaching and learning in the new norm.

These changes to the mode of online learning are made to ensure academic progress and the safety of the students. The measure is another achievement for the University to guarantee the students would be able to continuously secure world-quality tertiary education despite the menace of pandemic.

13 Team-Based-Learning (TBL) workshops were conducted involving 428 staff members.

A 2-day ELITE 2020 Webinar covering Online Teaching & Learning During the COVID-19 Pandemic and Best TBL Practices in MMU, benefitting 84 and 72 staff respectively.

In March, 22 workshops on Virtual Classroom Learning Model (VCLM) were held, for the benefit of 648 individuals.

ELITE online modules covering Curriculum Design & Review in Compliance with OBE (for 54 staff), Managing your Classes Online with Google Classroom & Google Meet (46), and GSuite for Education Basics: Google Drive Apps (73).

Online Teaching and Learning workshop for 16 STAD staff members, and GSuite Apps for Student Engagement Part 1 & Part 2 for 18 STAD staff.





# Academic Excellence

Academic and International Relation plays a central role in furthering the teaching and learning process in MMU. In 2020, their activities fell broadly into 4 categories namely New Programmes and Pedagogy, Industry Centre of Excellence, Non-Traditional Markets, and Internationalization.

## Initiatives

### New Programme and Pedagogy

- 8 programmes are approved, 3 of which have been offered.
- Team Based Learning (TBL) workshops were conducted involving 428 staff members.
- Webinar on "Best Practices of TBL in Online Classrooms" was participated by 207 staff members participated.

### Industry Centre of Excellence

- Established with **RM50K funding**.
- Industry sponsorship for **200 data science certifications for students**.

### Non-Traditional Market

- 51 Digital hub programmes conducted.
- 15 micro-credential modules created from existing Executive MBA programme.

## Internationalisation

Internationalisation increases the footprint of the university, affording a wider field of view not just for academic staff, but also for students.

In 2020, MMU saw mobility for a **total of 1334 students**, comprising:

- Physical exchanges: 239 (inbound 202, outbound 37)
- Virtual exchanges: 1095 (inbound 603, outbound 492)

Another aspect of internationalisation is the Fast Track. In 2020, MMU undersigned a **fast track agreement for a postgraduate programme with Universitas Pertamina, Indonesia**.

Articulations are another aspect of internationalisation. In the year under review, **MMU undertook articulations with the University of Queensland, and the University of Deakin, both from Australia, as well as with Raffles Institute, Indonesia**.

Memoranda of Agreement (MoA) also feature extensively in MMU's Internationalization efforts. 10 were recorded during the year under review:

#### Indonesia:

- Universitas Muhammadiyah Kudus
- Universitas Pembangunan Nasional "Veteran" Yogyakarta
- Universitas Multimedia Nusantara
- Universitas Pertamina

#### India :

- GSSS Institute of Engineering and Technology for Women
- Pote (PATIL) Education & Welfare Trust's Institution, College of Engineering & Management
- Knowledge Institute of Technology & Engineering

#### China :

- Chinese Society for Science & Technology Journalism

#### Switzerland :

- AI Business School

#### Jordan

- Jadara University



MMU and Universitas Muhammadiyah Kudus (UMKU) virtually exchanged ideas on how both universities can collaborate in research and innovation, internship placement and training.



A total of 19 students and 4 staff from Multimedia University (MMU) partook in the second Global Youth Leaders Exchange Programme in South Korea from 8 February until 11 February 2020.





# RESEARCH & INNOVATION THAT IMPACT THE WORLD...

“2020 was a challenging year for all and the research community was not spared. Nonetheless, like many others, MMU research community has risen to the occasion, embraced the challenge and improvised accordingly. Many have taken the opportunity to make research impact, addressing issues and challenges related to COVID-19 and the new normal.

In this report, I am proud to share some research impact that our researchers have made in addressing the socio-economic needs of the country with technology and innovation.”

PROF. IR. DR. HAIRUL AZHAR ABDUL RASHID  
Vice President Research, Industrial Collaboration and Engagement (VP RICE)



Looking back at 2020, Prof Ir. Dr. Hairul describes the year was tough and yet a splendid moment for Research, Industrial Collaborations and Engagement (RICE) Division who played the important roles as the backbone of the university's excellence. The division is tasked to chart further direction of university research and innovation, manage and take proactive action to achieve university mission and vision.

“I am proud to share some research impact that our researchers have made in this publication, ranging from the efforts to address cyberbullying issues to addressing challenges faced by our ageing society through policy development.”

“Then there are efforts by our data scientist, analysing data related to COVID-19 and the

MCO to the engineers paving way for a smart urban farming platform, just to mention a few.”

Among important strategies is to instill a strong research culture in the university in order to generate quality research output. The division is organised into four major sub-divisions, namely, Research Management Centre (RMC), Research Program and Collaboration Centre (RPCC), Technology Transfer Office (TTO) and Entrepreneurship Development Centre (EDC).

Moving forward in 2021, I am confident that we will bounce back stronger with greater commitment to make research impact addressing the socio economic needs of the country with technology and innovation.



The research and innovation activities in MMU is the backbone of the university's excellence, spearheaded by the Research, Industrial Collaborations and Engagement (RICE) Division.

In 2020, RICE Division has successfully accomplished its primary objective to chart further direction of university research and innovation (R&I), manage and take proactive action to achieve university mission and vision.

The division planned and strategised the university's policies in materialising the vision and mission of the university. This includes, the inculcation of a strong research culture

among academics and support staff as well as streamlining the research activities in niche and high impact areas.

Throughout the year, the division garnered many collaborations in both internally and externally with industry, academia and society to enhance the R&I development of the university.

Aside from that, RICE also performed its role to monitor the research performance and postgraduate studies in the university as well as to administer R&I funds and other operational activities related to research.

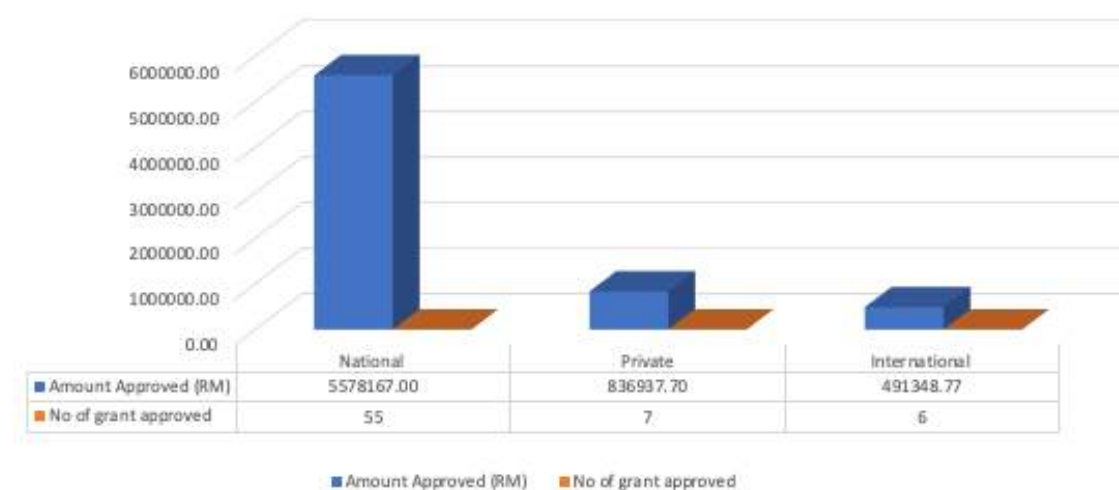
## Excellent Performance and Achievements

MMU research, innovation and engagement activities marked a remarkable performance that reflected on its achievements in the areas of research grant, publications, numerous MOA/MOU agreements and social innovations.

## RESEARCH GRANTS

### 1. Grants Amount Secured Breakdown by Grant Type

Grant Type	Amount Approved (RM)	No. of Grant Approved
National	5579167.00	55
Private	836937.70	7
International	491348.77	6
Total	6907453.47	68



The total amount of the grants and number of projects

## PUBLICATIONS

### 1. SCOPUS & WOS Publications by Type

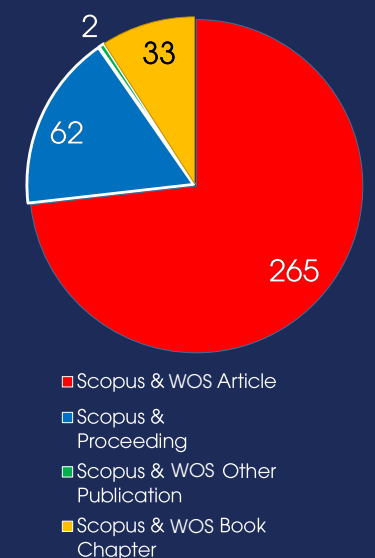
In 2020, MMU successfully published 362 documents in Scopus/WOS publications, including journal articles, review, conference papers, book chapters and others, as shown in Table and Figure below.

Table Number of Publications in Scopus/ WOS

Types of Publication	No. of Publications for Year 2020
Scopus/WOS Articles	265
Scopus/WOS Conference Papers	62
Scopus/WOS Book Chapter	33
Scopus/WOS Other Publications	2
Total	362

Note: Based on the Siti Hasmah Digital Library (SHDL)'s extraction from Scopus & WOS only (updated on 6 Jan 2021).

Figure Number of Publications in Scopus/ WOS



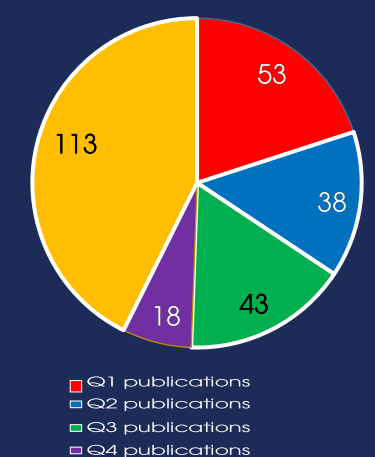
### 2. Q1 Publication by MMU

Out of the total of 265 Scopus/ WOS journal articles & review papers, 53 and 38 of them are Q1 and Q2 publication based on the Journal Citation Report (JCR), respectively. The contribution of the journal articles by quartiles are as shown in Figure and Table below.

Journal Ranking Quartile	No. of 2020 Publications based on JCR 2019
Q1 publications	53
Q2 publications	38
Q3 publications	43
Q4 publications	18
No Quartile Yet	113
Total	265

Note: Based on the Siti Hasmah Digital Library (SHDL)'s extraction from Scopus & WOS only (updated on 6 Jan 2021).

Figure Journal Ranking Quartile based on Journal Citation Report (JCR)





### 3. 2020 MMU Press Publications

In 2020, MMU has four journals published under the brand name of MMU Press Publications. They are Journal of Engineering Technology and Applied Physics (JETAP), International Journal on Robotics, Automation and Sciences (IJORAS), International Journal of Creative Multimedia (IJCM) and International Journal of Management, Finance and Accounting (IJOMFA).

In the publications, a total of 54 journal published articles namely 29 articles from regular issues and 25 articles from special issues. Four of the

MMU Press journals, known as JETAP, IJORAS, IJCM and IJOMFA, are now registered in the Ministry of Higher Education's MyJurnal website.

The 54 articles published are contributed not only by MMU authors but also authors from the other universities in Malaysia and foreign nations. Specifically, 28 and 26 articles are contributed by MMU and external authors, respectively. Table below provides the details of the MMU Press journals achievement by MMU Press, which is a unit under Research Management Centre (RMC).

Table: MMU Press Journals Publication Summary

Name of Journal	JETAP	IJORAS	IJCM	IJOMFA
<b>Editor-in-Chief/ Executive Editor</b>	Assoc. Prof. Dr. You Ah Heng	Prof. Ir. Dr. Sim Kok Swee/ Assoc. Prof. Dr Tan Shing Chiang	Dr. Vimala Perumal/ Dr. Dr. Khong Chee Weng	Assoc. Prof. Dr. Ong Hway Boon
<b>e-ISSN Number</b>	2682 8383	2682 860	2716 6333	2735 1009
<b>No. of articles by MMU authors</b>	8	2	16	2
<b>No. of articles by external authors</b>	10	2	14	Nil
<b>Affiliations of external authors:</b>				
<b>JETAP</b>	<b>Contributors from Malaysia:</b> Universiti Tunku Abdul Rahman; Universiti Malaysia; Product Safety and Regulatory Compliance, Motorola Solutions Malaysia, Penang; Universiti Putra Malaysia; Universiti Malaysia Kelantan; TNB Research Sdn. Bhd.; Universiti Teknologi Malaysia			
	<b>Contributors from other nations:</b> The University of Hong Kong; Hong Kong; Maldives Business School, Maldives; Bayero University, Indonesia; Universitas Gadjah Mada, Yogyakarta, Indonesia			
<b>IJORAS</b>	<b>Contributors from Malaysia:</b> Medical Device Authority; Universiti Teknologi Malaysia			
	<b>Contributors from other nations:</b> Institut für Biomedizinische Technik und Informatik, Technische Universität Ilmenau, Germany			
<b>IJCM</b>	<b>Contributors from Malaysia:</b> Universiti Tenaga Nasional (UNITEN); Tunku Abdul Rahman University College; INTI International College; Universiti Sains Malaysia; Universiti Teknologi Mara; Universiti Malaysia; Universiti Pendidikan Sultan Idris			
	<b>Contributors from other nations:</b> The Maldivis National University, Maldives; University of Nottingham Ningbo China, China			

Besides being able to attract the researchers from other universities to publish with them, the articles being published are able to gain views and downloads from other researchers. Based on the

data retrieved from the MyJurnal's website on 31 Dec 2020, the total view and total download of each of the MMU Press journals are summarised as below:

Table: Total Views and Total Downloads from MMU Press Journals

Name of Journal	Number of Views in MyJurnal	Number of Downloads in MyJurnal
Journal of Engineering Technology and Applied Physics (JETAP)	3486	138
International Journal on Robotics, Automation and Sciences (IJORAS)	932	37
International Journal of Creative Multimedia (IJCM)	3492	100
International Journal of Management, Finance and Accounting (IJOMFA)	231	16

RMC (MMU Press) also embarked in publishing other forms of publications and eRICES (Note: Research, Innovation, Commercialisation, Entrepreneurship Showcase (RICES) is an annual event organised by MMU) is among the first. In

2020, MMU Press published 4 eRICES publications which showcase research, ICT, multimedia, entrepreneurship and social innovation projects. The details of the eRICES publications are shown in the table below.

Type of Publications	Remarks
eProjects – ebook	a) RICES 2019 : Entrepreneurship & Social Innovation (ebook) Chief Editor: Assoc. Prof. Dr Madhubala A/P Bava Harji
<b>RICES 2019: Entrepreneurship &amp; Social Innovation (ebook)</b>	b) RICES 2019 : Engineering (ebook) Chief Editor: Dr Tan Yi Fei
	c) RICES 2019 : ICT & Multimedia (ebook) Chief Editor: Dr Goh Hui Ngo
	d) RICES 2019 : Social Sciences (ebook) Chief Editor: Dr Solarin Sakiru Adebola





MOA/MOU

Number of MOU and MOA

Faculty	MoU International	MoU National	MoA/NDA International	MoA/NDA National	Total New MoU/MoA	Cumulative
FOE	2	5		1	8	8
FCI		3		2	5	13
FOM	2	2			4	17
FCM					0	17
FET		1		1	2	19
FIST	1			1	2	21
Others	16	9	2		27	48
Total	21	20	2	5	48	

A total of 48 agreements under Memoranda of Understanding (MoU) and Memoranda of Agreement (MoA) with various institutions were secured in 2020. The inked documents have yielded collaboration between the parties involved.

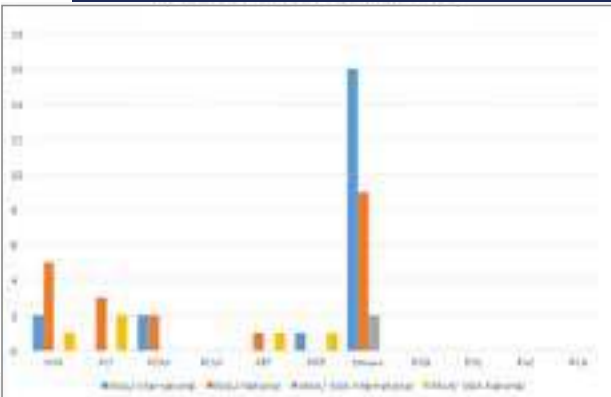


Figure: 2020 Performance Number of MoU/MoA/NDA by Faculties

Highlights of Social Innovation Projects

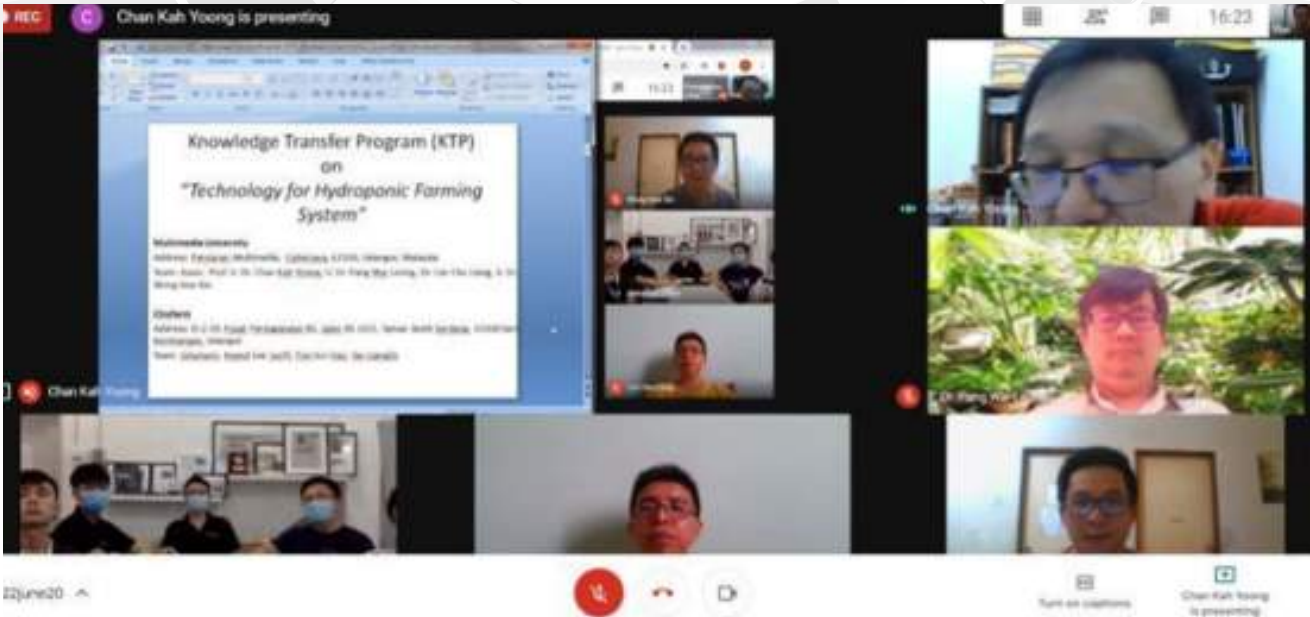


Participants partook in the Knowledge Transfer Programme entitled "The Importance of Computer Programming & Its Applications in 4th Industrial Revolution".

SOCIAL INNOVATION

Social Innovation Breakdown by Faculties

Faculty	New Community-related Research Project (as at December 2020)	Communities Receiving/ Benefiting Knowledge/ Technology Diffusion Project (as at December 2020)
FOE	5	6
FCI	1	1
FOM	19	31
FET	1	1
FIST	2	6
FOB		8
FCA		1
Total	28	54



Participants gained insightful knowledge in an event "Examining Motivations and Deterrents in Crowdfunding Decision Making".



# VR-Based Rehabilitation with Biofeedback System for Digital Health Service

MMU researcher, Ir. Prof Dr. Sim Kok Swee and his team from Faculty of Engineering and Technology (FET) have developed a virtual reality (VR) based rehabilitation with biofeedback system. Upper limb rehabilitation exercise applications have been developed by using VR technology and contactless motion sensor.

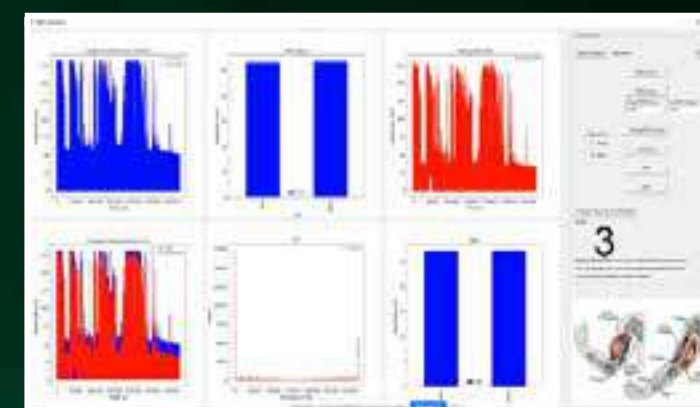
"This approach provides an alternative for the patients to conduct rehabilitation exercises in an immersive and interesting way," he added.

Besides, Prof Sim said, the rehabilitation system is also embedded with a biofeedback system that acquires patient electromyogram (EMG), electrocardiogram (ECG), and electroencephalogram (EEG) signals during the rehabilitation training. "This allows medical personnel to monitor the patient's performance and track the recovery progress of the patient based on the biofeedback signals," he explained.



Thus far, 6 copyrights and 2 patents were filed. In addition, 4 journal and 2 conference papers were published. This research has also received 13 international and local awards recognition from Canada, Korea and Malaysia. The research also received two approvals from the national medical research registrar, Ministry of Health, Malaysia. Prof. Sim also participated in the Humanising Innovation @ MMU webinar on the 17th of September 2020 themed Innovations in Digital Health in the Information Age where he shared his current research. He shared Innovations in Digital Health in the Information Age.

It is impressive to see that although Prof. Sim and his team have to amid to the COVID-19 pandemic, they are still able to conduct their research and deliver such excellent achievements in the year 2020. Prof Sim and his team will continue to strive for outstanding performance in research.





# RESEARCH INITIATIVES AND ACTIVITIES

## Research Management Centre (RMC) – MMU Press

To further strengthen MMU's position especially in publications, RMC (MMU Press) conducted various talks, workshops and webinars for postgraduate students, internal and external researchers. In addition to create more

awareness on MMU Press Journals, regular talks and sharing are organised by Editors-in-Chief of MMU Press Journals. Various research publications related workshop and trainings were conducted by RMC (MMU Press).

### Awareness and Training on How to Create Impactful Publication

- Journey to High Citation by Dr. Low Jing Xiang on 15 September 2020
- Publishing in Citation Index Journals by Prof. Dr. Law Siong Hock on 25 September 2020
- Survival tips: Research and Publication Experience by Assoc. Prof. Dr. Poon Wai Ching on 26 November 2020
- Case Writing Webinar by Assoc. Prof. Dr. Farzana Quoquab on 2 December 2020

### Workshop for Publishing Committee

- Journal Journey: Getting Internationally Recognized Indexation by Assoc. Prof. Dr. Evan Lau on 18 November 2020
- Knowledge Sharing Session for MMU Press Publishing Committee by Assoc. Prof. Dr. Farzana Quoquab on 2 December 2020

### Visibility of MMU Press Journals Talk Series

- Introduction to IJORAS; How to Write a Journal Article and Get It Published by Prof. Dr. Ir. Sim Kok Swee & Assoc. Prof. Dr. Tan Shing Chiang on 15 November 2020
- Why Publish with a New Journal? by Assoc. Prof. Dr. Ong Hway Boon on 26 November 2020
- Introduction to JETAP by Assoc. Prof. Dr. You Ah Heng on 15 December 2020
- Introduction to IJCM by Dr. Khong Chee Weng on 22 December 2020
- Regulating Artificial Intelligence by Assoc. Prof. Dr. Dennis Khong on 31 December 2020

Title : Innovations in Digital Health in the Information Age.  
Date : 17th September 2020



Title : A Mindful Approach during COVID-19 Pandemic and Challenging Times  
Date : 15th October 2020



## Research Program and Collaboration Centre (RPCC)

### a) Humanising Innovation @ MMU Webinar Series

This event was conducted by Research Programme & Collaboration Center with the support of Postgraduate Enrolment Unit. The series were held from June until December 2020. The series served as an avenue to increase the visibility of MMU professors and to promote the postgraduate courses in MMU. A list of respectful and esteemed external speakers from various organisations and industries were also invited to share their insights and experiences which related to the discussion topic. The series were conducted virtually using Google Meet and streamed live via MMU Official Facebook page. The series were very engaging and received overwhelming responses from the audience who were able to interact with the speakers.

Title : ICT & Digital Technology in the COVID-19 Pandemic.  
Date : 18th June 2020



Title : Accelerating Post-COVID19 Economic Recovery through Sustainable 5G & IR4.0  
Date : 19th November 2020



Title : A Far More Connected World: Cybersecurity & COVID-19  
Date : 23rd July 2020



Title : Robotics Technology for the Pandemic  
Date : 17th December 2020





## b) MMU Inaugural Lecture

MMU Inaugural Lecture is an event initiated by the VP (RICE), which to commemorate and honour the contribution and achievement by MMU professors along their career journey in MMU. These virtual sessions were hosted by Research Centre by the faculties with the support from Research Programme & Collaboration Center (RPCC).

The first session of the event was "Smart Mobile Robots Inspired by Neuroscience" by Prof. Ir. Dr. Fabian Kung Wai Lee. Prof. Ir. Dr. Fabian is attached to the Centre for Remote Sensing and Surveillance Technology (CRSST) from the Faculty of Engineering and Technology. The session was conducted on 28th October 2020 and it was moderated by the chairperson of CRSST, Prof. Ir. Dr. Koo Voon Chet.



## d) Roadmap Workshop for Research Programme

### ● Discussion on Research Programmes 2021

- 19 November 2021 via Google Meet

### ● Presentation of Roadmaps for Research Programme 2021

- 3rd December 2020 via Google Meet
- Research Programs 2021:
  - Sustainable Community & Development (AP Dr Chong Chin Wei & AP Dr Koo Ah Choo)
  - Precision Agriculture (AP. Ir. Dr. Chan Yee Kit)
  - Advanced Healthcare (AP. Dr. Faizal Fauzi)
  - Sustainable Growth (AP. D.r Ong Hway Boon)
  - Cognitive Telco (Prof. Dr. Saravanan)
  - Geohazard (Prof. Ir. Dr. Hairul Azhar)



## c) Roadmap Workshop for Research Centre



Research Centres Roadmap Workshop on 30th September 2020 at Multimedia University in Cyberjaya. External Speaker: Assoc. Prof. Dr. Ismi Arif Ismail from Universiti Putra Malaysia



Research Centres Roadmap Workshop on 1st October 2020 at Melaka campus. External Speaker: Prof. Dr. Zahriladha bin Zakaria from Universiti Teknikal Malaysia Melaka (UTeM)



# Smart Toilet Optimises Digital Lifestyle

MMU aspires to transform society through innovation. The university finds its way through uncertainty by continuously inquiring about current and upcoming trends, while inspiring students and industry practitioners to innovate to the fullest of their abilities within their chosen fields.

On 29 August 2020, a team of MMU researchers with the project titled "The Smart Toilet: IoT Implementation for Resource Optimizations and Digital Lifestyle", did MMU proud when it won the SEMI-GRAND prize at International Invention Competition in Canada (ICAN 2020) organised by the Toronto International Society of Innovation & Advanced Skills (TISIAS). With the participation of 500 projects from 60 countries, the competition was supported by the Innovation Initiative Co-operative Inc. (ICO), International Federation of Inventors' Associations (IFIA), and the World Invention Intellectual Property Associations (WIIPA). Apart from being the semi-grand prize winner, MMU's Smart Toilet project had also clinched the top prize for the 'Best Invention Video Presentation' for ICAN 2020 and bagged the Canadian Special Award not to mention a prestigious GOLD Award.

The Smart Toilet project, which is fully funded by the TMR&D research grant from 2018, is led by Ts. Dr. R Kanesaraj of the Faculty of Computing and Informatics (FCI), featuring synergistic cross-faculty research with the technical research and development team comprising 3 senior members and postgraduate student researchers from FCI and the stakeholder engagement team involving 3 members from the Faculty of Management (FOM). The project kick started on 1st November 2018 and was completed to its full potential in 31st January 2021.



The Smart Toilet, whose prototype is available on the Cyberjaya campus at the FCI building, is enabled by the Internet of Things (IoT) technology. Dr. R Kanesaraj said, up until now, there are no data neither collected nor published for toilet occupancy rate and the peripheral damage prediction based on the usage. "This is where the Smart Toilet Project comes into the rescue. The system tracks toilet



usage and other maintenance-related data for report generation and analysis, which enables predictive maintenance activities and optimisation of toilet cleaning resources," he added.

For the general public, the lecturer said, the Smart Toilet app has features that make it possible for them to check toilet locations inside a building, the various toilet features, as well as the toilets' occupancy status. The Smart Toilet has an amazing feature that is almost always

beneficial as it enabled the user to book the available toilet and keep it on hold for 5 minutes.

"This enables the user to get a head start on toilet occupancy and head towards the unoccupied toilet which makes it all user-friendly as well as time saving. The app's ability to rate toilet cleanliness levels empowers users to give immediate feedback for more effective toilet maintenance," he explained.

Another proud moment made possible by Smart Toilet Project in International, Invention, Innovation & Technology Exhibition 2020 (ITEX

2020) when it won Best of the Best in Individual Category bringing not only MMU but also Malaysia into the eyes of the world. The project also contributed another GOLD Award from ITEX 2020 and SILVER Award in Malaysian Technology Expo (MTE).

An early market survey and close engagement with relevant experts from the Public Works Department (JKR), University Teknologi Malaysia (UTM), the Malaysian Association of Facilities Management (MAFM), and Managing Directors, Chief Information Technology and Knowledge Officers, and IT Specialists in leading



organisations in the Facilities Management sector have enabled the project team to gain important technical input as well as gauge the industry and public acceptance of the Smart Toilet System and its commercialisation potential.

Smart Toilet technology is consistent with industry aspirations highlighting the importance of IoT technology adoption for a digital lifestyle. It showcases MMU's commitment to interdisciplinary and high impact research.



# RICES 2020 Brings Great Value to the Society



RICES 2020 Virtual Booth



RICES 2020 Live Tour in VR

Research Innovation Commercialisation Entrepreneurship Showcase (RICES) which was held on 9th and 10th December 2020, achieved its objective in showcasing the best technology, research innovation and R&I commercialisation to the society. It received an overwhelming feedback while its participants developed new partnerships that bring great value to the society across the nation.

With an overarching theme of "Humanizing Innovation", RICES 2020 was held virtually by allowing borderless audience and safe interaction among inventors, venture capitalists and industries amid COVID-19. The official launching began with the welcoming remarks from Prof. Ir. Dr. Hairul

Azhar Abdul Rashid, Vice President of Research, Industrial Collaboration & Engagement (RICE) followed by the opening address by Prof. Dato' Dr. Mazliham Mohd Su'ud, MMU President.

The ceremony also was livened up with a keynote address by Prof. Datuk Dr. Asma Ismail, President of Academy of Sciences Malaysia.

Director of Technology Transfer Office, Dr. Olivia Tan Swee Leng said, there were 194 participants took part virtually in the event through various categories namely Project Showcase (Research Project, Social Innovation Project and Startups), Embedding Entrepreneurial Learning and Conference.

"RICES 2020 is hosting a virtual conference for the first time, featuring oral presentations of some research findings and exhibitions," she added. The event received external participants from Management and Science University (MSU), International Islamic University Malaysia (IIUM) as well as the event sponsors, TOGL Technology and IX Telecom.

Inventions with the project title "Latex Glove Cutting and Binding Mechanism With Computerized Protein Estimation System" and "mySolar" won the Humanising Innovation Awards at RICES 2020. Meanwhile, 17 inventions were awarded with Gold, 26 inventions with Silver and 27 inventions with Bronze respectively. The list of the gold winners of RICES 2020 is shown in the Table.

## Winners and Gold Medalists of RICES 2020

Award	Project Title
Humanizing Innovation	Latex Glove Cutting and Binding Mechanism With Computerized Protein Estimation System
	mySolar
	Energy-Efficient Interference Management Techniques for Multi-cell Multi-tier HetNets
	Latex Glove Cutting and Binding Mechanism With Computerized Protein Estimation System
	Peak to Average Power Ratio (PAPR) Reduction Techniques for Visible Light Communication
	Rehabilitation Using Biofeedback System
	Connected and Interactive Advertising Campaign (CONNECT-INTERACT)
Gold	In-Vehicle Active Monitoring Tool (iV-Active)
	SIGNSCAN – Signage Classification and Notification: An Automatic Sign Recognition System
	Smart Mixed Reality Mobile Application for Guided Aircraft Maintenance Learning
	Adept Elite Online: Online Learning Portal & Resource Repository for Professional Development
	Impact of Pedagogical Agent Approach on Students' Learning
	Left and Right Brain Balancing Application With EEG Neurofeedback System
	Mapped Mobile Interactive System in TPACK Framework
	Modelling the Relocation of Older People to a Smart Retirement Village: A Push-Pull Framework
	mySolar
	Alex Snow School
	Sehaty
	Revitalisation of Cultural Heritage Businesses: Challenges and Opportunities in New Normal



RICES 2020 Virtual Booth

Dr. Olivia Tan explained, the RICES 2020 also introduced Virtual Reality (VR) technology to springboard the virtual exhibition experience to the next level, by converting the in-person perspectives into an interactive and immersive virtual RICES experience.



# Collaboration

## Related Initiatives, Meetings, Workshops.



A special visit by Dr. Mazlan Abbas, member of MMU Board of Directors (BOD) and CEO & Co-founder of FAVORIOT Sdn. Bhd. on 9th July 2020 in Cyberjaya



Collaboration Workshop on Disaster Risk Management on Monday, 28th September 2020 at Multimedia University, Cyberjaya



Collaboration Meeting with AI Sofa Education on 24th July 2020 via Google Meet.



Collaboration Exploration Meeting with Universiti Teknologi Brunei on 10th August 2020 via Google Meet.



Collaboration Meeting with Indonesian Delegation on 8th June 2020 via Google Meet



A Visit by YB Dato' Saifuddin Abdullah, Ministry of Communications and Multimedia, Malaysia on 3rd July 2020 at Multimedia University, Cyberjaya



Collaboration Exploration Meeting with Robomy Sdn. Bhd. on 6th August 2020 via Google Meet



An Exploration Discussion & Talk with Ms Sharmila, the Acting CEO of Malaysia Innovation Foundation (YIM) on 11th August 2020 via Google Meet



# EFFICIENT ALGORITHM AND SCHEME FOR SPECTRUM MOBILITY OF COGNITIVE RADIO IN 4G LONG TERM EVOLUTION-ADVANCED



In his life, Assoc. Prof. Dr. Mardeni bin Roslee noticed; from simple to smart; mobile phones have transformed dramatically to become information and communication devices that are fundamental to the modern life.

This encouraged him to pursue the wireless communication environment as his area of research. He was awarded the first industry grant in year 2009 on 3G and extended to 5G/6G Device-to-Device (D2D) communication today.

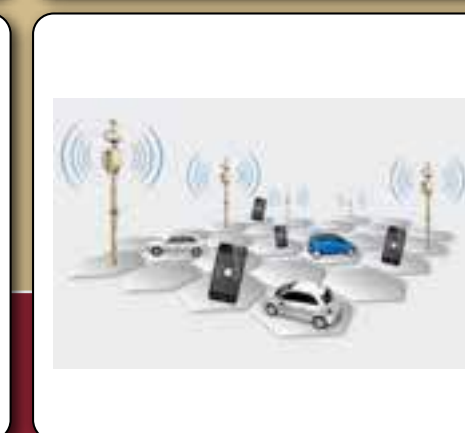
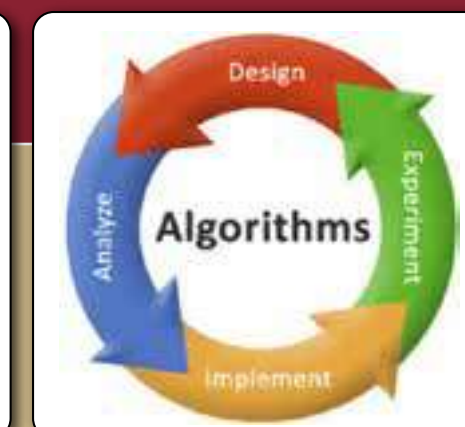
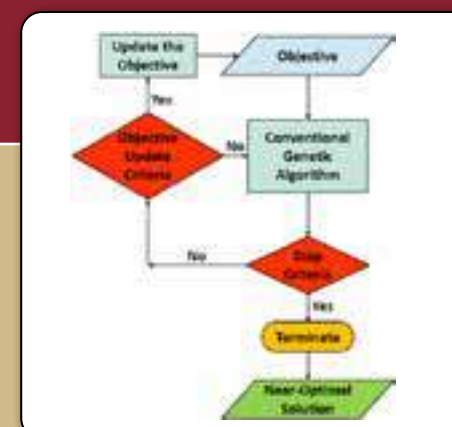
The researcher from Faculty of Engineering (FOE) believes that 5G/6G D2D communication will be able to change human life, allowing people to communicate with each other intelligently and interestingly. As he likes to go for the creation or adoption of new ideas, he believes that, "The impact of this research is very important for the nation as it is the part of changing human life and operations everywhere in Malaysia."



The requirement for higher data speed while moving is exponentially increasing today, main reason being the availability of smart phones, at low cost and social networking websites. Long Term Evolution-Advanced (LTE-A) is the solution for wireless broadband services. It will allow the cellular provider to complement their 4G services by offering higher data rates, lower latency and packet -based network. It is found that LTE is very advanced and latest standard in wireless network technology today. LTE technology is popular because of its high-speed data transmission features. However, the spectrum mobility algorithm and scheme application are not fully defined by the standard. Only some very

In this invention, Dr. Mardeni explained, an efficient algorithm and scheme have been developed for spectrum mobility of cognitive radio in 4G Long Term Evolution-Advanced. "Therefore, the developed scheme can also be used by other researchers in the world and it may also be integrated by communications industry leaders in their LTE-A systems," he said.

There are four steps in this project. At first, the existing related algorithm and concept in 4G and traditional architecture are studied and analysed. Second, cognitive radio architecture design are then formulated and followed by the new development on algorithms and scheme.



simple guidelines on mobility management are stated in the standard and the implementation is always left to the vendors and service providers.

"Hence, there is a need for researchers to discover the best solution for spectrum mobility algorithm and scheme in a LTE-A network. Conventional LTE-A schemes have failed to deliver efficient algorithm for special mobility in effective and efficient ways. This is due to its wireless network condition and system architecture designs are more focused on spectrum sensing, spectrum sharing, and spectrum management," he added.

Extensive validations through real experiment and performance evaluation are implemented at the end of the project. An efficient algorithm and scheme for special mobility for 4.5G network are introduced. It is able to contribute indirectly to telecommunication system provider in Malaysia such as TM, Celcom, Maxis, Digi, etc to improve their service for user satisfaction.

From this finding, he has been awarded an Outstanding Researcher Award 2020 from VTS, USA and a Top Research Scientist in Malaysia 2020 by the Academy of Science Malaysia.



# KEY RESEARCHERS

## Research Centre Chairperson

No	Research Centre	Programme Leader	Faculty
1	Centre for Digital Home	Dr. Tan Wooi Haw	FOE
2	Centre for Electric Energy and Automation	Assoc. Prof. Dr. Gobbi Ramasamy	FOE
3	Centre for Advanced Devices and Systems	Assoc. Prof. Dr. Chan Kah Yoong	FOE
4	Centre for Wireless Technology	Dr. Mardeni Roslee	FOE
5	Centre for Optical Fibres	Dr. Siti Azlida Ibrahim @ Ghazali	FOE
6	Centre for Web Engineering	Assoc. Prof. Dr. Haw Su Cheng	FCI
7	Centre for Visual Computing	Dr. John See Su Yang	FCI
8	Centre for Big Data and Blockchain Technologies	Dr. Timothy Yap Tzen Yun	FCI
9	Centre for Interactive Media	Assoc. Prof Dr. Koo Ah Choo	FCM
10	Centre for Innovative Systemic Designs in Application and Content	Dr. Tenku Putri Norishah Tenku Shariman	FCM
11	Centre for Knowledge and Innovation Management	Dr. Mazni Alias	FOM
12	Centre for Consumer Research and Education	Dr. Abdullah Al Mamun Sarwar	FOM
13	Centre for Business Excellence	Dr. Hasni Mohd Hanafi @ Omar	FOM
14	Centre for Advanced Mechanical and Green Technology	Dr. Chen Gooi Mee	FET
14	Centre for Remote Sensing and Surveillance Technologies	Prof. Dr. Koo Voon Chet	FET
16	Centre for e-Health	Prof. Dr. Sim Kok Swee	FET
17	Centre for Advanced Robotics	Dr. Wong Wai Kit	FET
18	Centre for Sustainable Communications and IoT	Assoc. Prof. Dr. Lim Heng Siong	FET
19	Centre for Engineering Computational Intelligence	Dr. Nor Azlina Ab Aziz	FET

## Researcher of the Month

Research Programme	Programme Leader	Faculty
1 Sustainable Community and Development	Assoc. Prof. Dr. Chong Chin Wei	FOM
2 Precision Agriculture	Assoc. Prof. Dr. Chan Yee Kit	FET
3 Advanced Healthcare	Assoc. Prof. Dr. Mohammad Faizal Ahmad Fauzi	FOE
4 Cognitive Telco	Prof. Dr. Saravanan Muthaiyah	FOM
5 Sustainable Growth	Assoc. Prof. Dr. Ong Hway Boon	FOM
6 Geohazard	Prof. Ir. Dr. Hairul Azhar Abdul Rashid	FOE

## Two MMU Researchers Receive Top Research Scientist Malaysia 2020 Awards

On 16 December 2020, Prof. Ir. Dr. Zulfadzli Yusoff, Director of Research Management Centre (RMC) and Assoc. Prof. Dr. Mardeni Roslee, an academic from the Faculty of Engineering (FOE) were honoured to receive the 2020 Top Research Scientist Malaysia (TSRM).

The award is an initiative of the Academy of Sciences Malaysia (ASM), which focuses on promoting a culture of excellence in Science, Technology and Innovation (STI). Through this award, which was launched in 2012, the academy aspired to identify outstanding Malaysian research scientists who possess mindsets in order to move the country forward to an innovation-led economy.



For 2020, the award honours 30 top outstanding scientists with excellent achievements in STI as well as have been nationally and internationally recognised.

## MMU Researchers (with total publications 5 and above) based on Scopus 2020

The table below shows the details of MMU researchers who manage to publish at least 5 documents in year 2020, based on the data extracted from Scopus on 6 Jan 2021. Total document includes articles, review, note, letters, conference papers/ proceedings and editorials.

Dr. John See Su Yang	Ts. Dr. Chin Ji Jian	Assoc. Prof. Dr. Mardeni Bin Roslee	Prof. Ir. Dr. Sim Kok Swee
Total documents in 2020: 8 Citation: 753 H-index: 16	Total documents in 2020: 7 Citation: 168 H-index: 6	Total documents in 2020: 7 Citation: 103 H-index: 7	Total documents in 2020: 6 Citation: 1075 H-index: 14
Assoc. Prof. Ts. Dr. Tan Shing Chiang	Prof Dr. Elsadig Musa Ahmed	Ts. Dr. Lee Chin Poo	Ts. Dr. Lim Kian Ming
Total documents in 2020: 6 Citation: 518 H-index: 13	Total documents in 2020: 6 Citation: 260 H-index: 9	Total documents in 2020: 6 Citation: 152 H-index: 6	Total documents in 2020: 6 Citation: 123 H-index: 5
Dr. Usama Z. Abd	Prof. Dr. Heng Swee Huay	Prof. Dr. Md. Shabiul Islam	Prof. Dr. Mohamad Yusoff Bin Alias
Total documents in 2020: 5 Citation: 4000 H-index: 30	Total documents in 2020: 5 Citation: 953 H-index: 17	Total documents in 2020: 5 Citation: 859 H-index: 13	Total documents in 2020: 5 Citation: 571 H-index: 11
Assoc. Prof. Ts. Dr. Haw Su Cheng	Ir. Dr. Tiang Jun Jiat	Dr. Yeo Sook Fern	Dr. Foo Yee Loo
Total documents in 2020: 5 Citation: 243 H-index: 7	Total documents in 2020: 5 Citation: 167 H-index: 5	Total documents in 2020: 5 Citation: 9 H-index: 2	Total documents in 2020: 5 Citation: 29 H-index: 4



# Shaping the Future Digital Leaders

## STUDENTS' AFFAIRS & ALUMNI

As one of the leading higher education providers in Malaysia, MMU aims to nurture digital leaders for the future with entrepreneurial mindset and skilful talents. In an effort to realise the mission, Student Affairs Division (STAD) plays a major role in producing well-rounded students in both curriculum and extra-curriculum including to mould students' character and prepare them to get ready for the real world out there. STAD provides services and support in building students' leadership and skills, improving quality

of academic experience, and helping students to achieve learning potential.

Even though 2020 was a difficult year due to the outbreak, MMU students managed to record several achievements especially sports competitions in both national and international levels. MMU students performed very well in representing the university as well as national level for virtual championships including chess, E-Kata, and climbing sports.

Apart from that, STAD also continued to support the students during the outbreak including organising online workshop and seminar for students to host students' events and workshops via online mode and respective counsellors had the opportunity to conduct online sharing session in helping the students to be able to adapt with the current situation especially for their academic matters.

As for corporate social responsibility (CSR) activities, STAD was also active and received assistance from non-government organisation (NGO) such as Food Bank Malaysia, Pusat Zakat, Kembara Kitchen, MMU Alumni Society, MESRA (MMU Staff Club), TM MSC, TM CSR, Yayasan Universiti Multimedia and many more.

**“Due to the pandemic outbreak, we were unable to host outdoor activities with our students. However, the students were still able to carry out some of their activities virtually. It is good to see that they were able to pull it off despite the challenges in 2020.**

**I am happy to see STAD's effort in helping out the affected students and it is something that we should be thankful for.”**

**DR. ABDULLAH SALLEHUDDIN ABDULLAH SALIM**  
Director,  
Student Affairs Division (STAD)

With the COVID-19 situation since March 2020, many activities were shifted into online mode and it was not a barrier for MMU students to keep active in their sports activities or any club activities. The University always place students' safety and welfare first. SOPs were developed and implemented including daily health declaration through MMU apps as well as other safety measures for students to follow when they were on campus.

On top of that, STAD officers and volunteers also ensured the stranded students' welfare were taken care of during the outbreak. They provided food, offered assistances and continued to reach the students in need.



# Students' Sports Achievements



**MMU Team Emerged as Champion at Poly 10's Rugby Tournament in February 2020.**



## Wannur Syazwani Excelled in Karate E-Championship

One of our students from the Faculty of Management (FOM), Wannur Syazwani Mohamad Nazar, has made us proud by emerging as the **champion for Open Female Category in the Vice-Chancellor Cup Karate E-Championship 2020**, recently. She also won third place for Senior Female Category at the same event, which was organised by the Universiti Malaysia Perlis (UniMAP).

In addition, Wannur proved her track record of excellence in karate when **she won third place in the Japanese Karate Association-JKA India Karnataka Open Online Champion**, which was held in September 2020. Wannur **also bagged two golds in the Classic Northern Karate-Do Open E-Kata Championship 2020** for two categories namely Kata over 18 years and Individual Kata Open in November 2020.!

## Tan Li Ting Made Her Mark in Chess Games

Tan Li Ting, another student from the Faculty of Management (FOM) continues to make her mark with her incredible performance in two different chess games recently. **Li Ting had represented Malaysia in the Asian University Chess Championship (2020 AUCC) last December.** This virtual tournament was participated by players from 11 countries. Malaysia team was represented by 8 players including Li Ting which brought Malaysia to 4th place and Li Ting was in 18th place out of 102 players.

In addition, Li Ting also took part in the **1st National Online Hybrid Ladies Open Chess Championship 2020.** A total of 51 chess players competed in this tournament. Organised by the Malaysia Chess Federation (MCF), each player was allowed to play for 7 rounds in two days' time. As a result, Li Ting won 5 out of 7 rounds, and she was ranked fourth in this tournament.



**MMU Student Ranked Fifth in SMU Gravigal 2020 in February 2020.**



**Our Student Bagged Silver Medal during National Selection for Sports Climbing Asia Cup 2021 in September.**



**MMU archers won at Archery Intersarsity Competition 2020 on 15 February 2020.**



# Students **Activities**



A group photo of students enjoying Holi Festival 2020 in Melaka



A Night in the Movie



Workshop for International Student Experience Journey



Anugerah Perdana Remaja



Blood Donation Campaign



Door of Hope 3.0



# • Students **Activities**



Dr. Abdullah and guest speakers took a picture together after the event entitled "Online Legal Forum Principle of Nationhood: Constitutional Supremacy"



Chinese New Year Extravaganza 2020



Final Round of Mooting Competition



Debat Maya MMU



Prof. Dato' Dr. Mazliham Mohd Su'ud delivered his speech at the Virtual Final Round of Hultz Prize for Melaka Campus



# Lending a Helping Hand to the Needy during MCO



MMU through its University Community Transformation Centre (UCTC) organised about 27 university social responsibility programmes (USR) worth RM60,000 to assist the needy and affected members of the society during the Movement Control Order (MCO) in 2020.

Nearly 2,000 recipients comprising community members and students located around the MMU campus in Cyberjaya and Melaka received the assistance in the form of food assistance and health kits. The programmes were jointly organised by several government agencies and non-governmental organisations (NGOs).

Director of Student Affairs Division (STAD), Dr. Abdullah Sallehuddin Abdullah Salim said, they were delighted that the assistance was channeled directly to people in need to ease their burden in these challenging times.

"As part of the community, MMU is grateful to be able to provide assistance to the target group. We supply food, basic necessities and provide counseling services to students stranded in hostels and also to the poor and needy in identified areas," he added.

He said, STAD and NGO officials distributed about 300 health kits and PPE to health patients of the Ministry of Health Malaysia (MOH) and another 326 kits for enforcement personnel and police personnel in Melaka.



Apart from that, more than 380 low income families around Selangor areas (Puchong and Dengkil), Melaka (Merlimau, Jasin, Bachang, Limbungan, Malim, Kampung 8, Kampung Tehel, Kampung Alai, Kampung Balai Panjang, Nanning, Jasin, Krubing, Durian Tunggal, Bukit Cina, Sungai Udang, Kesidang, Bukit Piatu, Duyong and Ayer Molek) received the kitchen needs in the CSR program.

The programme was supported by TM Group, YUM, MMU Alumni Association, Johor and Melaka National Integration Organization, UCTC Kembara Kitchen, Surau Al Hidayah, Masjid Al Irsyad Melaka Islamic Brotherhood Welfare Body (BAKPIS), Food Bank Foundation, KPDNHEP, JKMN Melaka, Melaka Civil Defense Force, RELA, ASNAF Society Melaka Bikers Malaysia and Amaluddin Air Cond Electrical.



# Students' Health & Wellbeing



Students Affairs Division (STAD) had successfully arranged a series of interesting and insightful activities for the benefit of the students' health and wellbeing namely Spread the Inspiration, Positive Thinking, Art Therapy, En-Light Teh Ais Sessions, How to Build Self-Confident, Mental

Health Webinar and many more. The Counselling unit also collaborated with other parties in organising other events including Universiti Pendidikan Sultan Idris (UPSI), Kementerian Pengajian Tinggi (KPT), schools and others.



# Building Stronger Connections with our Alumni

MMU has produced a long-list of successful alumni that are making their marks in their respective industries. To strengthen the relationship between alumni and its alma mater, Centre for Alumni (CFA) hosted many activities and events including a series of Alumni Talk, Alumni Sharing Session, GLU Youth Nation Alumni Talk, and others via Facebook Live and captured thousands of viewers to join the session.

In addition, the Centre also took the initiative to produce testimonial videos which featured our alumni sharing their education journey with MMU in an effort to help with our marketing strategies. On top of that, some of our alumni also initiated "Alumni Give Back" to MMU community with some privileges and offers which included Samsung Edu Store, Samsung Special Promotion to Permata Dunia, and Special Rate from Bolt Industries for Permata Dunia, staff and students.





# Reaching Out to the Community via University - Community Engagement

University Community Transformation Centre or known as UCTC is devoted to administer community engagement programmes which focuses on benefiting the community through its University Social Responsibility (USR), Personal Social Responsibility (PSR), charity and volunteerism works, and others. This effort is crucial in promoting student-oriented learning and their personal development through services to the needy. Throughout the Movement Control Order (MCO) period, numerous assistances were extended to the students, community as well as frontliners including PPE and mask distribution, food packs and Infaq, books, counselling, awareness campaign and Eid and Eiduladha celebrations.

Futhermore, UCTC also collaborated with faculties and department of MMU to deliver their assistance and helping hand to the community. A total of 248 USR projects was successfully organised and some of the events were highlighted as below:



Singgah AidilAdha 2020, Donation of items to the Handicapped & Mentally Disabled Children Centre Melaka (Pusat Penjagaan Kanak Kanak Terencat Akal Melaka) by Faculty of Information Science and Technology (FIST)



Mental Awareness Campaign & Welfare Project at Sunshine Cottage Welfare Society, Kulim, Kedah organised by Faculty of Applied Communication

PSR Projects on COVID Awareness & Mural Painting Project at SK Ayer Keroh, Melaka with Exchange Students from Universitas Mercu Buana, Indonesia by Faculty of Business (FOB)



Visit to Rumah Jagaan Orang-Orang Tua Al-Ikhlas by Faculty of Management (FOM)

Talk on Online Teaching Using Google Meef and Google Classroom by Faculty of Computing and Informatics (FCI)



SMK Paya Rumput for SPM Release Day & Inter MSRM e-quiz by Faculty of Engineering & Technology (FET)



# Easing the Burden of Targeted Groups

Yayasan Universiti Multimedia or YUM, a non-profit organisation which responsible to generate funds through the support and contribution from noble individuals and corporate organisations for the university's foundation.

Apart from that, YUM also channels the fund for the improvements of teaching and learning facilities and research sponsorships. YUM also organised event, talks, donation drive, which aimed to help needy staff for their healthcare issues. On top of that, YUM played a major role in assisting the production of face shields and distribution for the frontliners in an effort to fight the COVID-19.

No	Programme	Budget (RM)
1.	Scholarships & Financial Assistance <ul style="list-style-type: none"> <li>Scholarships</li> <li>Financial Assistance for Student</li> <li>Financial Assistance for Staff</li> </ul>	4.5mil
2.	24 units Mineral Water Dispenser for all faculties in Cyberjaya & Melaka	160,000
3.	20 Laptops for Libraries	56,000
4.	38 Laptop for B40 Students	86,344
5.	FRDGS Research Grants	500,000
6.	Reusable Face Mask & Hand Sanitisers for B40 Students	21,000
7.	Repair works for MMU Surau	188,630
8.	170 Bantuan Persekolahan Anak Kakitangan MMU & TM 2020	105,000
9.	128 Bantuan Persekolahan Anak Kakitangan MMU & TM 2021	81,925
10.	343 Bantuan Aidilfitri 2020 (Pelajar, Staf MMU & TM)	243,000
11.	2 As-Siddiq Start-Up Fund	21,200
12.	Scaffolding Programme for Asnaf Youth	116,000
13.	Others <ul style="list-style-type: none"> <li>B40 Students Programme (Training, Food Voucher)</li> </ul>	28,000

**“ Alhamdulillah, YUM has allocated RM4.5 million for scholarship and financial aids for this year. This allocation benefits students as well as staff of MMU. We are also thankful to those who have contributed to our donation drives and assisted us to continue helping others.**

**Your contribution has helped many students to pursue their dreams at MMU as well as to reach the affected staff during these challenging times. ”**

**Datin Norlindah Hassan**  
Director  
Yayasan Universiti Multimedia (YUM)

In 2020, YUM launched COVID-19 Relief Fund to enable Malaysians with surplus finance to show their support and solidarity with those less fortunate. A collaboration with IX Telecom to promote this Relief Fund was set up to help MMU students and staff who were affected by the MCO as well as to assist the frontliners and others in battling with COVID-19.

YUM also collaborated with Lembaga Zakat Selangor (LZS) to supply food items to 192 recipients including underprivileged students, staff as well as to non-Muslim community. These efforts were initiated to channel the assistance to those who are in need. On top of that, YUM also continued to ensure the student's well-being was taken care of during this trying time.

## YUM Activities

Tun Dato' Seri Zaki Tun Azmi (second from left) gave away the school financial aids to the recipients.





# YUM Events and Activities

# MMU volunteers

## Contribution of Faceshield for Frontliners



MCO-Prihatin COVID-19

During the challenging phase of COVID-19 outbreak, MMU volunteers became the first to step up in assisting and helping the needy people.

A joint effort between the Campus Director of Melaka, staff's club and volunteers had successfully extended the charity works and provided food assistance for those who were affected during the trying times.



Youth Scaffolding Training Programme for Asnaf



Ziarah Kasih 2020



MCO-PPE for Frontliners



Sebakul Senyuman Ramadan 1441H

## Talk



### Activities

### Outcomes

MCO-PPE for MMU & BSN Counter Staff	DIY Face shield distribution
MCO-Prihatin COVID-19	Food supply for front liners & less-fortunate families in Melaka & Kelantan
MCO-PPE for Frontliners	100 face shields for Rejimen 514 Askar Wataniah, 200 face shields for MPHTJ and 256 face shields for IPK PDRM Ayer Keroh
Sebakul Senyuman Ramadan 1441H	Food supply for almost 300 families in Melaka & Kelantan
Syawal with MMU Students	Raya meals distribution to Melaka, Cyberjaya & Johor campus
Ziarah Kasih 2020	Distribution of food supplies plus 200 packs Bakers Cottage Chicken sponsored by Affinity Equity Partners
Jejak Homeless Melaka & Foodrun Gelandangan	Food and drink distribution to the homeless around Melaka Raya
Litter Picking Programme in conjunction with World Clean Up Day 2020	MMU Melaka volunteers joined the programme as Trash Warriors, which was organised by SW Corp. Melaka
PPE Donation to Sabah	Facemask, DIY face shield and apron donation to Queen Elizabeth Hospital & Beaufort Hospital



# Upgrading University's Facilities

MMU has developed a vibrant campus environment with its state-of-the-art facilities, that help students to enjoy their learning experiences while on campus. The Facilities Management Division (FMD) is responsible in ensuring that the MMU community study and work in comfort. Hence, in 2020, upgrading works were carried out in both campuses, in an effort to make sure that students and staff experience excellence facilities.



## New Development and Upgrades

### Cyberjaya

Replacement of AC unit at Gym, MPH Extension, CCU Presentation & Seminar Room

Renovation work for Career Connect

Replacement of AC unit at Gym, MPH Extension, CCU Presentation & Seminar Room

Construction of new FMDC Building (Pending Sewerage work connection to IWK)

### Melaka

Replacement of Air Handling Unit (AHU) and Air-Conditioning System at FET, CLC, FIST and Block B

New MMU Landmark at junction Taman Dahlia and MMU

One Unit Lift modernization at Academic Building

Upgrading MMU Archive and Records Centre (MARC) flooring at Contingency Building and other civil works at MMU Melaka



# IT Services Keeping the Vibes...

The IT Services Division (ITSD) is the owner and keeper of MMU's specialised telecommunications and IT-based infrastructure. In 2020, ITSD has continued its mission to provide the best IT services for the entire MMU community.

## IT Infrastructure Development

### 1) FIXED PROJECTS

- ▶ Developed and deployed a Mobile App for Health Declaration, a necessity due to the COVID-19 pandemic.
- ▶ Further development / upgrading of MMU's website and its various applications, which include the SSC Online Form, Convocation Ceremony applications, library website, WIN website, credit transfer systems, and the online application for the September intake.
- ▶ Upgrading MMU's Gsuite to the enterprise account.

### 2) ON-GOING DEVELOPMENTS

- ▶ Continuously setting up webinar series for all divisions and faculties. This comes on top of initiative to develop e-learning content for Centre for Online and Distance Learning (CODL).





# Human Resource

## Growing the Human Capital Strength



“It was a challenging year for Human Capital Management team in 2020, since we strived harder to sustain employability due to the impact of COVID-19 pandemic. We remain resolutely focused on our three pillars of People plan in 2020: Refining Lean Organisation, Driving High Performance Culture and Building Capabilities”.

“The safety and wellbeing of our people will also be our utmost priority in going through this pandemic period. This pandemic itself has illustrated an inextricable link between human health and organisational success, and we deeply trust that our people are the heart of our business.”

**MS. HAYATI OTHMAN**  
Senior Director  
Human Capital Management (HCM)



### Lean Organisation

Our workforce represents the largest item of expenditure at 64%. The implementation of austerity initiative and improvement programs was the core focus to support manpower productivity. We successfully reduced manpower cost by 9.7% through reduction of operating expenditure, while continuing to create opportunities for future operational efficiency and effectiveness. We ensured that the initiatives do not compromise our academic endeavor and student experience while not hampering our recovery from the effects of COVID-19 pandemic.

### Driving High Performance Culture:

There were improvements to the Talent Management Framework for Non-Academics, including new talent assessment and calibration process. The new programs recognise all employees as Talents at different talent's classifications with different development needs. COVID-19 has forced us to embrace the new normal, where all workforce have been introduced to Special Working Arrangement (SWA) by Working From Home (WFH).

### STAFF SUPPORT INITIATIVES

The safe and effective handling of COVID-19 by MMU staff became a central task for the HCM.

Hence, the University provides coverage for the COVID-19 swab test, special allowances to MMU's frontliners, and token of appreciation, to relevant staff. The special allowance was paid out during two waves during the MCO and CMCO.

The university also allowed staff more flexibility to deal with the challenging and stressful times. This included providing unpaid leave, flexible work arrangement options, family care leave, and academic career break.

### Building Capabilities

Professional development continues to be a priority across academic and professional groups, with a suite of learning programs developed. We have reached out to 95% of academic staff through future skilling/digital skilling program. All workforce had been introduced to 'Individual Development Program', which provided an opportunity for all staff members to focus on their own professional development.

We continue to improve the University's workforce planning, which includes succession planning for critical positions and key talent strategies. It also includes forecasts of supply and demand and key functions and capability requirements to support workforce future skilling needs.

OSHE aspect is also our top priority in going through this pandemic period. The pandemic itself has illustrated an inextricable link between human health and organisational success, and we deeply trust that our people are the heart of our business. Thus, the safety and wellbeing of our people will continue to be our utmost priority in achieving the mission and vision of the university.



STAFF TRAINING & DEVELOPMENT

Throughout the year, HCM implemented a series of arrangements that were designed not only to ensure the continued well-being of staff, but that the university remained compliant with the laws, rules, and guidelines announced by the government to combat the outbreak of COVID-19.

These arrangements include: enforcement of Work from Home (WFH); enforcement of online/virtual training & conference; enhancement on online learning guidelines; enforcement of online/virtual training & conference sessions; providing an online platform for training & conference application, as well as an online claim system for trainers payment; adoption of circular from HRDF on the exemption of levy payment; thorough evaluation on the Online Learning Guideline; return to face-to-face training while observing MKN SOPs; preparing for staff return to workplace; and briefing staff on how to properly utilize the TM Learn system.

STAFF ENGAGEMENT

In year 2020, HCM has increased its wellness initiatives as part of staff engagement to boost staff happiness, physical health and emotional stability. This involves organising activities that provide physical, emotional, social and spiritual benefits.

Re-skilling and upgrading staff abilities

GSuite Apps for Student Engagement Part 1 (Google Drive Apps); GSuite Apps for Student Engagement Part 1 (Google Classroom & Meet)

Virtual Classroom Learning - How to teach On-line During COVID-19; Work From Home During Covid-19 Period - Virtual Training

GSuite Apps for Student Engagement Part 1 (Google Drive Apps); GSuite Apps for Student Engagement Part 1 (Google Classroom & Meet);

Online Workshop on Patent Search

Incorporating Team-Based Learning (TBL) into Virtual Classroom Learning Model (VCLM)

Practical Guide to Online Engagement & Community Creation for ODL (Part 1)

Entrepreneurial Mindset

Use Instagram with The Correct Intention

Maximize Campaign through Facebook

VYOND & Mastering Articulate 360 Training

Workplace Communication: : Converse & Write Right

**Physical initiatives** include a collaboration with Celebrity Fitness Malaysia to bring activities for MMU Staff, such as Celebrity Fitness Experience Week, Fitness Challenge, Body Composition Test, and ActivFit@Campus 2020.

**Emotional and mental wellness programmes** were delivered through three webinars, namely "How To Boost Immune System Through Exercise or Managing Stress Through Exercise", "Staying Active While Working From Home", and "Pintar Emosi, Pintar Memimpin".

**Social wellness** was promoted via a number of activities, including, the Fitness Powwow health talk, a sharing session titled "Secrets of a Strong Heart", and a series of sessions under the Chillax - Total Wellness and Health Promotion (TWHP) initiative.

In terms of **spiritual awareness**, HCM introduced a Yoga session titled "Chillax - Yoga with Carrin" to help foster relaxation, calmness, and a sense of discipline.

OTHER SUPPORT MEASURES

Special Unifi packages

Provide life coach counselling services

Uninterrupted HR operations

Virtual work guidelines & tools

Tabung COVID-19

Established COVIDd-19 response team

Special working arrangements (SWA)

Job security and full wage payment

Work from home

Split Teams and Flexi hour





# Marketing & Promotion

SPM leavers and potential students gained information on the MMU's programme at the education fair

“ 2020 has shown us when the unpredicted happens, people still want continuity, on top of a clear understanding of what is happening and knowing what their options are. We at MMU saw this as an opportunity to reap benefits from marketing and communication perspectives.

As the pandemic switched the world into the online and virtual mode, our promotion activities for student intake especially education fairs also have gone virtually too. I am glad that, the university managed to penetrate new areas, such as the East Coast, the Northern regions while made good progress in the existing market.

So, while 2020 has provided us with a very significant obstacle, we have managed to find the silver lining, and become stronger than before. ”

**MR. ZAMBRI PAWANCHIK**

Vice President  
Strategic Marketing, Admission and Recruitment  
(VP SMART)

**MMU** pride itself for not only being the trendsetter among higher education institutions, but also as an institution that offers an eclectic mix of programmes with cutting-edge syllabuses. The MMU marketing team engaged with potential students through different events at schools in an effort to expose the students with the opportunities in discovering programmes offered at MMU. The team also hosted many marketing and promotional activities especially through virtual platforms to reach the potential market and to strengthen the MMU brand as one of the top universities in Malaysia amid the outbreak situation.



# Attracting **Prospective Students** with Engaging Marketing Activities



Prospective students received the academic counselling at STAR FAIR KLCC



Mesyuarat Guru Kaunseling  
PPD Petaling Perdana



MMU team went to school during SPM & STPM Release Day



Juara Add Math at SMK Bukit  
Changgang



Physical School Fair at SMK Setia Alam



12 Agent Roadshow were successfully held  
nationwide.



Talks Programmes at schools generated  
550 leads.



Info Day is where student, parent &  
counsellor meet.



President's Visit To Sekolah Sultan Alam Shah

## PARTICIPATING SCHOOLS

SMK CYBERJAYA  
SMK PRESINT 5(1)  
SMK ALAM MEGAH  
SMK TAMAN DESAMINIUM  
SMK DENGKIL  
SMK PRESINT 11(2)  
SMK KAJANG UTAMA  
SMK JALAN REKO  
SEKOLAH SERI PUTERI  
SMK PUTRAJAYA PRESINT 5  
SMK SERI PERMAISURI  
SMK SETIA ALAM  
SMK PUTERI SEREMBAN

## VIRTUAL SCHOOL FAIRS:

SMK LEDANG  
SMJK AVE MARIA  
SMK METHODIST ACS  
SMK PUSAT BANDAR PUCHONG  
SMJK SEG HWA  
SMK TINGGI PORT DICKSON

## Schools Activities:

Duit Raya Giveaway Contest  
FCI Math Quiz  
FOE Addressing Post Mco Essay Contest  
MMU Accounting Quiz (Fom)  
Juara Add Math  
Kursus Latihan Personel SMK Putra Perdana (Training For Teachers  
Tips Mudah SPM: Matematik Tambahan



# A Year of **Fortified** **Financial Vigilance**

“ The impact of COVID-19 on institutions worldwide, from a financial perspective, is impossible to overlook. However, I firmly believe that every dark cloud has a silver lining. Hence, our finance team has been working hard over 2020 so as to ensure MMU is able to not only overcome the difficulties brought about by the pandemic, but also able to take advantage of whatever opportunities the circumstances have created. ”

**MR. ROZHAN ZAINUDDIN**  
Vice President  
Finance and Business Ventures



Without doubt, the COVID-19 pandemic dealt a heavy blow to finance departments the world over, in 2020. As the effects of the outbreak continued to wash across the global economy like a tsunami, MMU was not spared. The university experienced a drop in revenue, both from student and non-student sources.

Considering that the main source of income for a university is tuition fees, Mr Rozhan Zainuddin, Vice President of Finance & Business Ventures, said that the university faced an uphill battle in mitigating the ramifications of the pandemic, in its effort to maintain financial stability during the crisis.

The department introduced a number of measures to attract more students to study in MMU. This included giving discounts for tuition fees for new students, in order to attract more newcomers for the foundation, degree, and postgraduate courses.

Providing this reduction in price was an important step. The pandemic had negatively affected the income of many parents of prospective students. It made it financially harder for those contemplating sending their children off to university. With the introduction of the discounts, MMU's strategy bore fruit when, through the three intakes of 2020, the university recorded an invigorating number of new students.

However, providing the discounts meant that MMU recorded lower revenue. It was a bitter pill to swallow. Nevertheless, the university contends that the benefits of ensuring long-term business and branding continuity outweighs temporary setbacks, such as the one in 2020.

Still, it was important for the university to recognise that 2020 was harsh on everyone, including MMU's students, old and new. Due to the sudden imposition of social distancing and the movement control orders, students had to attend classes virtually online, and not everyone had access to suitable broadband

services. As such, shortly after classes went online, a number of students could not attend their online classes.

To help alleviate the problem, MMU, through its parent, TM Berhad, provided the #Bebas Unifi package for MMU students. For the affordable price of RM55, the package provided unlimited wireless broadband connectivity to all corners of the nation. This move proved to be of great help to the students, since quite a number came from rural or non-urban areas.

Furthermore, MMU continued to provide various scholarships to qualified students in need of financial assistance. This is proof of MMU's undivided commitment towards nurturing excellent graduates and experts for the nation in the future, in spite of current challenges.

In addition, the Finance Department also implemented a few measures involving employees, so as to ensure a healthy financial situation. This includes ensuring that all purchases or financial expenditure were done thriflily. "I would like to express my appreciation to all the departments for taking this matter seriously, to the point where we were able to reduce the company's costs," Rozhan said.

Interestingly, in 2020, despite its belt-tightening measures, MMU recorded a remarkable achievement, in that the university managed to ensure job security for its entire staff roster. In comparison, many employers, both locally and abroad, have had to reduce their headcount.

To conclude, 2020 has proven that adversity comes hand in hand with opportunity. MMU's Finance Department has shown that, with the cooperation of everyone involved, combined with clarity of direction, obstacles were not only surmountable, but gains could be achieved come wet or dry.





# Rosli Man

## The leader who is inspired by student, staff



Tuan Haji Rosli Man was the sixth Chairman of MMU, appointed on 3rd December 2018 and helm the Board of Director of the university until 10 May 2020.

Having been in the sector in the Malaysian telecommunications industry for almost four decades, he is known not just in Malaysia, but across the region.

During his leadership, he spent substantial time and effort with the students and staff of university. On various occasions, Tuan Haji Rosli involved himself with the university's programmes. He spoke with aspiring students directly, sharing his incalculable experience and hard-won insight.

It has been remarked that he favoured such initiatives, since he has always been concerned with the development of the students at MMU.

During his tenure, Tuan Haji Rosli also engaged with MMU's alumni, as part of the university's effort to establish and strengthen rapport between the institution and its former students. He personally received views and suggestions from alumni on how MMU could be improved. Perhaps, like his other earlier projects, the students too would bloom into giants of industry who would benefit the country.

Ultimately, he has contributed greatly towards MMU development whether directly or indirectly especially in helping numerous people grow and reach their fullest potential.

For his hard work and selflessness, especially in building and strengthening the university, MMU is forever indebted to Tuan Haji Rosli bin Man. We hope that he is blessed with success and happiness wherever he goes.





# Prof Rafi

## The creative scholar who revitalised the university

SPECIAL THANKS



Datuk Ts. Dr. Ahmad Rafi Mohd Eshaq was MMU's fourth President and CEO. His four-year presidency began when he assumed office on 15th February 2016, until 14th February 2020.

Under his leadership, MMU was awarded the status of Premier Digital Tech University twice, climbed the Top 200 in the QS university rankings, and joined the Times Higher Education rankings, among other achievements. MMU received the trust of the Malaysian government to launch its Johor campus under Prof. Rafi's care. The university also formed numerous collaborations with organisations in various countries, and solidified its position as a trendsetting entrepreneur-centric university.

Many MMU citizens would perhaps best remember Prof. Rafi for revitalising the university. Under his leadership, the campuses received many beautifying touch-ups and technological upgrades that not only made the grounds even more conducive for studying, but reflected how the university was on the cutting edge of development. Furthermore, with Prof. Rafi at the helm, MMU became firmly linked with the nation's creative industries, with the university's alumni such as Nizam Razak (BoboiBoy), Muhammad Usamah (Ejen Ali), and Ghaz Abu Bakar (Polis Evo) achieving the status of household names.

Certainly, Prof. Rafi has left an indelible mark on MMU, as well as on Malaysian academia and industry.





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