

# Leading the **Digital Future**

The story of 2021



**MMU Supports the  
Nation in Flattening the  
COVID-19 Curve**

# Leading the digital future

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# FOREWORD

2021 was a year of expansion and elaboration. If the preceding year was a year of rapid changes and adaptations, then 2021 was about the further upgrading out of the measures we introduce due to the pandemic. Alhamdulillah, I am glad to say that we have done well and have lived up to our proclamation as one of the country's leading universities.

One of the most notable improvements is our increase of students. As we are well aware, the country's higher education sector is extremely competitive, with the pool of local students being tapped into by not only home-grown institutions, but also foreign-based ones. While the exact figures will be found in this report, what is not captured there is the gruelling hard work that went into securing each and every student. While the university has recorded numerous achievements this year, this one is most significant to me, because it would not have been possible without the dedication and cooperation of everyone in the university.

On the financials, we remain quite healthy, with room for improvement. While the student numbers have recorded an uptick, quite a few things had to be changed to suit the needs of the times. The pandemic brought with it a host of issues, such as reduced economic power of potential students, need for improved teaching and learning delivery methods, as well as enhanced support systems across the board. Handling these issues required delicate decision-making and the involvement of all staff, especially when it comes to cost optimisation and adherence to financial policies. Fortunately, MMU has, for quite a while, set itself on a path that is not purely dependent on tuition fees. Our consultancy and non-student revenues have stepped up, and recorded significant growth. As such, we remain well financially, and I consider it a good sign that we are headed towards better times.

As a university, our core activities revolve around the teaching and learning process, and, in this regard, 2021 saw extensive development. One prime project involves the re-design of learning strategies. This new approach places better emphasis on enabling students to learn better, regardless of whether they attend the class in person, or online. It is an ambitious project which will be implemented over three years, and complemented using re-designed learning spaces. The university is also adding another method to not only foster life-long learning, but also encourage working adults to add relevant skills to their portfolio in a manner that is more accessible. Dubbed "micro-credentials", the skills would be offered in smaller packages that are more manageable and flexible, making them suited for those already working full-time. Also with regard to credentials, MMU has also broadened its scope to recognize informal and non-

formal learning, by means of a mechanism introduced by the Malaysian Qualifications Agency (MQA). On top of these, the university has also implemented a number of upgrades to the library and teaching staff, in addition to the introduction of new programmes and improved engagements at the global level.

Human Capital Management (HCM) had taken several measures to further strengthen the strategies that has been charted out in the previous year and continue to maintain its policies of developing people which are always an asset to any organisation. Throughout the review period, HCM conducted a number of sharing sessions to ensure staff were not cut off from communicating with the university leaders during the pandemic. This approach was part of the university's systemic approach towards staff engagement, a matter of prime concern to MMU. Similarly, staff development and training courses continued to be held even during the various states of the Movement Control Order (MCO).

Apart from leading activities in upgrading human skills in work related matters; Human Capital Management had also taken the measure to ensure the wellbeing of MMU staff and students. For example, an occurrence that took the nation by surprise was the unexpected flooding in some states, including Selangor and Melaka, affecting a number of MMU staff. HCM took the opportunity to extend assistance in various ways to them as they sought to recover from the disaster. In addition to this, the university also administers several incentives in improving the facilities and infra-structures to ensure the continued occupational health and safety of the staff.

The university is also careful to balance its operations via its non-profit arm, Yayasan Universiti Multimedia (YUM). Through the foundation, in 2021 MMU provided scholarships, allowances, fee assistance, sponsorships and tools worth over RM3 million to students. Additionally, YUM also contributed considerably in helping alleviate the effects of the Covid-19 pandemic among the MMU community.

Overall, 2021 was a challenging, yet fruitful year. While the pandemic continued to wreak havoc across the globe, thanks to the dedication and hard work of every MMU citizen, the university managed to continue its efforts of adapting to the new form, and in doing so, uncovered new paths that could well take it to new positions of strength, flexibility, and renown. We look forward to do so together with you.



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

“As a university, our core activities revolve around the teaching and learning process, and, in this regard, 2021 saw extensive development. One prime project involves the re-design of learning strategies. This new approach places better emphasis on enabling students to learn better, regardless of whether they attend the class in person, or online.”

## 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







# MMU's Achievements

## MMU Receives CXP Best Customer Experience Awards 2021



Service excellence is the act of going beyond customer expectations and delivering an industry-leading experience that really impresses your clients. Most organisations provide good customer service, but customers keep coming back to the ones that go beyond to provide service excellence. Customer service is where your brand comes to life. While you can design a really informative, great looking website and have all your internal processes running smoothly, it's your frontline teams and their interaction with customers that make the biggest impression. So, it's important to remember how big a role customer service plays in defining that impression.

It was a memorable moment when Multimedia University (MMU) was awarded CXP Best Customer Experience Awards 2021 on 16 December 2021. Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of MMU received the award at One World, Petaling Jaya, Selangor. The award is the first and only regional award for excellence in customer experience, as judged by their own customers.

This achievement reflects on the university's commitment in providing continuous excellent customer services to its stakeholders. Prof. Mazliham also extends his gratitude and dedicates this prestigious award to all customers, staff, and stakeholders of MMU.



# MMU Wins Bronze Medal at Putra Brand Awards 2021

Education & Learning



Multimedia University (MMU) won the Bronze award in the Education and Learning category at the Putra Brand Awards 2021. Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of MMU received the award at the Majestic Hotel, Kuala Lumpur on 21 January 2022.

Organised by the Association of Accredited Advertising Agents Malaysia (4As), the Putra Brand Awards is also known as People's Choice Awards that determines Malaysia's favourite brand within multiple categories. In this 12th edition, the event witnessed a total

of 24 Platinum, 33 Gold, 50 Silver and 55 Bronze awards, as well as 5 special awards were presented to the winners.

This award will serve as an inspiration for MMU to soar even higher in providing a quality and world-class education. Also attending the event were Mr. Zambri Pawanchik, Vice President of Strategic Marketing, Admission and Recruitment (SMART), and other MMU representatives.

Congratulations MMU!



# MMU Continues Excellence in the Global Ranks

MMU remains its superb standing in the 401-500 of the THE World University Ranking (WUR) 2021 (Emerging Economies), which was announced in March 2021. Standing shoulder-to-shoulder with other higher-education giants of the world, MMU maintains its ranking with significant improvements in citations, international outlook, and teaching.



*We Remain Strong in the*  
THE WORLD UNIVERSITY RANKINGS 2021  
ASIA  
Ranked at #401+

MMU was assessed in 11 out of the 17 Sustainable Development Goals (SDG) and demonstrated its commitment to impactful outcomes that will benefit humanity in line with its vision of transforming society through innovation. Through the holistic initiatives in research, education and outreach, MMU was ranked 301-400 in 5 SDGs which are SDG4: Quality Education, SDG8: Decent Work and Economic Growth, SDG9: Industry, Innovation and Infrastructure, SDG10: Reduced Inequalities, SDG12: Responsible Consumption and Production.

The university is ranked at 401+ among universities across Asia according to the release by THE on 2nd June 2021. The universities were assessed via several main areas namely teaching, research, knowledge transfer, and international outlook.

According to the 2022 QS World University Rankings that was released in June 2021, MMU remains a top contender in the Malaysian higher education sector, and is listed among the 22 reputable research institutions in Malaysia.

The accompanying report states that the university scored well in the Academic Reputation, Employer Reputation, and International Students indicators, which are all ranked in the 500+ bracket.

It should also be noted that our pursuit of high-quality teaching delivery has been rewarded with improvements in our Faculty-Student Ratio score. Specifically, MMU stands on the global stage with other prominent universities in the 1001-1200 rank range.

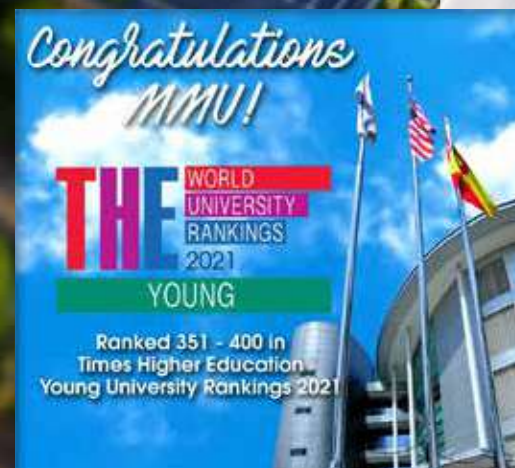


We are pleased to share that Multimedia University (MMU) is ranked 189th in the QS Asia University Rankings 2022. MMU has improved its position from last year and the university performed among the top 28% of 675 institutions in the 2022 edition.

There are 11 indicators used to assess the university's performances namely academic reputation, employer reputation, faculty student, staff with PhD, citations per paper, papers per faculty, international research network, international faculty, international students, inbound exchange and outbound exchange. Among all indicators, the inbound exchange is the strongest indicator for MMU.

Let us work harder to elevate our university's rankings in the upcoming years!

In April 2021, MMU made its debut in the THE Impact Rankings 2021, where the varsity is ranked at 601-800 worldwide. The impact rankings measure global universities' success in delivering the 17 United Nations' Sustainable Development Goals. More than 1000 universities participated in the rankings for this year.



In the Times Higher Education (THE) Young University Rankings 2021 that was released in June 2021, MMU continues to be ranked in the 351 - 400 band, the same one we occupied when we were first included in the list last year.

The THE Young University Rankings is a unique world ranking of the newer generation of universities, which are 50 years old or younger. These rankings apply the same methodology as THE's World University Rankings, but adjusted to better reflect the strengths and aspirations of emerging group of dynamic universities. It judges varsities on the basis of five parameters of teaching, research, international outlook and industrial output.

By being a trendsetter and pioneer in the Malaysian private tertiary education sector since its inception, MMU is on the right path, as evidenced by this achievement.



# MMU Receives APEL (C) Certificate from MQA

MMU President, Prof Dato' Dr Mazliham Mohd Su'ud, was invited to Malaysian Qualifications Agency (MQA) to receive the APEL (C) certificate from the Minister of Higher Education, Datuk Seri Dr Noraini Ahmad. During the event, which was held on 5 January 2021, the APEL (C) certificate was awarded to MMU along with two other institutions which had also received their approvals.

The APEL (C) Unit at MMU, under the purview of the Centre Online Distance Learning, headed by Dr Tenku Putri Norishah Tenku Shariman, had applied for the certification and had conducted the Pilot Study involving students and the lecturers from the Faculty of Management (FOM) and Faculty of Computing and Informatics (FCI). The results of the Pilot Study and other related administrative aspects of APEL (C) were presented to the MQA panellists during

a presentation session on 17 September 2020. MMU finally received MQA approval for the implementation of APEL (C) on 27 October 2020.

APEL (C) refers to the award of credits for prior experiential learning towards a course in an accredited programme. It recognises prior experiential learning that is relevant and specific to a course within a programme of study and is applicable for all courses except for final year project, thesis and dissertation. With this approval from MQA, MMU students can now apply for APEL (C) which enables them to credit transfer their prior experiential learning which includes informal learning such as hobbies, work experience and voluntary work, as well as non-formal learning which includes seminars, workshops and short courses.



# MMU is Malaysia's First University to Offer FLP

Multimedia University (MMU) and the Chartered Institute of Management Accountants (CIMA) exchanged the Memorandum of Agreement (MoA) at Cyberjaya campus on the 25th March 2021. Through the pact, MMU is the first university in Malaysia to offer the Finance Leadership Programme (FLP) for professional accountants.

The FLP is created to help students develop mastery of critical skills with three levels namely the operational level, the management level, and the strategic level. MMU and CIMA have collaborated closely for the CIMA A Star Programme, which provides an accelerated pathway for our high achievers in the Bachelor of Accounting (Hons.) programme since 2018.

The exchange ceremony was attended by Prof. Dato' Dr. Mazliham Mohd Su'ud, MMU President; Mr. Venkkat Ramanan, the Regional Vice President- Asia Pacific; CIMA, Ms. Ginny Lim, CIMA Head for South East Asia; Assoc. Prof. Dr. Gerald Goh Guan Gan, Director of Strategy and Quality Assurance (SQA); Dr. Ruzanna Abd Razak, Deputy Dean (Faculty of Management), and other MMU officials.





# Highlight

## MMU Supports the Nation in Flattening the COVID-19 Curve



In supporting our country's effort in achieving herd community and as part of the Corporate Social Responsibility (CSR), Multimedia University (MMU) took an initiative to be part of the National COVID-19 Immunisation Programme as vaccination centres at both Cyberjaya and Melaka campuses. MMU Cyberjaya campus began its operation as an Integrated Mega Vaccine Delivery Centre (PPV) from 15th July until 5th November 2021, while MMU Melaka campus started its operation a month earlier, from 16th June 2021 until 6th October 2021.

Prof. Dato' Dr. Mazliham Mohd Su'ud expressed his excitement that MMU was selected to be part of the programme and the effort of setting up the vaccination centres on campuses helped to flatten the pandemic curve as well as to achieve herd immunity for the nation. On top of that, the programme also served as an avenue to bring the community closer to the varsity.

On top of that, the PPV Mega MMU Cyberjaya was also visited by prominent figures during its operation including Datuk Seri Rina Mohd Harun, Minister of Women, Family and Community Development; Datuk Dr. Mohd Radzi Md. Jidin, Minister of Education; Dato' Seri Amirudin Shari, Menteri Besar of Selangor; Senator Dr. Mah Hang Soon, Deputy Minister of Education; Datuk Seri Haji Mazlan Lazim, Deputy Inspector-General of Police and others. They were briefed on the operation and visited the campus to meet the community and volunteers.





# Concluding Its Operation as Vaccination Centres

The Integrated Mega PPV managed to accommodate the administration of 3,000 doses of vaccine per day, and 600 doses per day at PPV Melaka campus. All in all, MMU vaccination centres had successfully administered 248,186 doses in Cyberjaya and 46,487 doses in Melaka.

Operating as vaccination centres was a new experience and MMU honours the opportunity given by the government to give back to the society. MMU is always committed and dedicated in providing the best services not only to its stakeholders, customers as well as community. It is hoped that our small contribution helped our country to ramp up the vaccination rate for Malaysia to break free from this pandemic outbreak.



## Appreciating Frontliners and Volunteers

An appreciation dinner was held for all frontliners and volunteers who were involved with the operation of Pusat Pemberian Vaksin (PPV) Mega MMU Cyberjaya at Dewan Tun Canselor on 19 November 2021. The event was graced by the presence of Yang Berhormat (YB) Dato' Sri Dr. Adham Baba, Minister of Science, Technology, and Science (MOSTI).

In his speech, YB Minister congratulated MMU as one of the PPV centers for delivering the best services to the people who received their vaccination at the center. YB Minister also presented certificates of appreciation to all representatives of the government agencies as well as volunteers during the event.

Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of MMU also attended the dinner and witnessed the presentation ceremony. The event was also enlivened with performances from artists as well as the volunteers with Bollywood dance. On top of that, the night was also celebrated with many other interesting activities including lucky draw prizes, best dresses, and many more.





# Splendid Teaching & Learning

## Infrastructure and Activities

### Performance and Achievements

#### 1.1 Re-designed Learning and Learning Spaces

Teaching and learning are the lifeblood of higher education institutions. Despite the advent of the COVID-19 pandemic, MMU is devoted to offering world-class, high-quality education. MMU has accelerated its reliance on technology and transitioned by introducing a new teaching and learning modality – hybrid learning so that students can choose their preferred teaching and learning modality based on their accessibility and safety conditions.

MMU embarked on a 3 year project in 2021 to re-design its learning spaces and turn them into Hybrid Classroom Space (HySpace) and Hybrid and Flexible Learning Space (HyFlex).

The implementation of HySpace and HyFlex will lead to higher immersion and enhancement of students' attentiveness via flexibility and adaptability of teaching styles despite the ongoing threat of pandemics. Among the vital equipment to this elevated level of involvement is an interactive smartboard that helps to engage both lecturers and students, a camera that could track the movement of lecturers as they move about the room, and a high-definition central microphone that would enable online participants to hear everyone clearly. The first phase of the project sees 8 HySpace and 1 HyFlex being deployed in MMU Cyberjaya and Melaka campus.



#### 1.2 Programme Competitive and Performance Dashboard

The design and implementation of Programme Competitive and Performance Dashboard for all Academic Programmes in the university. This system and dashboard help leaders, faculty management and programme leaders to visualise the performance of their respective programmes.



Figure 1: List of programmes and metrics of student intake and academic support.

“ The flexibility of the delivery modes has influenced the growing trends for people to pursue their postgraduate studies. Not only that, a flexible curriculum also offers great advantages for those who want to upskill themselves as they can take online classes or micro-credential modules in elevating their ladders in the workplace. ”

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



Note: Prof Dr. Ho Chin Kuan has resigned his position effective on 31 March 2022 and moved to another institution.



The programme competitive and performance dashboard also incorporates data on competitive intelligence gathered for the programme in the visualization. This allows MMU leaders to monitor and continuously perform quality improvements to our academic programmes to ensure we are able to benchmark our programmes with others in the field, and consistently deliver exceptional value to our students.

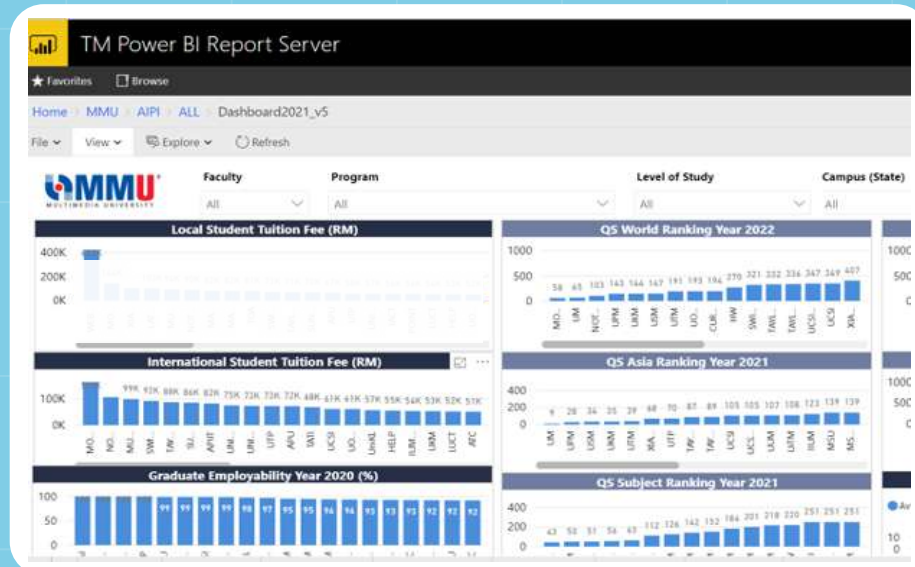


Figure 2: Competitive Intelligence Dashboard – Benchmarking Programme Performance

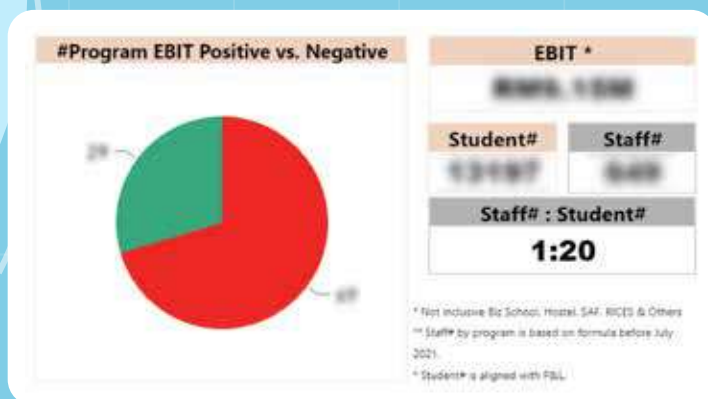


Figure 3: Competitive Intelligence Dashboard – Programme's Financial Performance

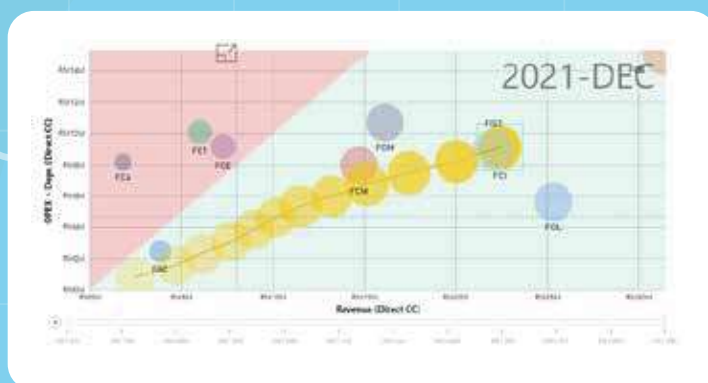


Figure 4 : BCG Matrix

The dashboard allows leaders to continuously assess the programmes across various industry-benchmark metrics, such as curriculum flexibility, graduate employability, industrial partnership, partnership with professional bodies and etc.

### 1.3 Curriculum Flexibility - Build Your Own Curriculum (BYOC) with elective tracks

MMU also implemented curriculum flexibility for students with the opening of 'free elective' courses. Students can choose from other programmes and faculty, beyond their own courses in the programme structure.

The 'free electives' are also packaged by faculty as a 'track' for students from other faculties to opt-in. Students may choose to register for individual course or go for the track if they wish to go deeper into the area of study. Among the elective tracks available are :

- Corporate Communication
- Law for Business
- Creative Multimedia Culture & Context
- Storytelling and Cinematic Experience
- Data Analytics

This initiative creates a dynamic campus environment that supports greater student mobility in the university, to explore new knowledge domains from other programmes and faculties.

### 1.4 Alternative Pathway : Micro-Credentials

The globalised and rapidly changing nature of the economy, and the impact of the COVID-19 pandemic, demands continual lifelong and life-wide learning of all adults to remain employable, adaptable, and productive. Higher Education Institutions must prepare learners for career changes and a labour market in constant flux. Some learners need upskilling, to acquire new expertise for a current or future position. Others come for reskilling to change careers – whether by choice or because their jobs or skills are obsolete. To meet this increasing demand, Multimedia University has embarked on a lifelong education strategy that focus on offering micro-credentials to industries and the public. These micro-credentials are offered in "bite-sized" modules which are more manageable and flexible for working professionals.

MMU's micro-credentials are unpacked from accredited academic programmes that can be stacked towards the completion of a master's degree. The Master for Business Administration (MBA) programme, as an example, offers 24 micro-credentials that are unpacked from eight MBA courses. A combination of face-to-face instruction and online independent learning make these micro-credentials appealing to working adults. Finally, for certification and recognition of the competency or knowledge gained, MMU will award digital badges and the Malaysian Micro-Credential Statement (MMS) to the learners. The MMS can be used later by the learners as proof for degree completion once they have enrolled into the Masters' programme. Then the learners can just continue their studies for one more semester to graduate with a post-graduate degree.

### 1.5 Alternative Pathway : APEL-C

APEL for Credit Award (APEL C) is the award of credits for prior experiential learning (informal and non-formal learning) towards a course in an accredited programme of a higher education provider (HEP). APEL C provides the mechanism to recognise the individual's prior experiential learning that is relevant and specific to a course within a programme of study. The credit award is granted on the basis of the knowledge and skills acquired through informal and non-formal learning. These forms of learning which emphasise experiential learning will need to be formally reviewed and assessed. The process will determine if learning has in fact occurred and is in line with the learning outcomes of the course(s) concerned. It is the learning and not the experience of the learners which is being evaluated.

### Performance and Achievement for Micro-credentials in 2021

- Deployment of Masters of Business Administration micro-credentials for the TM Leadership Programme
  - Commencement date: March 2021, On-going
  - Number of MCs offered in 2021: 5
  - Number of Learners enrolled: 306
  - Number of Digital Badges to be awarded: 461
- Deployment of Masters of Engineering micro-credentials for INTEL, Penang
  - Commencement date: November 2021, on-going
  - Number of MCs offered in 2021: 4
  - Number of Learners enrolled: 16
  - Number Digital Badges awarded: 32

30 Micro-credentials have been developed in 2021 for the deployment of more credit-bearing micro-credentials in 2022 from the following programmes:

- Master of Computer Science (Software Engineering)
- Master of Creative Multimedia

MMU was awarded the license to implement APEL C in 2020. The implementation of APEL C at Multimedia University is a systematic process that involves the rigorous identification, documentation, and assessment of prior experiential learning to determine the extent to which a student has achieved the desired course learning outcomes for award of credits within a programme of study.

Performance and Achievement  
Number of successful applications: 2  
(One pass for credit transfer via APEL C for Doctor of Business Administration programme and another is still undergoing assessment for the Master of Computer Science (Software Engineering) programme)



## 1.6 Academic Staff's Upskilling and Reskilling

A total of 42 training was conducted by the Centre for Lifelong Education and Learning Innovation (LEARN) in 2021. These training drew 707 participants who were enthusiastic to upskill their pedagogy and andragogy knowledge as well as reskill aspects of Outcome Based Education (OBE) and the Malaysian Qualifications Framework (MQF).

## 1.7 New In-House Platform for Siti Hasmah Digital Library (SHDL)

SHDL developed a new in-house platform for a better access to library online resources either in campus or off campus. Contents include a digital collection of MMU past year exam papers, MMU Master Thesis, MMU MBA Thesis, MMU PhD Thesis, MMU DBA Thesis and MMU Final Year projects. The platform can be accessed from the following link <http://erep.mmu.edu.my/>

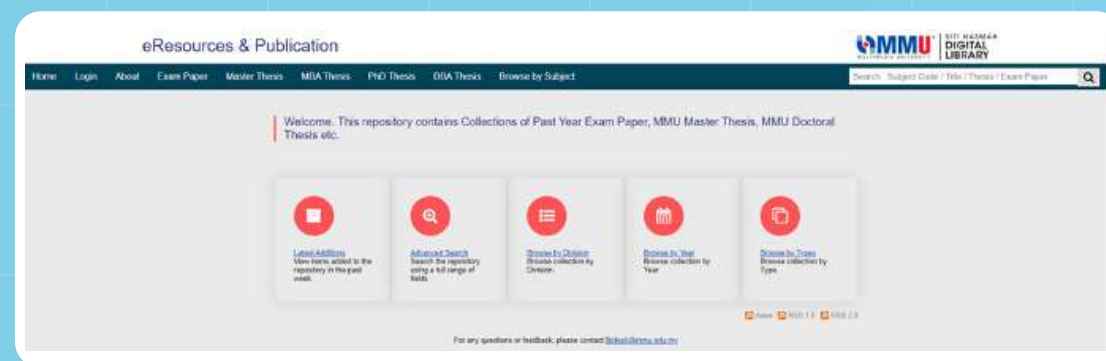


Image 1 : Interface of the eResources & Publication Platform

## 1.8 SHDL's Engagement with Schools

A Memorandum of Understanding (MoU) was signed between Multimedia University (MMU) and three schools- Sekolah Menengah Sains Muar (SAMURA), Sekolah Menengah Kebangsaan Dang Anum and Sekolah Menengah Sains Muzaffar Syah (MOZAC) on the 29th March 2021. The MoU was signed by Prof. Dato' Dr. Mazliham Mohd Su'ud, MMU President and the school principals namely Tuan Haji Razali Sudin, Tuan Haji Hassan Yahya and Puan Che Romas Noor at Melaka campus.

This pact allows MMU to conduct its community service project in upgrading the school libraries as an effort to improve the educational progress of students in the respective schools. The library facilities and resource centers also need to be upgraded in

line with current situations and new norms. Hence, MMU will implement several initiatives such as developing an in-house repository, providing additional scientific materials, and upgrading the integrated library system using open-source software. In addition, MMU will also enhance the school resource center blog, train library management skills, create an eBee Pod corner, and provide support services if needed.



Image 2 : MMU Management with the Guests from Sekolah Menengah Sains Muar (SAMURA), Sekolah Menengah Kebangsaan Dang Anum, and Sekolah Menengah Sains Muzaffar Syah (MOZAC)

## 2.0 New Programmes

The following are the new academic programmes offered in 2021 :

1. Foundation in Communication
2. Diploma in Digital Business
3. Diploma in Creative Producing
4. Diploma in Cinematography
5. Bachelor of Science (Hons.) Intelligent Robotics

## 3.0 Global Engagement

### 3.1 New Collaborations

Multimedia University has partnerships with over 400 universities and organisations in approximately 40 countries with active interactions through educational and scientific research. Exchanges with educational research institutions throughout the world are promoted to enhance and develop the academic as well as cultural standing of the university.

In the year 2021, MMU has established partnership with more than 30 new collaborators, including reputable universities such as Chulalongkorn University from Thailand, Universitas Gadjah Mada and Bandung Institute of Technology from Indonesia, Universiti Teknologi Brunei and University of Stirling from UK.

### 3.2 Articulation and Outbound Mobility Programme

MMU strives to be recognised as a model for our innovative study abroad practices and aspire to advance the internationalisation of the university by increasing global pathways for students who are interested in participating in curriculum integration with our partners. From Australia to Asia and the UK, MMU students are discovering new places, exploring new cultures, and broadening their view of the world. Students can incorporate an incredible study abroad experience at our partner universities like the Queensland University, Auckland University of Technology, Chiba University, Dongseo University, University of Essex and University of Hull. They can choose from a variety of articulation study programmes and earn credits toward their degree from the host.

### 3.3 Activity with Global Partner

In partnership with GSM Association (GSMA), London, UK, and the Malaysian Communications and Multimedia Commission (MCMC), MMU has organised the 2021 Virtual Converged Telecommunications Policy & Regulations (CTPR) workshop series from 14th October to 18th November 2021. This programme had attracted participants from Korea, China, Philippines, Indonesia, Brunei and Cambodia.

### 3.4 Global Feeder Network

In early 2021, MMU finalised and signed an agreement with VEX Robotics HQ in Hong Kong, Innovation First International (IFI) Hong Kong Ltd. The main objective is to cultivate interest among school goes into Robotics, Science and Technology. MMU in partnership with IFI HK had successfully organised the MMU-VEX Robotics Virtual Competition 2021 in September 2021. A total of 141 teams from 55 secondary schools and polytechnics from all over Malaysia participated in the competition.

## 3.5 Global Presence on Campus

In June 2021, an Agreement on Entrustment of Operation of King Sejong Institute (KSI) was signed between MMU and KSI Foundation (KSIF) granting MMU to establish a KSI Malaysia branch in MMU Melaka campus. KSIF is supported by the Korean government through the Korean Ministry of Culture, Sports and Tourism. Within six months of establishment, several activities like Korean Speaking contest, K-Pop competition as well as Korean Language and Cultural classes have been organised with very positive response.



## 3.6 Virtual Exchange Programmes

Despite the Covid-19 pandemic challenges, MMU has received more than 150 full-semester virtual exchange students from Indonesia, Thailand, Germany, Finland and Bangladesh in 2021.

Four major short-term virtual mobility programmes were also organised namely Media Communication Trends and Techniques, Entrepreneurship for Tomorrow, International Student e-Exchange Programme, Disaster Research, Community Empowerment & Microeconomics (DREAM) International Summer Programme in which MMU was a co-host to Universitas Gadjah Mada. MMU has garnered over 400 inbound participants through these events.

In addition, through some of our European partners, MMU students have also obtained the Erasmus+ scholarship in pursuing their studies in several countries like Germany, Italy and Slovakia.





# Research, Industrial Collaborations and Engagement

## BACKGROUND

The Research, Industrial Collaborations and Engagement (RICE) Division, led by a Vice President, was renamed in December 2020, superseding the earlier Research and Innovation (R&I) Division which was established in early 2008.

The primary objective of the RICE Division is to chart further direction of university R&I, manage and take proactive action to achieve university mission and vision. Amongst important strategies is to instil a strong research culture in the university in order to generate quality research output. The mission is accomplished by providing effective support and services to the research community in MMU, ensuring quality postgraduate programmes and facilitating internal as well as external collaboration to promote research excellence. The commercialisation of university R&I outputs is greatly emphasised so as to benefit the economy and society more directly and explicitly of university R&I activities. In this regard, the RICE Division works closely with the faculties and academic centres in MMU as well as companies and other institutions to promote research,

academic, and commercialisation excellence. In addition to the above-mentioned core functions, the RICE Division also plays an important role to synergise the development of Research-Innovation-Commercialisation (R-I-C) nexus in all research activities and strategically manage Industrial and Academic Collaboration and Engagement.

Specifically, the functions of the RICE Division are as follows:

- To plan and strategise policies to materialise the vision and mission of the university
- To inculcate a strong research culture among academic and support staff
- To streamline research activities in niche and high impact areas
- To promote R&I collaboration, internally as well as externally with industry, academia and society
- To monitor research performance in the university
- To administer R&I funds and other operational activities related to research

“The year 2021 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. We are tasked to chart further direction of university research and innovation, manage and take proactive action to achieve university mission and vision.”

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





## RICE STRUCTURE

To deliver its functions and responsibilities, the RICE Division is organised into three major sub-divisions, namely:

**Research Management Centre (RMC)**  
**Industrial Collaborations and Engagement Centre (ICEC)**  
**Technology Transfer Office (TTO)**

### 1. Research Management Centre (RMC)

Research Management Centre (RMC) plays a role to help intensify the R&I activities in MMU. RMC also serves as depository and management centre for research grants and in-house publishing house through MMU Press in MMU.

### 2. Industrial Collaborations and Engagement Centre (ICEC)

Industrial Collaborations and Engagement Centre (ICEC) was established on 15 February 2021. It is aimed to fulfil the important agenda of the MMU Plus U space, and to establish closer relationship with the industry. ICEC strategically drives, facilitates and monitors the industrial collaborations and engagement ranging from academic-related collaborations, research and development, students' employment and corporate social services.

### 3. Technology Transfer Office (TTO)

The primary aim of the Technology Transfer Office (TTO) is to implant and nurture the culture of innovation and commercialisation of research among MMU staff and students. It is also committed to inculcate effective and ethical research culture through building research innovation collaboration, capacity and capability in the university. Besides IP, TTO is also responsible to strategically manage the research commercialisation of the university.

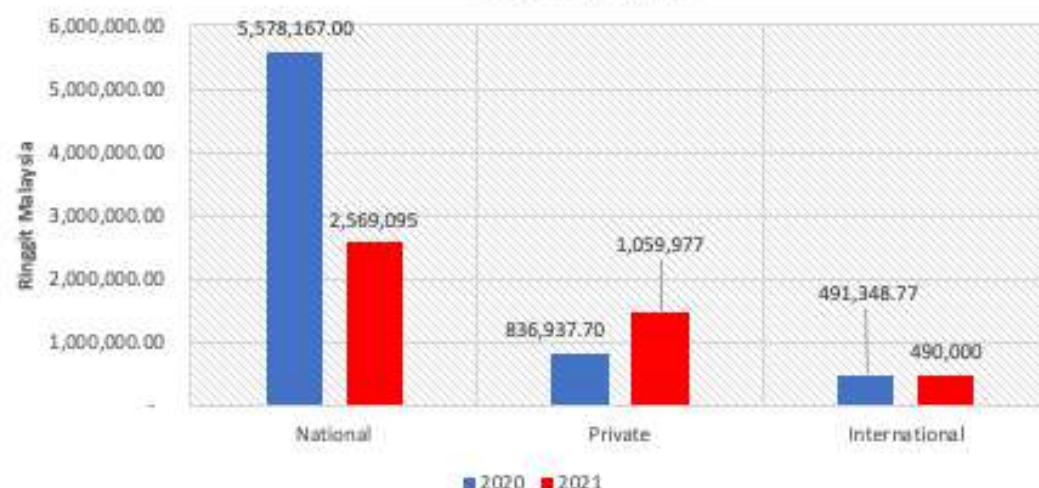
## Excellent Performance and Achievements

### RESEARCH GRANTS

#### 1. Approved External Grants Breakdown by Grant Type

Grant Type	Amount Approved (RM)	No. of Project Approved
National	2,569,095	60
Private	1,059,977	8
International	490,000	14
Total	4,119,072	82

Comparison of YTD Grant Approved for 2021 and 2020 by Type



## PUBLICATIONS

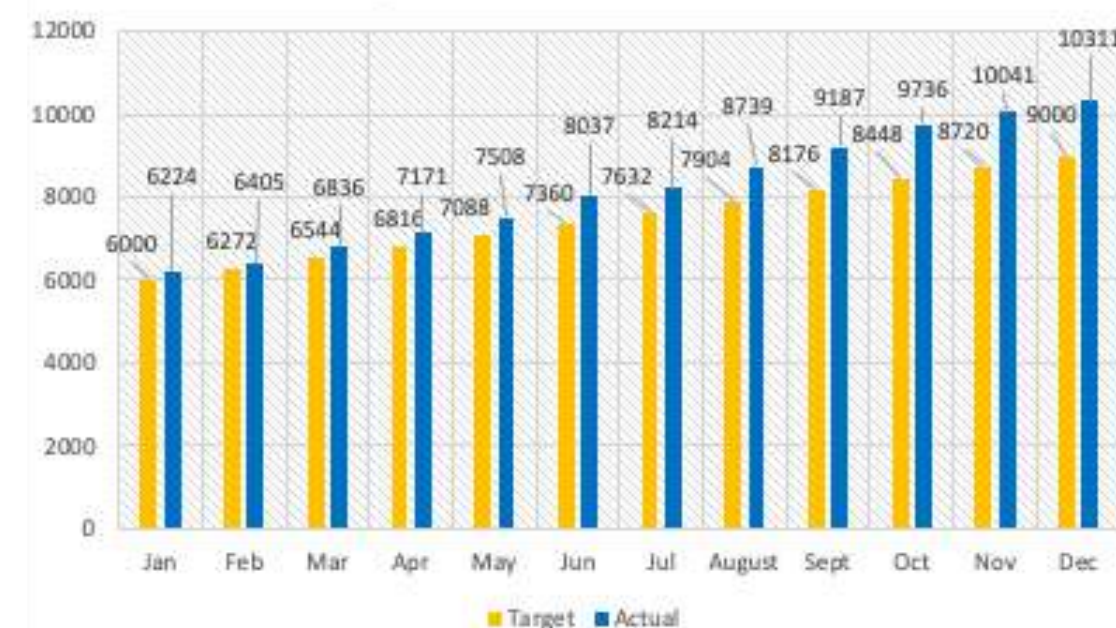
### 1. Publications by Type

Publication Type	Year 2021	Year 2020
Journal	365	274
Conference	133	152
Book/ Book Chapter	6	3
Total	504	429

### 2. Citations in Scopus Publications (5 years: 2017 – December 2021)

Month	Target (YTD)	Actual (YTD)
January	6,000	6,224
February	6,272	6,405
March	6,544	6,836
April	6,816	7,171
May	7,088	7,508
June	7,360	8,037
July	7,632	8,214
August	7,904	8,739
September	8,176	9,187
October	8,448	9,736
November	8,720	10,041
December	9,000	10,311

YTD Target and Actual no. of Citations





## 5G RESEARCH AND INDUSTRIAL COLLABORATIONS

### 1. 5G Research

MMU collaborated with the research teams from the University of Nottingham (Malaysia Campus) and the University of Hawaii (USA) on a project to measure and characterise an underground pedestrian tunnel (in KLCC) at 24 GHz in two conditions, namely empty tunnel scenario and busy tunnel scenario with pedestrian movement. The aim is to investigate and model the pedestrian (fading) effects on beamformed radio waves propagation inside a pedestrian tunnel for 5G applications. The results have been published in IEEE Access and the paper was recently awarded the Best Paper Award 2021 by the IEEE Malaysia AP/MTT/EMC Joint Chapter.



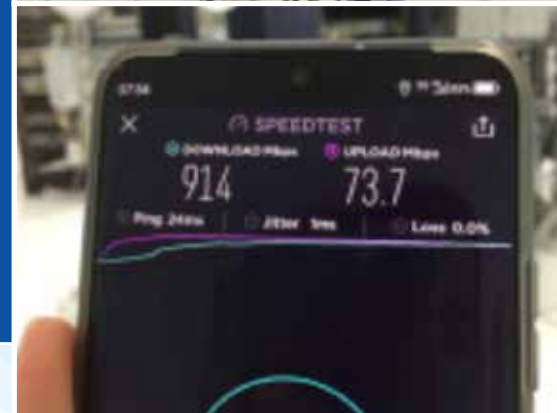
MMU-UNMC-UH 5G Joint Research



Best Paper Award 2021

### 2. 5G Industrial Collaborations

MMU collaborated with our industrial partner, ZTE Malaysia, to build a 5G NSA lab in MMU (Melaka Campus) and a 5G SA lab in MMU (Cyberjaya Campus). The 5G lab in Melaka is operational since 2021 and is used for teaching and research. It is equipped with state-of-the-art industrial grade equipment to fully support the RAN, transport and core of a private 5G network. The lab is also used for hands on experiments of a new undergraduate course (Radio Network Planning Towards 5G) which was jointly developed by the faculty and industry experts from ZTE. The 5G SA lab in Cyberjaya is expected to be operational in 2022. The full 5G capabilities of this lab will greatly benefit the MMU community in terms of 5G related skills' training and high-impact research on 5G systems and beyond.



5G NSA Lab (MMU Melaka)



5G SA Lab (MMU Cyberjaya)

## INTELLECTUAL PROPERTY (IP) COLLABORATIVE RESEARCH

A collaborative research project between Multimedia University (MMU) and International Medical University (IMU) through consultation and IP assignment entitled "VR Basic Life Support Simulation". The project was developed by the Faculty of Creative Multimedia (FCM) team led by VR specialist and content designer Ts. Dendi Permadi and Mr. Erwin Abd Jabbar, supported by corresponding IMU Digital Learning experts, Dr. Sow Chew Fei and Ms. Malini A/P Krishna as the instructional content provider. The outcome of the project application will be utilised by IMU undergraduates as part of their experiential training and learning activities.



## RESEARCH COMMERCIALISATION

MMU researcher, Dr Yip Sook Chin and her team from Faculty of Engineering (FOE) which consists of Dr Tan Wooi Nee, Mr Gan Ming Tao and Ms Teo Yar Lee, have developed a deep learning-based prediction model that tracks the grain moisture content (MC) level throughout the paddy drying process to control the stopping time of an industrial inclined bed dryer. Through intelligent prediction of the grain MC, the dryer may be controlled such that its stopping time is just right. Not only does this yield a more consistent dried grain quality, but it also closely correlates with optimising energy consumption.

Thus far, 1 copyright has been filed. This research has also won several local award recognitions from IEM, IET and Multimedia University (MMU). On 16th November 2021, Dr Yip and team participated in the Humanizing Innovation @ MMU webinar under the theme Innovation in Agroindustry, where they won the Gold Award. Notably, this was the first intellectual property derived from a final year project and commercialised in FOE. To date, the copyright of the deep learning prediction model has been transferred to a local solar company, Plus Xnergy Edge Technologies Sdn Bhd (PXET) in the form of outright sale.





# RESEARCH INITIATIVES AND ACTIVITIES

## DIGITAL FUTURES INTERNATIONAL CONGRESS (DIFCON) 2021



On 21 June 2021, Multimedia University (MMU), Research Synergy Foundation (RSF), and Canadian University, Dubai (CUD) organised Digital Futures International Congress or known as DIFCON 2021. The opening ceremony of the virtual event was officiated by YB Datuk Haji Ahmad Amzad Hashim, Deputy Minister of Science, Technology, and Innovation (MOSTI).

YB Datuk Haji Ahmad Amzad congratulated the organiser for ensuring the event went successfully in his speech. He also shared on the National Science, Technology and Innovation Policy (NSTIP). He also emphasised on the need to grow and empower local talent in research and development (R&D) which focusing on the national strategic areas. More than 200 participants attended the opening ceremony where Prof. Dato’ Dr. Mazliham Mohd Su’ud, the President, delivered his welcoming speech while Assoc. Prof. Ts. Dr. Mardeni Roslee, General Congress Chair of DIFCON 2021 gave his introduction speech.

In line with 2030 Agenda for United Nation Sustainable Development, DIFCON 2021 served as a multidisciplinary platform for gathering scholars from different disciplines, to share ongoing research which related to digital futures of the society. The virtual congress was held for three days and received overwhelming participation from 18 countries including Malaysia, Indonesia, UAE, USA, India, Philippines, Austria, Egypt, Iraq, Japan, Pakistan, Morocco, Oman, Nepal, Nigeria, Thailand, China, and Australia. There were 327 papers that were submitted in this conference.

DIFCON 2021 hosted six conferences namely International Conference on Computer, Information Technology and Intelligent Computing (CITIC 2021), Multimedia University Engineering Conference (MECON 2021), International Conference on Technology and Innovation Management 2021

(ICTIM 2021), International Conference of Creative Multimedia (ICCM2021), International Conference on Communication, Language, Education and Social Sciences (CLESS21), and First International Conference on Law and Digitalisation 2021 (ICLD21).

Also attending the opening ceremony were Prof. Ir. Dr. Hairul Azhar Abdul Rashid, Vice President of Research, Industrial Collaborations, and Engagement MMU; Dr. Mohammed Djeddi, Vice President of Academic Affairs, CUD; Prof. Ir. Dr. Zulfadzli Yusoff, Director of Research Management Centre MMU; Dr. Hendrati Dwi Mulyaningsih, Co-General Chair of DIFCON, MMU Deans, directors, professors, academicians as well as worldwide participants.

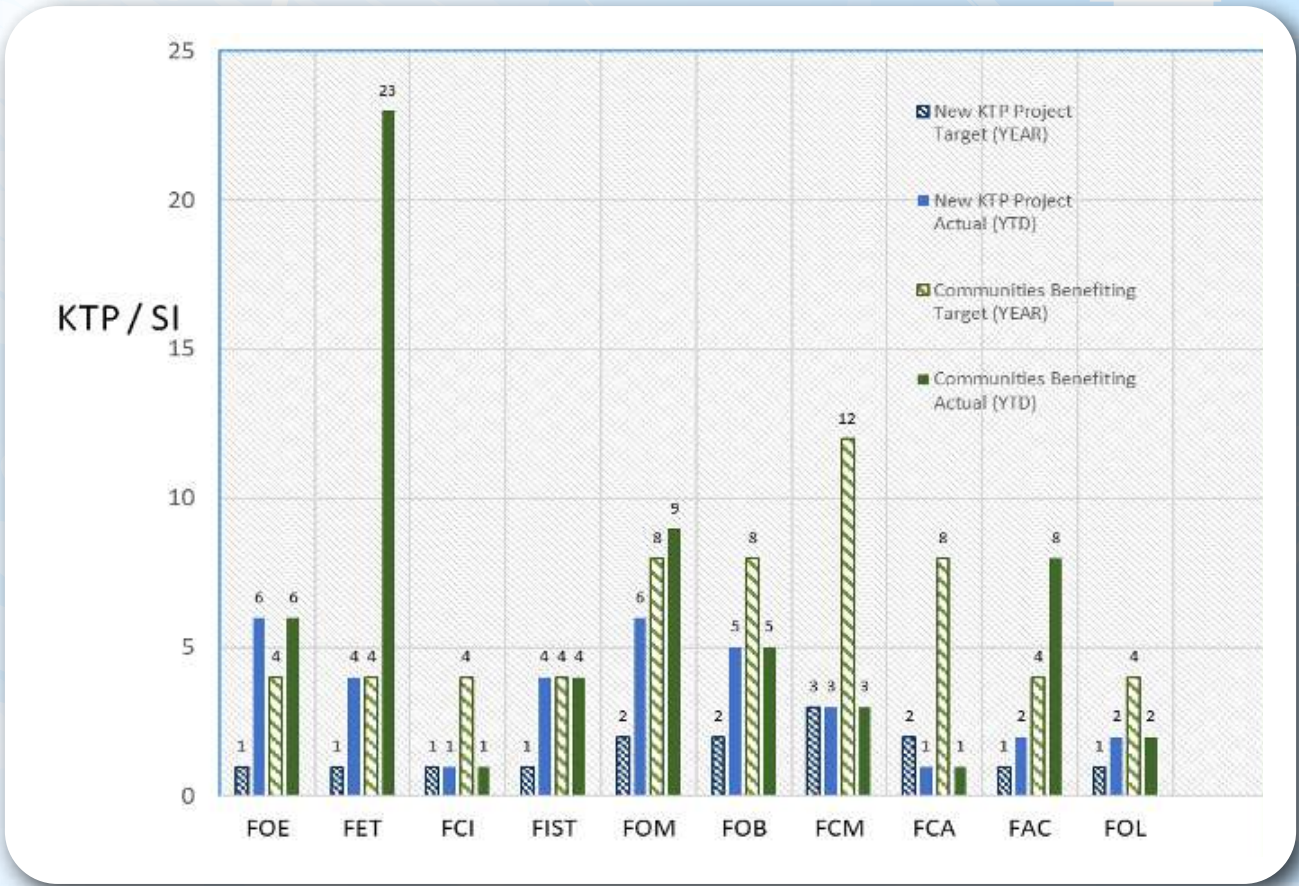


# SOCIAL INNOVATION

## Social Innovation Breakdown by Faculties

The knowledge imparted through the social innovation or knowledge transfer programme (KTP) projects ranging from STEM (Science, Technology, Engineering and Mathematics) to soft skills knowledge and techniques. Meanwhile, the communities involved in the KTP projects consisted of groups of young learners, eagerly looking for new knowledge, methods and skills from MMU experts.

Faculty	New KTP Project		Communities Benefiting KTP Project	
	Target (YTD)	Actual (YTD)	Target (YTD)	Actual (YTD)
FOE	1	6	4	6
FET	1	4	4	23
FCI	1	1	4	1
FIST	1	4	4	4
FOM	2	6	8	9
FOB	2	5	8	5
FCM	3	3	12	3
FCA	2	1	8	1
FAC	1	2	4	8
FOL	1	2	4	2
TOTAL	15	34	60	62





Highlights of **Social Innovation**

a) **KTP Project with Schools**

VEXCode VR Workshop, a KTP project by the Faculty of Engineering Technology (FET) that involved many schools, with support from the Ministry of Education and industry, namely IFI (HK) Ltd. A total of 20 groups of students and teachers from different schools was benefited from the workshop on VEXcode. VEXcode allows students to get started coding quickly and easily. It is consistent across Blocks, Python, C++, and all VEX Brands. Students and their teacher/mentor explored this tool and had their first-hand experiences doing coding and problem-solving. The learning was practical and the next step was for them to take part in competitions, which created a fun learning experience for students.

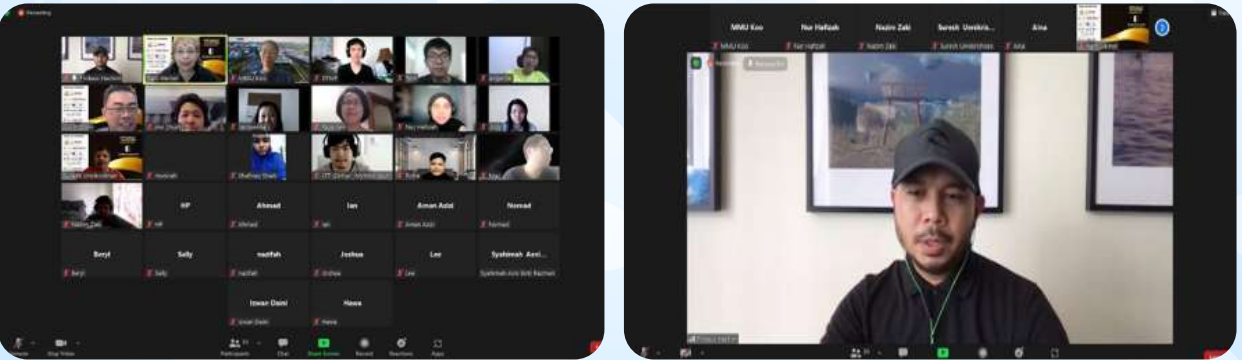
Generally, in KTP projects, teachers from schools were also the recipients of the knowledge. This is crucial and impactful project as teachers are able to boost their knowledge and skills to their students.



b) **Projects with Industries**

The knowledge transfer from MMU to the industries also took place through the following KTP projects:

KTP Project	KTP Recipient
Digital Workplace Security – Encryption Solutions for Better Data Protection	Infineon Technologies (Malaysia) Sdn Bhd
Creative Video Production Workshop	(ISC) <sup>2</sup> Malaysian Chapter
Restart Your Wealth from Turbulent Times: Mental Health and Fintech Adoption for Retirement Planning	Max Wealth Education Sdn Bhd



**RESEARCH EXHIBITION AWARDS**

MMU was conferred with 18 Gold Awards and 9 Special Awards in the international exhibitions that were recognised by the Malaysia Research Assessment (MyRA) in year 2021.

Exhibition	Gold Award	Special Award
Malaysia Technology Expo (MTE) 2021	4	7
Malaysia Technology Expo 2021: COVID-19 International Innovation Awards	1	
Malaysia Technology Expo 2021: Sustainable Development Goal (SDG) International Innovation Awards	2	1
Seoul International Invention Fair (SIIF 2021)	1	
International Invention, Innovation and Technology Exhibition (ITEX 2021)	10	1



**Dr. Olivia Tan Swee Leng and team won the ‘Best Woman Inventor’ for the project titled “The “New Normal” With Age Friendly Time-Banking”**

Multimedia University (MMU) clinched 16 medals at the 32<sup>nd</sup> International Invention, Innovation and Technology Exhibition 2021 (ITEX 2021) that was held from 13 December until 14 December 2021. Our researchers grabbed 10 gold medals, 3 silver, and another 3 bronze medals during the closing ceremony at Kuala Lumpur Convention Centre (KLCC). a team which was led by Dr. Olivia Tan Swee Leng not only bagged a gold medal but also the Best Woman Inventor Award for the invention, The “New Normal’ with Age Friendly Time-Banking.





## ANTI-CYBER BULLYING RESEARCH

### MMU Hosts Development Workshop on The Definition of Cyberbullying for the Creation Anti-Cyber Bullying Act in Malaysia



### Garnering Insights on Cyberbullying through a Round Table Meeting



## HUMANIZING INNOVATION @ MMU WEBINAR SERIES

With the hashtag of #HumanizingInnovation as the key theme for MMU Industry Seminar and mostly Webinar based events (due to pandemic), the series has created some impact by disseminating knowledge and created some visibility of MMU and industry partners in the public spaces. The webinar series was mainly targeted to MMU community such as faculties, students and alumni, and it is also open for MMU guests and public to join. Social media such as Facebook and Youtube have been used as the platform for the Webinars, and the recorded webinar contents were able to be accessed for later viewing.





## INDUSTRIAL AND ACADEMIC COLLABORATION

A total of 45 agreements under Memoranda of Understanding (MoU) and Memoranda of Agreement (MoA) with various institutions were secured in 2021. The inked documents have yielded collaboration between the parties involved.

Faculty	NATIONAL					INTERNATIONAL			
	New MoA		Active MoA	TOTAL MoA	Active MoU	New MoU/MoA		Active MoU/MoA	TOTAL MoU/MoA
	Target (YTD)	Actual (YTD)	Actual (YTD)	Actual (YTD)	Actual (YTD)	Target (YTD)	Actual (YTD)	Actual (YTD)	Actual (YTD)
FOE	3	1	8	9	5	1	3	3	6
FET	3	1	3	4	2	1	1	1	2
FCI	3	1	4	5	2	1	1	0	1
FIST	3	0	0	0	1	1	2	2	4
FOM	3	1	1	2	3	1	5	5	10
FOB	3	1	0	1	1	1	1	1	2
FCM	3	0	2	2	1	1	0	1	1
FCA	3	1	0	1	0	1	1	0	1
FAC	3	1	0	1	0	1	1	0	1
FOL	3	0	0	0	0	1	0	1	1
Others*	0	2	0	2	16	0	12	4	16
<b>TOTAL</b>	<b>30</b>	<b>9</b>	<b>18</b>	<b>27</b>	<b>31</b>	<b>10</b>	<b>27</b>	<b>18</b>	<b>45</b>

### Our Collaborators





## IoT-Based Smart Farming Launch & Visit by MSD Innovation Sdn. Bhd (MSDI)

Multimedia University (MMU) through its Faculty of Engineering (FOE) launched its IoT-Based Smart Farming in a special ceremony on 9th April 2021 in Cyberjaya. This is a joint project between MMU and MSD Innovation Sdn. Bhd (MSDI), which involves precision farming within the urban setup. The ceremony was attended by Prof. Dato' Dr. Mazliham Mohd Su'ud, MMU President; Tan Sri Dr. Halim Shafie, Chairman of MSDI; Mr. Jasmi Hassan, Chief of Executive Officer (CEO) of MSDI; Prof. Dr. Ir. Hairul Azhar Abdul Rashid, Vice President of Research, Industrial Collaborations and Engagement (RICE), Dr. A.S.M Mukter-Uz-Zaman, the project leader, and other MMU officers.

Through this project, digital tools will be used by smart farmers to continuously monitor a wide range of metrics, including water levels, the amount of nutrients that crops need to optimally grow, soil samples, fertilizer inputs, and so on. In short, incorporating technology into crop planning is the ideal way in improving the quality of decision-making and the return on investments (ROI), as well as the overall site security. MMU is honoured to be part of this initiative as it is in line with its mission, "transforming society through innovation".





# The first UAV SAR designed and developed by Malaysian team

Researchers from Multimedia University (MMU) have recently made advancements in the field of remote sensing.

Assoc. Prof. Ts. Ir. Dr. Chan Yee Kit, the Deputy Dean of the university's Faculty of Engineering and Technology (FET), made the local research community proud with his invention, the Unmanned Aerial Vehicle (UAV) - based airborne Synthetic Aperture Radar (SAR) system.

This is the first airborne and UAV based Synthetic Aperture Radar (SAR) designed and developed by a Malaysian Team. The system is serving as a test bed for the subsequent developments SAR systems in Malaysia. This system could be used for environmental monitoring, flood monitoring, precision agriculture, mapping of the earth surface, and much more. As SAR is the microwave sensor, it could be operated all day and in all weather conditions, since microwave signals can penetrate through cloud and rain, making it very useful for continuous monitoring of terrestrial resources. Dr. Chan said, MMU's UAV SAR was developed at the university in collaboration with the Agency of Remote Sensing Malaysia, which is currently known as the Malaysian Space Agency. The SAR operates on the C-band, single VV -polarisation, with 2m x 2m spatial resolution.

"Its unique features include compact size, low weight, low power and capable of performing real-time imaging. A series of field measurements and flight tests have been conducted and good quality SAR images have been obtained," he added. The system could be used for monitoring and management of earth resources such as paddy fields, oil palm plantations and geological features. It was patented in 2021, and the cost of invention amounted to RM1.5 million.

Dr. Chan said, the compact full-scale C-band SAR system can fit into a medium-sized UAV and operate at altitudes of up to 1000m. The overall weight of the system is less than 15 kilograms and is able to record imagery for up to 2 hours. The reconfigurable FPGA-based signal generator enables the system to vary the pulse width and bandwidth of the system, thus allowing the system to be operated at different ranges and conditions. The micro strip antenna was designed with beam forming in order to have the same gain across all the received signal from the different ranges from the ground.

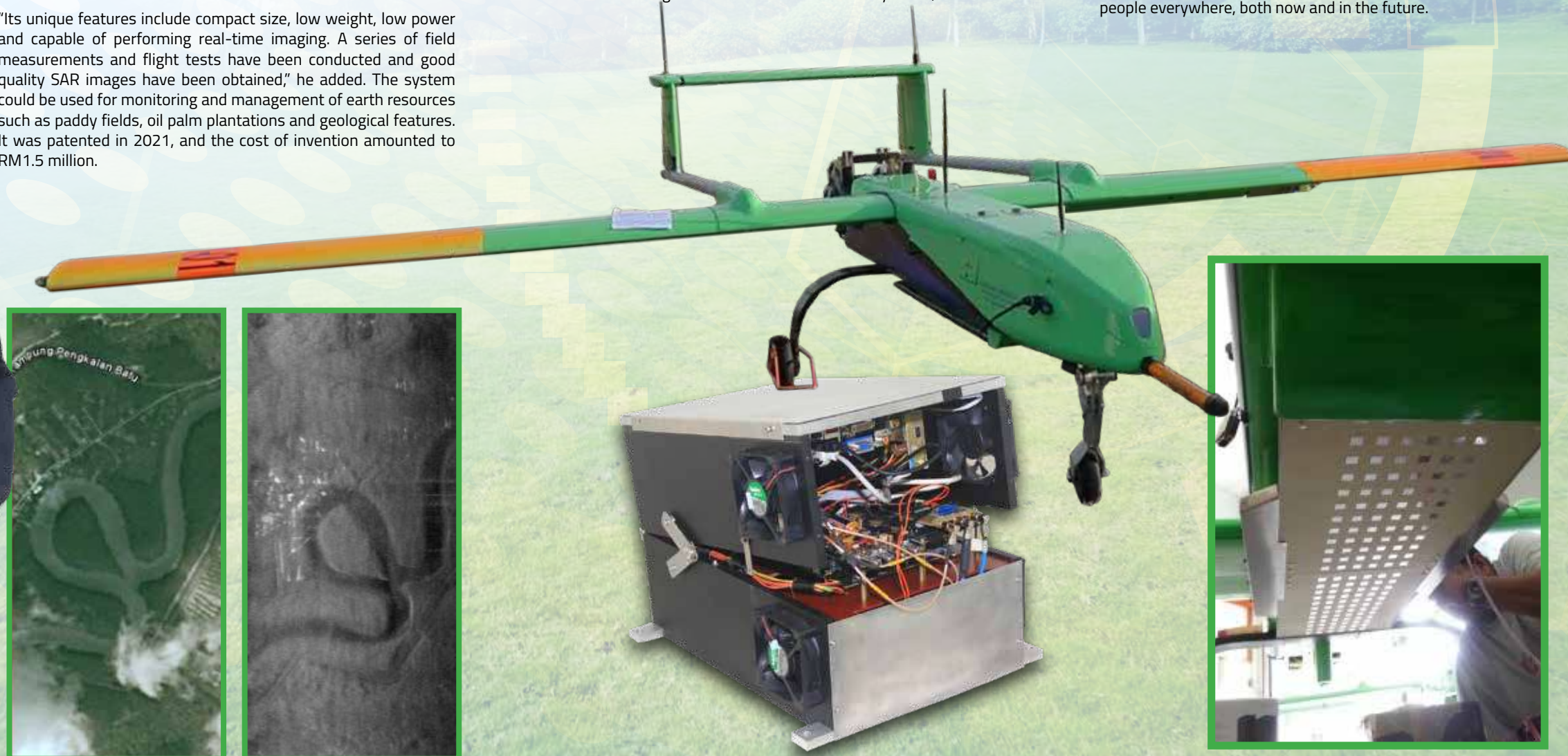
The invention is very significant for MMU and the nation as a whole. "In Malaysia, MMU is the first institution to own and develop its own SAR systems in different bands," Dr. Chan added. "In terms of remote sensing applications, UAV-based imaging radar such as SAR has great potential due to its all-day, all-weather capabilities." As compared to conventional airborne or space-borne SAR systems, UAV SARs have several advantages which include being low cost, low risk and quick to deploy. SAR is a high-resolution remote sensing sensor which is independent of flight altitude, and independent of weather, as the operator can select the correct frequency to avoid signal attenuation due to weather or cloud. SARs can be operated day and night as it provides its own illumination.

In terms of commercialization prospects, Dr. Chan said there is a great opportunity for wealth creation through radar sensors, especially synthetic aperture radar (SAR), due to them being a very niche and focused research area. "Many countries that have already acquired this technology are not willing to share this technology due to highly classified research since it can be employed in military applications. Therefore, it can be foreseen that potential business through commercialization of radar systems," he said.



Dr. Chan expressed his appreciation to his research team members, namely Ir. Professor Dr. Koo Voon Chet, Ir. Professor Dr. Fabian Kung Wai Lee, Assoc. Prof. Dr. Lim Tien Sze, Ir. Dr. Chua Ming Yam, Dr. Lim Chee Siong, Dr. Lo Yew Chiong and Mr. Yap Wen Jiun. The UAV SAR invention is one out of 8 projects by Prof. Chan. His other projects include RF transceivers for the L-, S-, and C- bands; ground-based full polarisation imaging radar; ground-based microwave imaging sensor for precision agriculture; High Speed Embedded Image Processor for Synthetic Aperture Radar; and drone-based hyperspectral imaging system for precision agriculture.

His determination in pursuing highly impactful research has been recognised by the Academy of Sciences Malaysia (ASM), which awarded him the Top Research Scientist Award (TRSM) 2021. He was also acknowledged as being one of 22 top-notch scientists during the virtual announcement by ASM on 28th September 2021. He believes that remote sensing technology, especially microwave remote sensing, could be further utilised for the betterment of people everywhere, both now and in the future.





## ACHIEVEMENT

### 3 MMU Researchers among Top 2% Scientists in the World 2021



Congratulations to Prof. Ir. Dr. Tso Chih Ping from the Faculty of Engineering and Technology (FET), Dr. Usama Al-Mulali from the Faculty of Business (FOB), and Dr. Amjad Iqbal, a Ph.D. graduate from the Faculty of Engineering (FOE) for being listed among the Top 2% of scientists in the world.

Stanford University has recently released a list that represents the top 2% of the most-cited scientists in various disciplines around the world. It is a huge milestone for our academics and students to be acknowledged at the international level and surely, this recognition brings great pride to the university as well as the nation.

### MMU Professor Wins the 2021 ISDB-IAEA Call for Innovation on Saving Women's Lives from Cancer

Prof. Dr. Mohammad Faizal Ahmad Fauzi, the Head of the MMU-UKM-IMU Artificial Intelligence for Digital Pathology (AI4DP) Research Excellence Consortium was selected as one of the winners of the 2021 Islamic Development Bank (IsDB) – International Atomic Energy Agency (IAEA) joint Call for Innovation on Saving Women's Lives from Cancer. The announcement was made during the 2021 World Cancer Leaders' Summit, virtually held in Boston, the USA from 25th until 26th October 2021. The four winners will be awarded USD\$50,000 cash each as well as certificates of recognition. Prof. Mohammad Faizal and his team at AI4DP will undertake projects on real-time grading of breast tumors, screening tools for cervical cancer, as well as cancer awareness applications using innovative artificial intelligence technologies.

AI4DP is a research consortium between MMU, Universiti Kebangsaan Malaysia (UKM) and International Medical University (IMU) established late last year, currently funded by the Ministry of Higher Education (MOHE) under the Konsortium Kecemerlangan Penyelidikan (KKP) scheme. Besides Prof. Mohammad Faizal, AI4DP members

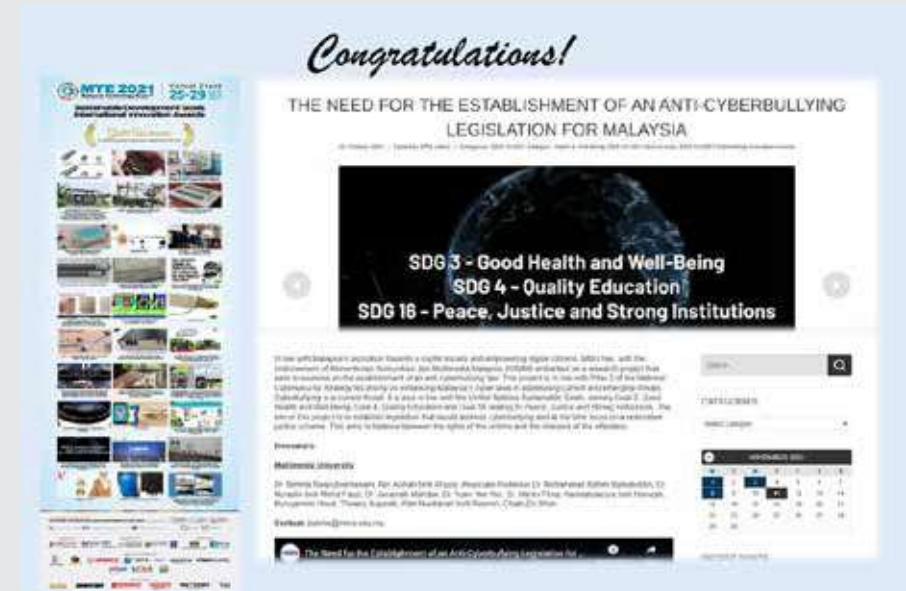


from MMU are Assoc. Prof. Dr. Fazly Salleh Abas (FET), Assoc. Prof. Dr. Wong Lai Kuan (FCI) and Dr. Wan Siti Halimatul Munirah Wan Ahmad (FOE). The consortium is expected to grow and become self-sustainable in the near future, and potentially be upgraded to a national Higher Institution Center of Excellence (HiCoE) as well as becoming the national reference point for AI research in digital pathology. This new grant from IsDB-IAEA will definitely help AI4DP towards these goals.

### MMU Team Clinches Gold Medal & Outstanding Innovation Award at MTE 2021 SDG International Innovations Awards

Multimedia University (MMU) won a gold medal at the Malaysia Technology Expo (MTE) 2021 SDG International Innovation Awards on 10 November 2021. A group of researchers from the Faculty of Management (FOM) namely Dr. Bahma Sivasubramaniam, Nor Aishah Muyop, Assoc. Prof. Dr. Mohammad Rahim Kamaluddin, Dr. Nurazlin Mohd Fauzi, Dr. Junainah Mahdee, Dr. Yuen Yee Yen, Dr. Martin Flora, Hamsatulazura Hamzah, Nursyamimi Houd, Thulasy Suppiah, Wan Nurdianah Rosmin, and Chiah Zhi Shen won the award with their project entitled 'The Need for the Establishment of an Anti-Cyberbullying Legislation for Malaysia'.

The team also clinched 'Outstanding Innovation Award' at the same event. MTE 2021 was held from 25 until 29th October 2021 virtually, and 30 projects were selected as the gold winners for this Sustainable Development Goals International Innovation Awards.





# Student Experience & Entrepreneurship Development

“In 2021, Student Affairs Division has worked very hard to provide the best facilities and services within our capacity to ensure that students are able to perform to the best of their abilities in the most comfortable surroundings.”

**Prof. Dr. Wong Eng Kiong**  
Vice President  
Student Experience and Entrepreneurship Development  
(VP SEED)

At MMU, we believe in providing high quality, preferred education through a conducive learning experience and environment. Every year, MMU opens its door and welcomes students with promising potentials from all over the world to pursue their studies. The university operates based on communal and industrial preferences that are evolving towards worldwide recognition.

I am dedicated to see our future leaders and future generations move forward in this borderless world that results from globalization. Here in MMU, we are committed to shape a better on-campus environment.

In 2021, Student Affairs Division has worked very hard to provide the best facilities and services

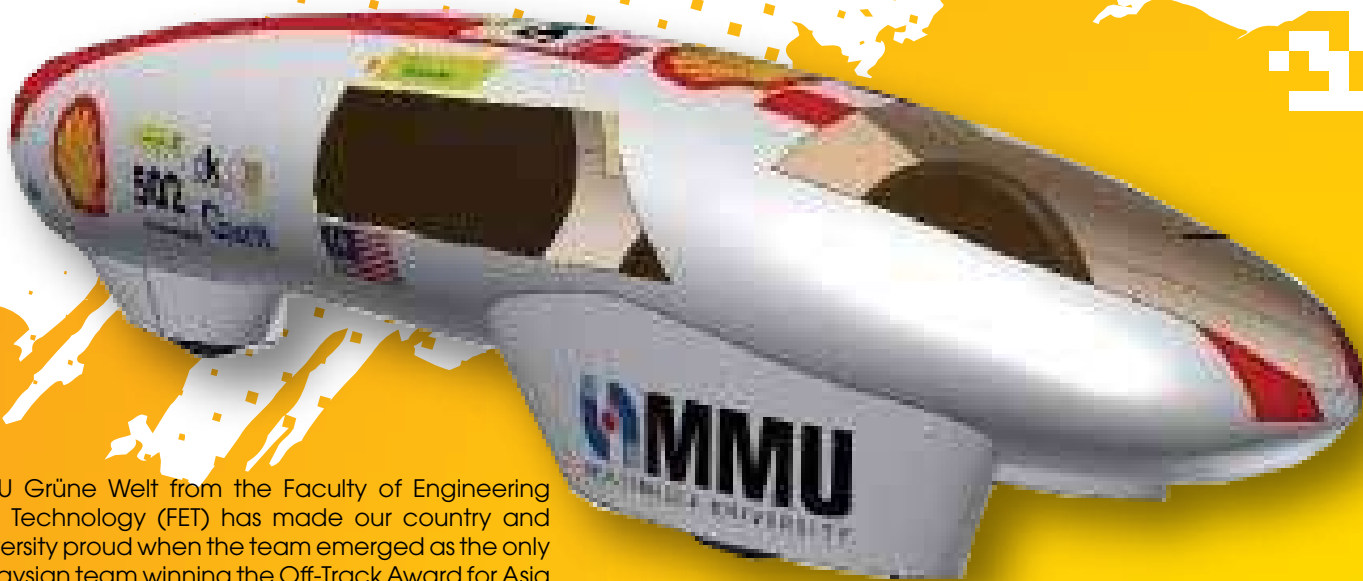
within our capacity to ensure that students are able to perform to the best of their abilities in the most comfortable surroundings. As such, MMU is the best place for them to equip themselves with the necessary knowledge and skills. By getting actively involved in the co-curricular activities aside from the knowledge acquired during lectures, will reveal you to massive information invaluable towards your future expertise. Truly, we encourage our students to experiment, explore and extend the frontiers of knowledge.

I want to ensure the years at MMU for students will be both fulfilling and rewarding. While academic excellence will be the primary goal student should make the most of other opportunities for their personal development, growth, and success.





# MMU Team Emerges Runner Up for Prototype Vehicle Design Award in Shell Eco-Marathon Asia 2021



MMU Grüne Welt from the Faculty of Engineering and Technology (FET) has made our country and university proud when the team emerged as the only Malaysian team winning the Off-Track Award for Asia Pacific Region. Under the leadership of Dr. Lim Boon Kian and Dr. Liew Kia Wai, the team was announced as the Runner-up for the Prototype Vehicle Design Award in the virtual Shell Eco-Marathon Asia 2021, recently. The team received USD750 together with 100 Virtual League Points. With these league points earned, MMU Grüne Welt is now currently ranked 10th in the Asia Pacific Region and 30th globally.

Due to the COVID-19 outbreak, Shell Eco-Marathon 2021 adopts a unique model that involves new and exciting virtual opportunities, all with the continued goal of addressing an age-old problem that focuses on improving vehicles' efficiency to travel as far as possible using as little energy as possible. Various events were held such as Pitch the Future, Virtual Technical Inspection, Virtual Off-Track awards, and several Bonus Challenges which were totally different from the past Shell Eco-Marathon events. MMU team is persistent in competing and continuing the legacy of the team by fabricating their very own Eco-V7 battery-electric prototype vehicle for this competition.

MMU Grüne Welt will definitely strive for the best in the upcoming events to unlock more achievements and better ranking throughout the end of Shell Eco-Marathon Asia 2021.



**Ng Kean Pin, 24,**  
Team Manager and Steering & Brake Division Leader



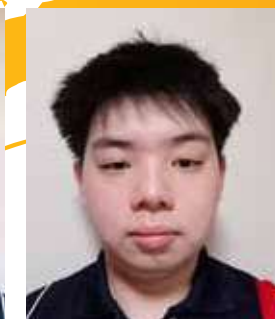
**Tan Jun Liang, 22,**  
Assist. Team Manager Assistant Team Manager and Power Transmission Division Leader



**Liou Jun Quan, 22,**  
Shell Division Leader



**Leow Tze Yi, 21,**  
Chassis Division Leader



**Ngwe Jia Le, 21,**  
Electronics Division Leader





# The World-Class Glory of Our 'Permata Dunia'



A Faculty of Law, Multimedia University (MMU) student, Pavit Coran, has made our country and university proud with his winning in the English Speaking Union (ESU) International Public Speaking Competition on the 14th May 2021.

Pavit, who is currently pursuing his first year in law programme, beat 35 other participants from 33 countries in the grand finals held virtually from London, United Kingdom, on May 10 until May 14, 2021. In his five-minute presentation, Pavit addressed the importance of mental health as well as urged the government and society to raise awareness on this issue.

Looking back on his achievement, it was just a spur of the moment when Pavit decided to enter the competition which was held locally and organised by English Speaking Union of Malaysia (ESUM) Taylor's College Public Speaking Competition on 9 April 2021. He beat out nine other competitors to be named national champion and took home a cash prize of RM2,000.

Upon winning the competition, he was chosen to represent the country in the English Speaking Union (ESU) International Public Speaking Competition. According to Pavit, the journey was not easy. He has to go through several coaching sessions to improve



his presentation and vocals. The moment his name was announced as the winner; an overwhelming feeling of extreme happiness filled his heart. He was ecstatic. His family, friends and him were all filled with joy and gratitude when they heard his name was announced as the Champion for the international competition.

It was indeed a glorious moment for all of us in MMU when Pavit's name was announced as the winner of the competition. The young man had indeed made the nation proud so much so that even DYMM Yang di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah congratulated Pavit for helping Malaysia to shine on the global stage. The congratulatory note from Yang di-Pertuan Agong was posted on Istana Negara's official Instagram.

Prof. Dato' Dr Mazliham Mohd Su'ud, MMU president also expressed his happiness and pride over Pavit's success and it is hoped that this achievement will inspire other students to achieve global recognition for their future endeavours.





## “Jom Lukis Mobile Application” Attains Gold Award



Juniza Zambri, a postgraduate student from the Faculty of Creative Multimedia (FCM), Multimedia University (MMU) bagged a gold award for her “Jom Lukis Mobile Application” at the International Competition for Educational Innovation and Research (Edulnnovation).

The app helps to transform teaching methods into personalized learning and it is developed for design students as a learning tool to access learning material and learn at their own pace. The app development is based on the ADDIE model.

It also provides some video tutorials and drawing tips. The app also features a reward system to motivate and engage with the user as well as online evaluation for continuous improvement. Apart from that, Jom Lukis was designed without coding as a benchmark for the non-programming developers to develop their mobile application.

The event was organised by the Faculty of Education, Universiti Kebangsaan Malaysia (UKM). The competition encourages futuristic innovation across IR 4.0 with two main categories namely Innovation in Teaching & Learning and Innovation in Educational Research.

We hope to have more MMU students winning this type of competition. Well done Juniza!

## MMU Alumnus Receives International Recognition for His Work on Solar Energy

We are proud to share a huge milestone by Dr. Jingxiang Low, a Malaysian scientist, and an MMU alumnus when his working paper on solar energy conversion was selected as one of China’s 100 Most Influential International Academic Papers, recently. This achievement was announced by the Institute of Scientific and Technical Information of the Ministry of Science and Technology of China.

Dr. Low and his team are working together to discover how solar energy could be utilised to convert carbon dioxide into natural gas. The result will help to solve the global energy crisis and to realize the “carbon cycle”. On top of that, the conversion also will be the guidance for industrial application in an effort to achieve the goals in the Paris Agreement on climate change. Dr. Low graduated from our university with an engineering degree in 2012, and he earned his Master’s and Ph.D. degree in materials science from the Wuhan University of Technology, China. He is currently attached to the University of Science and Technology of China as an associate professor.

Congratulations, Dr. Low!



## MMU Student Named in Forbes’30 Under 30 Asia 2021 List

Ong Yong Xun, our first- year Accounting student was listed in the Forbes 30 Under 30 Asia 2021. Prof. Dato’ Dr. Mazliham Mohd Su’ud, MMU President congratulated Yong Xun for his success in a brief meeting on 3rd May 2021. Yong Xun is named among other 6 Malaysian youths, who were chosen by the prominent business magazine under the age of 30 across Asia. Yong Xun developed his own “Jom Study” to help SPM candidates to study anywhere through his apps.

Congratulations Yong Xun and all the best in your future undertakings!





## Overcoming 'Study from Home' Challenges

More than 100 viewers participated in the first episode of Chop!, a podcast series organised by Students' Representative Council Cyberjaya 20/21 via MMU Facebook Live and MMU Youtube Channel on the 30th January 2021. "Study from Home" is one of the trending issues amongst students' community and it is important for students to overcome the challenges.

Ms. Ramizah Al Aisri, an MMU Counsellor elaborated on the four elements that could be applied to manage the struggles of study from home which are review, focus, control, and counselling. On top of that, Ms. Ramizah also shared some tips to always feel fresh and energetic when they are attending their classes from home. Moderated by Ms Aida Nabila, the speaker also reminded students to reach out for any assistance if they need counselling session or to get support from others.



## MMU and Befrienders Melaka Conduct Mental Health Awareness Talk



More than 70 members from academia, the mental health-related industry, and the public participated in a talk titled "Let's Talk About Mental Health" in conjunction with Suicide Prevention Awareness Month, recently. The talk was jointly organised by the Faculty of Business (FOB) and Befrienders Melaka as part of the Knowledge Transfer Program associated with Dr. Goh Mei Ling's research grant on Malaysian youth's mental health awareness, awarded by the Malaysian Ministry of Higher Education (MoHE).

The two-hour session featured Dr. Goh Mei Ling and Ms. Yap Wei Ping as speakers. Ms. Lee Jia En, an MPhil candidate at FOB and a research scholar affiliated with Dr. Goh Mei Ling's research grant, emceed and moderated the event. Dr. Goh Mei Ling, a lecturer at FOB, spoke about the types, factors, and risks of mental illnesses. At the same time, Ms. Yap Wei Ping, who is serving as a chairperson of Befrienders Melaka, a practicing lawyer, and an alumnus of MMU's Faculty of Law, articulated Befrienders' role in dispensing free, non-judgmental, and confidential listening services in Melaka reachable through the contact number 06-2250791. The discussion entailed a Q&A session in which several audience members interacted with the speakers. The audience conveyed excellent feedback and requested more sharing sessions on mental awareness in the near future.

## Volunteers Take Part in Beach Cleaning Activities

More than 30 volunteers from Multimedia University took part in beach cleaning activities at Pantai Minyak Beku, Batu Pahat Johor on 13 December 2021. This University Social Responsibility programme (USR) was coordinated by University Community Transformation Centre (UCTC) and MMU Superheroes in an effort to promote awareness of having clean beaches as well as to preserve the beauty of the environment. The programme was officiated by Tuan Haji Kamaluddin Haji Jamal, Yang Dipertua Majlis Perbandaran Batu Pahat (MPBP) with the presence of Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of MMU.

The programme also served as an avenue for the volunteers to learn and appreciate marine life and contributed to ensuring the continued conservation of marine life from extinction. On top of that, these volunteer activities and community service can help to train leadership qualities, boost social skills, and empathy to the community among our students. Also attending the event were Mdm Sri Kusumawati Mohd Daud, Director of Student Affairs Division (STAD) and other STAD officers.





## STAD Organises Football Match between Staff and Students

In conjunction with Hari Sukan Negara, Student Affairs Division through its Sports Unit together with MMU Soccer Club organised a friendly football match between MMU staff and students on 9th October 2021. The event was also attended by Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of MMU; Prof. Dr. Wong Eng Kiong, Vice President of Student Experience and Entrepreneurship Development (SEED) and Mdm Sri Kusumawati Mohd Daud, Director of STAD.

The objective of the event was to elevate the spirit of sportsmanship among the MMU community as well as to improve the level of mental health among students who are staying on-campus after such a long break due to the COVID-19 pandemic. The event also strengthened the relationship between staff and students. Apart from that, the Sports Unit is also planning for other sports activities to encourage a healthy and active lifestyle amongst the MMU community.



## Sports Webinar Encourages People to Stay Active amid COVID-19 Pandemic

Student Affairs Division (STAD) through its Sports Unit in collaboration with Melaka United Soccer Association (MUSA) organised a Sports Webinar on 11th September 2021. A total of 150 participants followed the session via MMU Facebook live. Mr. Freddy Affendi, Head of Branch Coaching Department of National Coaching Academy, and Mr. Nor Ikhmar Madarsa, a fitness coach were invited as the speakers for the webinar, which was moderated by Mr. Mohd Zulfadli Hamzah, STAD officer.

The speakers enlightened the audience on the basic fitness and warm-up protocol, where these two elements are very vital to prevent any sports injury. On top of that, the participants were also exposed to the management of athlete fitness programme during this challenging situation. The speakers also shared some new knowledge on fitness and tips to maintain the fitness level when staying at home.



## Friendly Football Match between Staff and Students

Student Affairs Division (STAD) through its Sports Unit in collaboration with MMU Melaka FC organised a 'Friendly Match between MMU Staff and Students' in Melaka on 7th December 2021. The programme which was organised with a strict Standard Operating Procedure (SOP), aimed to elevate the spirit of sportsmanship among students as well as to improve their mental health after a long sports break due to the COVID-19 outbreak.

The programme was not only received a good response among students and staff, but it was also strongly supported by the university management with the presence of Prof. Dato' Dr. Mazliham Mohd Su'ud, the President; Prof. Dr. Wong Eng Kiong, Vice President of Student Experience and Entrepreneurship Development (STAD), and Dr. Mohd Rizal Abd Razak, Melaka Campus Director.



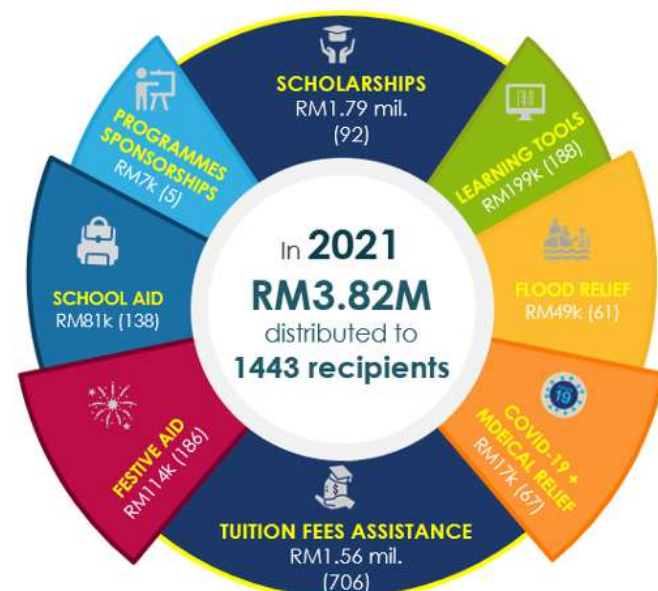


# YUM: Empowering Our Next Generation in The New Norms

The pandemic has brought about new challenges to all aspects of life including education. In this light, YUM sees its role becoming more critical to help growing numbers of students and members of the community who have been adversely affected.

In 2021, YUM increased its allocation for scholarship, subsistence allowance, tuition fee assistance, development programme sponsorship and learning tools for students. This assistance has afforded more students the opportunity to pursue their dreams at MMU and alleviate the financial worries of going through tertiary education, more so with the needs for gadget and internet connectivity for online learning. With schools turning to online learning as well, school children from the immediate communities were also included as beneficiaries. A total of **RM 3.56 million** was disbursed to assist MMU students and school children from the community during the year.

The year 2021 was also marked by series of flood in many states while the pandemic still lingers. The MMU campus community in both Melaka and Cyberjaya rallied to provide temporary shelter, food and financial aid to affected students, staff and members of the community. Ever since the start of the pandemic, the MMU community has extended various assistance to the community at large in the forms of PPE, food and festive aid and the setting up of PPVs in both campuses. YUM is ever so proud to be part of the caring MMU community and was able to raise **RM260K** in support of these humanitarian efforts.



“All Praise to the Lord Almighty, in 2021 YUM was able to distribute RM3.82 million worth of scholarship and financial aid that benefited 1443 MMU students, MMU & TM Staff as well as members of the community. We are grateful to those kind souls who have contributed to our donation drives and joined us to continue helping others. Thank you for your hands in empowering our next generation for the challenges ahead”

Dr. Mohd Rizal Abdul Razak  
Director  
Yayasan Universiti Multimedia (YUM)



## Contribute Now and Be the Future Changemaker!





# YUM GALLERY

## 1. Learning Tools Assistance Handover Ceremony | 6 April 2021



## 2. Flood Relief Fund Raising and Activities



## 3. Festive Aid Handover Ceremony | 3 May 2021





# Physical Development & Facilities

**“The most anticipated system is designed to expedite the overall user experience on the MMU application path system interface. The main objective of the development is to offer new and improved functionality and speed enhancements to improve the end user experience.”**

**Dr. Syed Sham Syed Ja'afar**  
General Manager  
Support Services

The key ingredient to manage MMU stakeholder (Staff and student's) expectations, is to provide a realistic view of what they can expect, and therefore it will be more likely, our main stakeholder can be satisfied or delighted with the service they receive from us.

The idea of having a holistic view on how MMU can accelerate and improve the efficiency and effectiveness in managing MMU's facilities and student experience was mooted during a meeting between TM Support Business and MMU in November 2019.

The outcome of the meeting was to deploy the FixIt Application developed by TM Support Business to MMU in addressing the current need of fast and easy approach in handling facilities related issues.

The most anticipated system is designed to expedite the overall user experience on the MMU application path system interface. The main objective of the development is to offer new and improved functionality and speed enhancements to improve the end user experience.

This application allows users to quickly log faulty complaints at MMU Premises with immediate response to improve the overall university community and ecosystem experience.



## President Graces the Launching Ceremony of FixIt Application @ MMU

Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of Multimedia University (MMU) graced the launching ceremony of FixIt Application @ MMU on 6 December 2021. FixIT is a mobile-friendly application for MMU community to report any facilities faulty on campuses, which is extended from TM Support Business in managing the TM facilities nationwide. This application also aimed at providing a better facility management system, where on-campus facilities are a vital factor for a conducive study environment at the university.

Also attending the event were Tuan Haji Badrul Hisham Ahmad, Vice President of Support Business TM; Dr. Syed Sham Syed Ja'afar, General Manager of Support Services, MMU; TM Support Business and MMU team members, representatives from Students' Representative Council (SRC), and MMU officers.





# Sustaining Vibrant Campus Environment

In order to ensure the healthy and vibrant campus environment, there are two major projects for upgrading of facilities in Cyberjaya Campus and one major project in Melaka Campus. The projects for Cyberjaya Campus started in year 2020 while the projects for Melaka Campus started in year 2021. The projects are:-

- (i) Relocation of Faculty of Cinematic Arts (FCA) from Johor Campus to Cyberjaya Campus
- (ii) Refurbishment of Hostel at Cyberjaya Campus
- (iii) Refurbishment of CLC and Library toilets at Melaka Campus

Relocation of FCA started with renovation works to provide new venues for FCA students and staff. Renovation works for faculty office, Dell & Mac Labs, Depot, Classrooms & Screening rooms, Cinema, Sound Stage, Sound Studio and MOCAP Lab started in Oct 2020 and completed in April 2021. Upon completion of renovation work, logistic movement of AV equipment and furniture then executed and completed in June 2021.

Hostel Refurbishment started in February 2020, however due to Movement Control Order (MCO) implemented by the Government, the renovation works were halted and resumed in June 2020. Phase 1 was to upgrade the electrical wiring system and install windows net at HB1 & HB4. Phase 2 plan to renovate the whole facilities at HB2 & HB3 which involved Mechanical & Electrical works, flooring, painting works and supplying of new furnitures.

The Central Lecture Complex (CLC) and Library building was built in 1999, under Phase 2 of MMU Melaka Development. The existing rest rooms facilities have never been upgraded since its operations from year 2000. The Refurbishment of CLC rest rooms and Library at Melaka Campus started from 26 April 2021. However, due to MCO, the refurbishment works were halted and resumed from 1 September 2021. The project is completed in Q1 2022.



Completed Project	Achievement
<b>1. RELOCATION OF FACULTY OF CINEMATIC ARTS FROM JOHOR CAMPUS TO CYBERJAYA CAMPUS:</b> <ul style="list-style-type: none"><li>i. Faculty office</li><li>ii. Dell &amp; Mac Lab</li><li>iii. Depot</li><li>iv. Classroom &amp; Screening room</li><li>v. Cinema</li><li>vi. Sound Stage</li><li>vii. Sound Studio</li><li>viii. MOCAP Lab</li></ul>	Renovation works started from Oct 2021 and completed on April 2021. Logistic movement of AV equipment & furniture completed by end of April 2021. FCA fully operational in June 2021
<b>2. HOSTEL REFURBISHMENT AT CYBERJAYA CAMPUS:</b> <ul style="list-style-type: none"><li>i. Total renovation at HB2 &amp; HB3</li><li>ii. New electrical wiring, IT service &amp; windows netting at HB1 &amp; HB4</li></ul>	Renovation works started from February 2020, however due to MCO the project was halted. Physical work resumed in June 2020 and completed in March 2021. This project was supervised by TM FM Consultant team.
<b>3. REFURBISHMENT OF REST ROOMS AT MELAKA CAMPUS:</b> <ul style="list-style-type: none"><li>i. CLC</li><li>ii. Library</li></ul>	Renovation works started from April 2021, however due to MCO the project was halted. Physical work resumed in September 2021. The project is completed in April 2022.





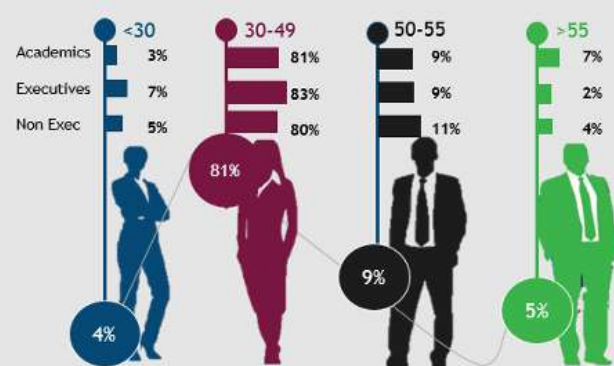
# Human Capital Management

## Workforce Demographic

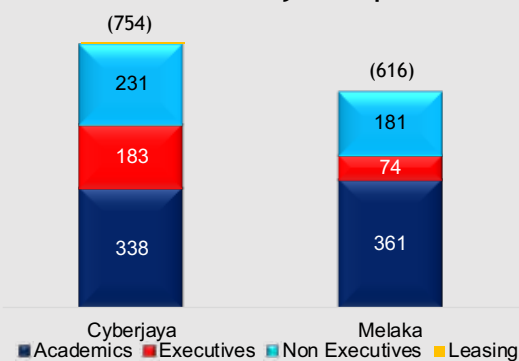
A total of 1370 staff as of 31 December 2021, comprising of 699 (51%) of Academics, 258 (19%) Executives and 413 (30%) Non-Executives staff. 754 staff based in Cyberjaya Campus and 616 staff based in Melaka Campus.

Distribution by Age

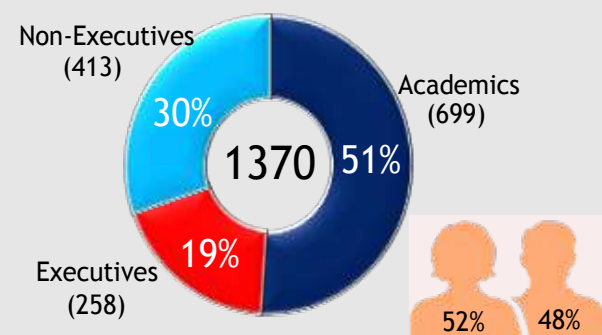
\* Average Age: 43



Distribution by Campus

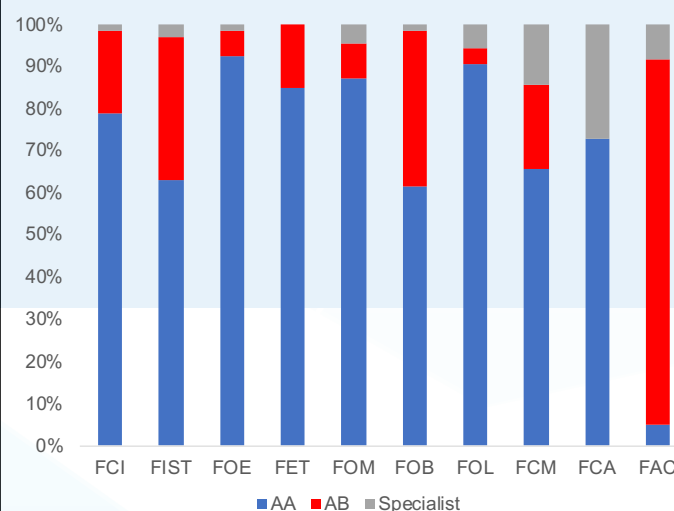
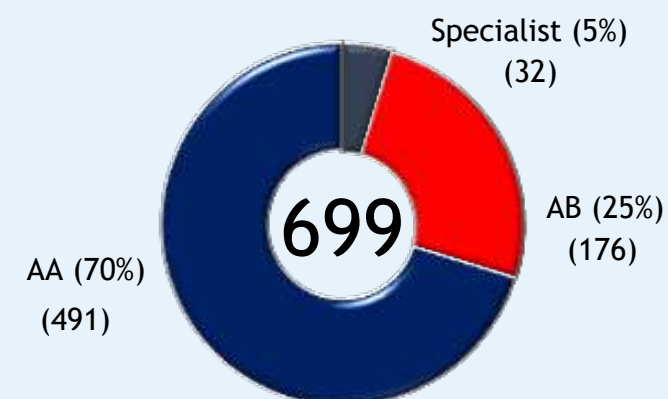


Overall



## Academic Overview

Academics are divided into 3 schemes namely Research focus scheme (70%), Teaching focus (25%) and industry focus (5%). Faculty of Engineering (FOE) with the highest percentage of AA Scheme staff. Faculty of Applied Communications (FAC) for AB scheme and Faculty of Cinematics Arts (FCA) for Specialist scheme. 43% of our Academic staff are equipped with PhD Qualifications.



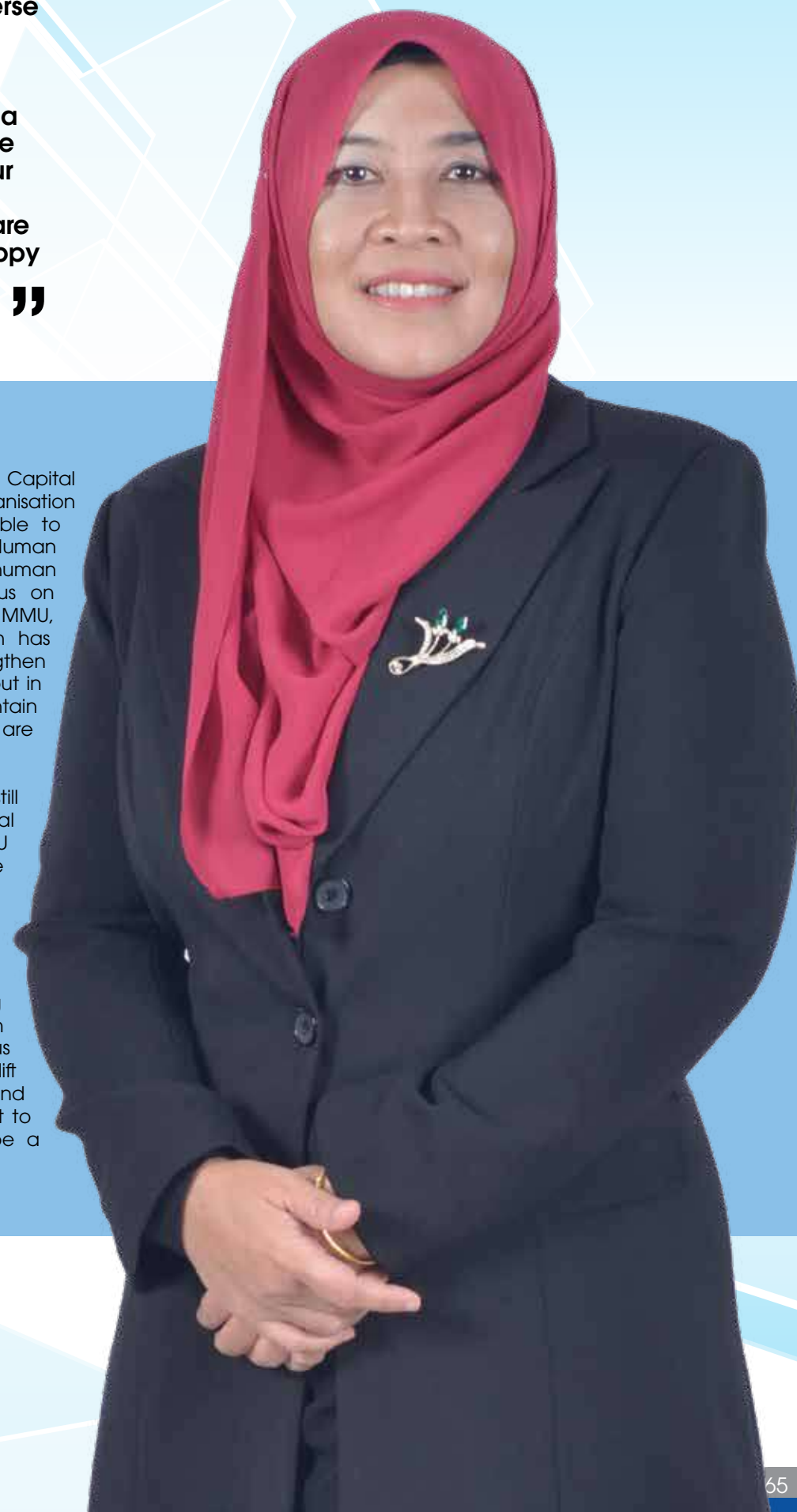
“We are proud of our people and how they continue to contribute to the success of our University. To be successful, we depends greatly on the growth and development of our diverse talent.

Therefore, we are committed in creating a positive and productive environment, which our people are enable to perform their best and are healthy, resilient and happy at work

MDM HAYATI OTHMAN  
Senior Director  
Human Capital Management (HCM)

The overall purpose of the Human Capital Management (HCM) division in any organisation is to ensure that the company is able to achieve success through its people. Human resource professionals manage the human capital of an organisation and focus on implementing policies and processes. In MMU, Human Capital Management Division has taken several measures to further strengthen the strategies that has been charted out in the previous year and continue to maintain its policies of developing people which are always an asset to any organisation.

In year 2021 with the pandemic still hovering, HCM had taken several measures to ensure the safety of MMU staff and students and at the same time activities were also held in order to maintain class attendance albeit virtually. Besides that, engagement activities for MMU staff were still held. Staff development and training are among the key elements in supporting MMU Plus U pillars. In order to remain relevant, it is more crucial than ever for us to equip our staff with new skills and uplift their competencies. Through upskilling and reskilling programme, it is also an effort to continuously prepare MMU staff to be a future-ready workforce.





# Staff Engagement and Activities

2021 is a challenging year due to the implementation of MCO (Movement Control Order). Most activities have to be done virtually to adhere MKN (National Security Council) SOPs so that COVID-19 does not spread among MMU staff.

Most engagement activities have to be conducted via online. The Presidential Address and Leaders Sharing on PLUS U by all Vice Presidents, Senior Directors and SQA Directors were done virtually, as well as the onboarding sessions for new staff.

Some activities were held physically due to the loosening of the MCO restriction period were sessions with academic staff who received promotions; newly appointed Professors, and also a hybrid sessions to bid farewell to our retired staff.

HCM had also channeled financial assistance to 25 staff who were affected by the floods in December. Staff were also given temporary accommodation on campus during the unfortunate event.

At the beginning of the national immunisation program's implementation, HCM gave full support to make the MMU community as one herd community. As a result, 99.6% of MMU staff had completed their vaccination with two doses.



The operation of vaccination centres (PPV) at both campuses ran smoothly and MMU staff were among those who supported the PPV's operations. A total of 108 staff who had been mostly involved in the success of this PPV has been awarded with GCEO Merit Award.



To measure the level of productivity, and staff's mental and physical health, Voice of Employees was launched where 53% of respondents had answered the survey. The results showed that most employees understand the current situation and are willing to strive to ensure MMU rise strong again.

## Staff Development & Training

Staff development and training are among the key elements in supporting MMU Plus U pillars. To remain relevant, it is more crucial than ever for us to equip our staff with new skills and uplift their competencies. Through upskilling and reskilling programmes, it is also an effort to continuously prepare MMU staff to be a future-ready workforce.

2021 is a challenging year, where the pandemic has changed the way we do things especially for training. With MCO enforcement, safety concerns are being on top of mind and to curb the spread of COVID-19, all physical training and conference were put on hold and converted into virtual sessions. Despite the restriction, it was a great opportunity for more staff to join the training sessions; especially the in-house training.



Embarking on digital transformation, training and conference applications and approval process were also made easier via online platform- TM Learn.

To uplift competencies via upskilling and reskilling programmes, among of the training conducted were:

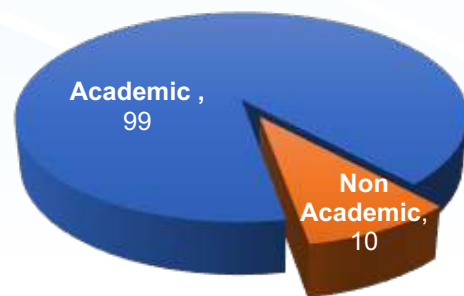
- Teaching and Learning with Google Classroom
- Google Educator 101
- Writing Minutes & Proposal Paper
- Microsoft O365 Workshop
- Communicate Like A PRO
- Corporate Wellness Programme - Resilience and Stress Recovery & Mental Energy and Performance
- Research Outreach Training
- OBS (Open Broadcaster Software) Studio Training
- Publication Training by MMU Academics
- Curriculum Design and Review in Compliance with OBE





## Career Advancement

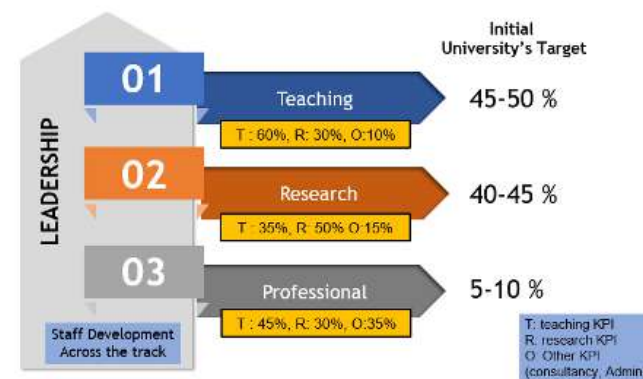
Despite many challenges faced by the University in 2021, MMU believes that continuous talent development is key to the University's growth, where the University has opened opportunities for career advancement and has granted more than 100 staff promotions, both from the academics and non academics.



## Academic Talent Framework

In 2021, the Academic Talent Management Framework to support talent development strategies and capabilities was established. Academic Workforce is segmented to Research, Teaching and Professional Track. Therefore, this framework empowers employees by owning their own career growth and development by providing clear ecosystem and agility.

Estimated Staff Distribution According to Different Track

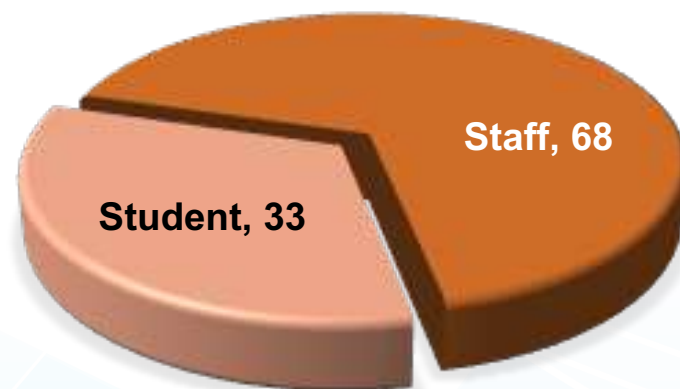


## Occupational Health and Safety

Last two years have been very challenging years for Occupational Safety Health & Environment Unit (OSHE). With emergence of COVID-19 variants, it has changed the working norms and enforced new approach in Safety and Health practices.

Various new safety and health guidelines had been developed for campus community especially for staff and students returned to campus as well as monitoring student and department activities. OSHE also emphasised on the physical distancing and the use of face masks on campus.

Post COVID-19 OSH practices has been more IT Savvy whereby MMU OSHE has developed safety video in delivering post COVID-19 practices such as Contractor Management briefing video, event organising OSH briefing video etc.



Total Cases For 2021





# Strategic Marketing, Admission and Recruitment

The COVID-19 pandemic has been an immense challenge in the marketing of educational institutions. Marketing strategies that were generally executed physically were forced to adopt remote and online methods. Strategic Marketing, Admission and Recruitment (SMART) division in MMU had also leveraged on the effectiveness of the social-media-based marketing strategy for attracting public interest during the COVID-19 pandemic. Even though physical activities were restricted, SMART had optimised organisational performance and ability to build good relationships with customers via social media platforms such as Facebook, Twitter, Instagram, YouTube and websites. These platforms were fully utilised as an effective marketing tool during the pandemic to attract and increase public interest on courses offered by MMU for SPM school leavers, undergraduates and postgraduates' students.

As part of the promotion activities, MMU held a Virtual Open Day from 27th until 28th March 2021. Prospective students had taken the opportunity to meet counsellors and explored the programmes offered by MMU.

Another remarkable achievement was when MMU won the Bronze award in the Education and Learning category at the Putra Brand Awards 2021. It is evident that our effort for advertisement and promotion has been recognised by the association. It also showed that our branding is growing strong.

In the last quarter of the year, SMART also launched a new system for admission applications, which was developed by MMU alumni to assist in student enrolment. The system which is more interactive, fast, and easy to use aimed to maximize the user's experience in enrolling in MMU programmes. This system eliminates the long and tedious process of enrolling for students.

Towards the end of 2021, MMU together with Yayasan TM were involved in an exhibition at Muzium Telekom Kuala Lumpur. Multimedia University (MMU) through its Faculty of Creative Multimedia (FCM), Faculty of Cinematic Arts (FCA), and Faculty of Computing and Informatics (FCI) had participated in the inaugural KLWKND 2021 Showcase from 25th November until 28th November 2021. The launching ceremony of the event was graced by Yang Berhormat Datuk Zahidi Zainul Abidin, Deputy Minister of Communications and Multimedia Malaysia on the first day of the exhibition. It was indeed a great success for the MMU community since Datuk Zahidi was impressed with the exhibits and commented that many programmes can be done through digital and integrative approaches.

“ Strategic Marketing, Admission and Recruitment (SMART) division has also leveraged on the effectiveness of the social-media-based marketing strategy for attracting public interest during the COVID-19 pandemic. Even though physical activities were restricted, we have increased our engagement with potential student as well as getting involved in school activities via online sessions.

SMART also launched new system for admission applications to assist in student enrolment. The system which is more interactive, fast, and easy to use was developed by MMU alumni with the intention to maximize the user's experience when enrolling into MMU.

**MR. ZAMBRI PAWANCHIK**  
Vice President  
Strategic Marketing, Admission and Recruitment  
(VP SMART)





# Launching of MMU Open Day on Beamer

On 23rd April 2021, Prof. Dato' Dr. Mazliham Mohd Su'ud, MMU President launched "MMU Open Day on Beamer" in Cyberjaya. The event was enlivened with the presence of "eBee", the MMU mascot, faculty deans, staff, and students. MMU Beamer is a brainchild of MMU President in an effort to reach more prospects with the concept of "we come to find you". The Beamer will be used as a marketing tool to create awareness to the public and attract attention of potential clients. Future roadshows will bring the beamer as a platform for promotion of MMU products and services. With the concept of motor-home, MMU Beamer can also be used as a stage for performers to sing on stage and for the emcee to create hype and excitement for visitors during the roadshows.





# Art meets technology at Traverse: Motions Through Time Showcase



Traverse: Motions Through Time Showcase from 25th November until 28th November 2021, was no ordinary exhibition.

It was a multifaceted showcase that merged art and technology crossing the realms of time and culture. With interactive displays and an exciting quest for visitors to embark on, this showcase promised to dive into the past, highlight the present and immerse one into the future of digital evolution.

Organised at Muzium Telekom, the showcase contained four chapters: ENTER, RETROSPECT, INTER(IN)VENTION, and EXPERIENCE. Most of the visitors were fascinated with the displayed artworks, out of which 70% of them were installed by Multimedia University (MMU) through its Faculty of Creative Multimedia (FCM), Faculty of Cinematic Arts (FCA), and Faculty of Computing and Informatics (FCI).

A total of 106 MMU artworks were showcasing creative technology works by its students and academics where FCA team displayed its short films while FCI and FCM teams presented augmented and virtual reality games during the event.

Traverse: Motions Through Time was one of the many programmes that took place as part of KLWKND and CENDANA's Art In The City initiative showcasing a series of artistic, cultural and historical programmes in downtown Kuala Lumpur. The four-day showcase also features many interesting exhibitions and activities ranging from dance, music, opera, fashion, architecture, food, visual arts, design, creative products, traditional crafts, literature, history, and many more.

Yang Berhormat Datuk Zahidi Zainul Abidin, Deputy Minister of Communications and Multimedia Malaysia launched the event on the first day of the exhibition. Also attending the ceremony were Mr. Zambri Pawanchik, Vice President of Strategic Marketing, Admission and Recruitment (SMART); Ts. Dr. Lim Kok Yoong, Dean of FCM; Ts. Shahfeeq Jibin, Deputy Dean of FCA and MMU officers.



Aiman Hans



Sy. Nurleyana Wafa  
Sy. Naguib Wafa



Yee Cui Ying



Albert Quek



Datuk Zahidi was impressed with MMU's showcase and he commented that many programmes can be done through digital and integrative approaches. He mentioned that the initiative taken by Yayasan Telekom Malaysia (YTM) and MIMU is good and he hope that with MMU students' success at the exhibition, entrepreneurial opportunities in 5G can be established with the help of the Finance Ministry. Zahidi said his ministry would hold discussions with Agensi Pembangunan Ekonomi Kebudayaan (CENDANA) to possibly expand the KLWKND initiative to other states in Malaysia.

"This will be a creative venture and we will need to establish an association together with MMU to perhaps rebrand this project to promote our local arts internationally," he added.

One of the participants of the event was FCM lecturer, Mastura Abdul Rahman, who displayed gorgeous art pieces entitled, Pesan Ibu, Larut Malam 1, Larut Malam 2 and Documentary 'Late Night Unveiled' where each had vivid stories behind every stroke of the brush. She expressed her creativity via new approaches with multimedia and other digital means of making art such as digital photography, photoshop and digital printing.

"I am honoured to have contributed in this showcase by displaying my artworks, which are always inspired by the beauty of traditional Malay, compassing meaningful iconography, intricate composition arrangements, textiles, and decorative arts," said the accomplished artist for over 30 years that received recognition from around the world.

Another FCM lecturer, Sy. Nurleyana Wafa Binti Sy. Naguib Wafa, displayed her art piece entitled 'The Tree' where she incorporated augmented reality feature to enhance the physical painting. The artwork presents sound, digital graphics, and animation in 3-dimension, offering the viewers an immersive experience on top of the physical painting.

"It demonstrates how technology can enhance art as it incorporates virtual elements to complement the physical artwork. As traverse celebrates art and technology, this artwork is relevant in advancing the use of technology for art appreciation," she added.

Meanwhile, students of Bachelor of Computer Science (Games Development), Aiman Hans, 22, and Yee Cui Ying, 22, were excited with the overwhelming response from the visitors to FCI booth that displayed a Virtual Reality (VR) game set. "We had a great experience and learned a new knowledge during this exhibition," Aiman said, as he thanks his FCI lecturer, Albert Quek for giving the opportunity to involve in the event.



Mastura Abdul Rahman is posing beside her art pieces, Larut Malam 1 and Larut Malam 2





# MMU Virtual Open Day on 27 & 28 March 2021

MMU held a Virtual Open Day from 27th until 28th March 2021. Prospective students had taken the opportunity to meet counsellors virtually and discover an eclectic mix of foundation, undergraduates and postgraduates programmes that are offered to nurture the next generation of digital leaders.

MMU offered a special promo of RM6,000 of Tuition Fee for all Foundation Programmes (except Law programme) and Admission Fee waiver for those who enrol in all Diploma programmes\*.



**MMU** IS YOU!  
MULTIMEDIA UNIVERSITY

Meet our Counsellor!

**Virtual Open Day**  
for April 2021 Intake  
on **27 and 28 March 2021**

Go to  
**www.mmu.edu.my**  
to set your appointment date

Muhammad Usamah Zaid Yasin  
MMU Graduate Class of 2006  
Creator of Ejen Ali

TM Group

## SMART Launches New System for Admission Application System



MMU President; Prof. Dato' Dr. Mazliham Mohd Su'ud and other MMU top management during the Launching of SMARTsys.



Prof. Mazliham signing on the first student admission letter which was produced using the newly launched system.

A new system for admission application, or known as SMARTsys was launched by Prof. Dato' Dr. Mazliham Mohd Su'ud, the President of MMU in a closed event on 26 November 2021. The system which is more interactive, fast, and easy to use is developed by ChamRun Digital to maximize the user's experience in enrolling in MMU programmes.

Dr. Behrang Parhizkar, the Chief Executive Officer (CEO), who is also an MMU alumnus demonstrated the system to the audience during the event. Also attending the event were Prof. Dr. Ho Chin Kuan, Vice President of Academic and International Relations; Ms. Nor Adhi Ismail, Vice President of Finance and Business Ventures; Mr. Zambri Pawanchik, Vice President of Strategic Marketing, Admission and Recruitment (SMART); Assoc. Prof. Dr. Gerald Goh Guan Gan, Director of Strategy and Quality Assurance; Dr. Syed Sham Syed Ja'afar, General Manager of Support Services and SMART team members.



MMU top management together with Dr. Behrang Parhizkar, the Chief Executive Officer (CEO) of ChamRun Digital which developed the system.





# Supporting & Servicing Students and Customers via Enhanced Financial Processes

Finance department continues with the initiatives to maintain financial stability in the second year of the Pandemic COVID-19 crisis. The department continues the measures to attract new students, introduce new measures to improve student experience and supporting the communities without compromising on the Finance processes and governance.

In order to attract more student for enrolment especially to the Foundation program, Finance department continues to offer discounts for tuition fees to new students, as well as rebates to all students on Resource Fee and Student Activity fee. These rebates help to ease the financial burden of parents amidst this challenging phase. Revision in academic calendar and new intakes enrolment

also required for revision of PTPTN disbursement which allows ample time for new students to apply for the financial aids.

The department continues to provide value-added services to students & other customers. Payment of the fee can be made anywhere and anytime, via enhanced MMU e-Payment gateway for better services to all customers. The enhanced payment platform provides more convenient, fast, secure and able to update the payment immediately in the customers' account.

Closure of the campuses due to the MCO does not mean that there is no interaction between the department and the students. The department establishes Virtual Counter Service (VCS) as an alternative platform

for students to communicate and seek financial advices replacing the normal face-to-face counter services, while other medium like e-mail and phone are still continued. Both measures improve the customer satisfaction, and provide continuous services to the students and customers.

Number of measures are also introduced involving employees to ensure financial situation of University is sustainable. The department continues with the cost optimisation measures from the support by all faculties and departments within MMU, while also ensuring compliance and best practice to the financial policy and procedure are adhered. The department continues to conduct the compliance review and the knowledge sharing with all departments, which resulting

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**Ms. Nor Adni Ismail**

Vice President  
Finance and Business Ventures (VP F&BV)

improvement of TM's Business Compliance Index (BCI) rating from 2.5 in previous year to 2.9 in 2021. The improvement will not be achieved without the utmost support from all MMU employees.

In addition, finance department continues serving the community & supporting ESG goals from social responsibility perspective. Throughout 2021, total of 50 units of used student chairs and tables were donated to SK Cyberjaya to support and facilitate the teaching and learning process for its students. The donation aims to facilitate the community especially the school students which can learn in a good and better condition. In a way, this will also promote MMU as the preferred higher education institution among the school students for their tertiary learning program.





In 2021, MMU Cnergy sustained its growth in various areas of corporate training and consultancy by offering new structure training programme. We managed to deliver Structure Leadership Programme (SLP) for TM Berhad (TM) & Cyberview Sdn Bhd with more than 350 participants. Furthermore, under Employability Programme, PROTÉGÉ 1870 graduates' trainees had successfully completed the course. Under HRDC Claimable Programme, we had registered 153 courses. A total of 13 courses under SLP is recognised as Micro-Credential (MC) courses from MMU and can be credit transferred to MMU's Master of Business Administration (MBA) programme. For International Certificate of Digital Literacy (ICDL) courses, we managed to certified more than 120 participants in a year.

## MMU Cnergy Highlight – Training & Consultancy

1. Structure Leadership Programme (SLP)
  - 350 participants - TM & Cyberview Sdn Bhd
  - 13 courses recognised as Micro-Credential (MC) courses from MMU and can be credit transferred to MMU's Master of Business Administration (MBA)
2. Employability Programme, PROTÉGÉ
  - 1870 graduates' trainees have successfully completed the course.
  - Client – TM, GITN, PUSB, DUTA MESRA & IDX
3. ICDL (International Certificate of Digital Literacy)
  - Certified more than 120 participants in a year.
4. Short Courses & Seminar
  - Data Science (Big Data) - JPA
  - 5G Technology - TM
  - Python Programming – Kolej Yayasan Saad
  - Digital Marketing - TM
  - VUCA - JPA
  - IR 4.0 - JPA
5. Consultancy & Services
  - Smart City - Majlis Bandaraya Johor Bahru & TM
  - Programming Fundamental Phase 2 TVET - TM









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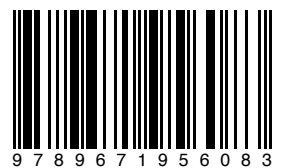
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