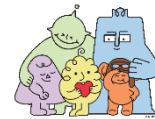# ACTION PLAN 2025

MISSION: Enriching lives | Expanding Potentials | Shaping futures

VISION: MUIC inspires innovation, fosters human potential, and creates new knowledge through the integration of arts and sciences in an international environment, ultimately resulting in education, research, and services that answer the needs of society and benefit humankind

Strategy 1 Enhance creativity and innovation through campus experience

Operative Strategies		Action Plan	Target	Responsible Person
1.1 Create an ecosystem to enhance learning experience and creativity	1.1.1-1	**PJ1 MUIC INSPIRE center** Utilize the committee for the INSPIRE center to promote and manage the center	1 report (to evaluate where we are and plan where we are going)	Associate Dean for Student Affairs
	1.1.1-2	**PJ1 MUIC INSPIRE center** - Host the Innovative Design competition AND - Host a Global case competition (with invitation to MUIC strategic partners with IA)	2 Competitions	Associate Dean for Student Affairs
	1.1.2	**PJ2MUIC creative product platform** The Creation of an FAA Creative Marketplace: Platform in operation : Platform in operation	Completion	Associate Dean for Educational Affairs, Associate Dean for Strategic Planning and Quality Development

Strategy 2 Inspire life-long learning through liberal arts education

Operative Strategies	Action Plan		Target	Responsible Person
2.1 Develop Life-long learning culture **PJ4 Life-Long Learning Culture**	2.1.1	Create a successful life-long-learning program - Organize MU-ADP / Teaching and Learning excellence training for MUIC lecturers	35% of the faculties participated in the MU-ADP training (total faculty 124)	Associate Dean for Educational Affairs
	2.1.2	Organize coaching workshop for scholarship	1 workshop	Associate Dean for Educational Affairs
2.2 Immersive Inter-disciplinary Education (real-world case practices, project-based learning)	2.2.1	Interdisciplinary programs (i.e., Minors/ certificates) with immersive capstone/ senior projects - 1. Minors and Certificates completes 2. Encourage Capstones Senior project and internship for all Majors	Data collection to evaluate the success	Associate Dean for Educational Affairs
2.3 Excellent education provider	2.3.1	International accreditation at the program level	Number of programs accredited by international standards - 8 Undergraduate Programs (CDP, MC, CS, MK, BE, MF, TB)	Associate Dean for Strategic Planning and Quality Development

Strategy 3 Capitalize on expertise and distinction through collaborations

Operative Strategies	Action Plan		Target	Responsible Person
3.1 Impactful Research and innovation **PJ5 Interdisciplinary Research Cluster**	3.1.1	1. Meet potential strategic partners for research 2. Collaborative project 3. Promote cross-discipline research in Q1 4. Support the creation of creative products. 5. Organize activities to enhance research and academic service collaboration	1. 2 partners 2. 1 project 3. No. of cross-discipline research in Q1: 5% of Q1 publication 4. No. of creative product: 1 product 5. 1 event	Associate Dean for Research and Academic Services
	3.1.2	Continuous of Staff R2R - Organize the Round table for R2R	Complete	Associate Dean for Research and Academic Services
3.2 Academic services that enhance education eco system **PJ6 Strategic Industrial Partner Network**	3.2.1	1. Meet potential strategic partners for Academic services 2. Collaborative project 3. As project with student involvement 4. Organize activities to enhance research and academic service collaboration	1. 2 partners 2. 1 project 3. 1 project 4. 1 event	Associate Dean for Research and Academic Services

Strategy 4 Foster global citizenship / Mindset

Operative Strategies	Action Plan		Target	Responsible Person
4.1 Enhance Student and staff global experience **PJ7 Enhance Global Experience**	4.1.1	Exchange Program	1. inbound ≥ 12 weeks = 200 2. inbound < 12 weeks = 200 3. outbound ≥ 12 weeks = 100 4. outbound < 12 weeks = 50	Associate Dean for International Affairs
	4.1.2	Promote interaction between international and local students (Cultural activities for all MUIC)	2 activities	Associate Dean for International Affairs
	4.1.3	International Expert Seminar for student and staff (Organize special talks by guest speakers from partner universities)	(Organize special talks by guest speakers from partner universities) 3 workshops (1 SDG-related)	Associate Dean for International Affairs
	4.1.4	Global case competition	3 international strategic partners participated in the competition (Under PJ1 with SA)	Associate Dean for International Affairs
	4.1.5	Develop opportunities for Senior project, Research and internship abroad	3 partner universities that offer Senior Project, Research and internship opportunities	Associate Dean for International Affairs
4.2 Promote intercultural engagement and inclusivity	4.2.1	Intercultural activities	1 activity	Associate Dean for International Affairs
4.3 Promote Service learning **PJ8 Service-Learning Project**	4.3.1	Community Service courses/projects, based on MU social engagement criteria - Organize Community engagement in classroom workshop	2 workshops	Associate Dean for Educational Affairs
4.4 Promote SDG-driven projects **PJ9 SDG-Driven Project**	4.4.1	Promote SDG-related projects and activities - Organize waste management	1. Achievement of the Waste management project - Organize waste management events - Promote MUIC waste sorting process: 4 events 2. Complete of ISO 14001, ISO 45001 Submission 3. Support and facilitate student campaign to reduce plastic waste 1 activities	Associate Dean for Environment and Sustainable Development

Strategy 5 Optimize sustainability of the organization

Operative Strategies		Action Plan	Target	Responsible Person
5.1 Excellent HR management **PJ10 Happy Workplace**	5.1.1	Increase happiness in Workplace - Organize activities of the well-being - Organize engagement activities - Follow up on the Individual Development Program	Increase happiness in workplace promote work-like balance, career advancement, fairness, empowerment - Happiness index ≥70% - 2 engagement Activities	Associate Dean for Finance and Human Resources
			Percentage of successful IDP (Individual Development Program) for faculty and staff: 60%	Associate Dean for Finance and Human Resources
	5.1.2	Strengthen organizational core values, culture of excellence and engagement - Organize core value and culture activities	Number of core value and culture activities: 1 activity	Associate Dean for Finance and Human Resources
5.2 Excellent IT infrastructure and data management	5.2.1	Seamless data integration project **PJ11 Seamless Data Integration** 1. Train data steward and business units on operations 2. Deploy and review data integration workflow 3. Create MUIC data work manual version 1 (including data governance guideline)	1. 2 sessions 2. 3 pilot groups 3. 100% completion	Associate Dean for Corporate Communication and Information Technology
	5.2.2	Modernizing IT infrastructure (i.e., cyber security, data quality) **PJ12 Modernizing IT Infrastructure** 1. Enforce and maintain an IT enterprise blueprint with an established update cycle 2. Establish MUIC cybersecurity framework 3. Deploy and review next-generation infrastructure 4. Deploy MUIC cyber surveillance and response system	Level of completion 1. 100% 2. 90% 3. 90% 4. 80%	Associate Dean for Corporate Communication and Information Technology
5.3 Excellent organization performance	5.3.1	Preparation for EdPEx and TQC accreditation - Implementation of the Improvement plans according to the EdPEx assessor's comments	Completion - Revise the Development plan for all units - Develop action plans to OFI - Provide a list of outputs/outcomes required for EdPEx assessment for all units	Associate Dean for Strategic Planning and Quality Development