MMU
MULTIMEDIA UNIVERSITY

TM's Contribution to Nation-Building

EMPOWERING EDUCATION

Multimedia University (MMU), TM's education arm and Malaysia's first private university, plays a pivotal role in our nation-building efforts by nurturing talents and advancing digital proficiency. In 2024, MMU celebrated its 25th Convocation Ceremony, a significant milestone in its ongoing journey.

MMU has consistently delivered high-quality education across disciplines, including Information Technology (IT), Telecommunications, Engineering, Law, Strategic Communications, Creative Multimedia and Management. Through its Research-Led, Industry-Driven (RIU) approach, MMU ensures that graduates are equipped with technical skills and innovative mindset, which are essential for driving Malaysia's digital transformation.

With programmes designed to integrate education with real-world application, MMU offers a dynamic environment where students gain both theoretical knowledge and hands-on experience to excel in the digital era. This also elevates the industry with institutions like TM and other leading tech companies, which continue to onboard newly-trained graduates.

VISION

Transforming society through innovation.

MISSION

To inquire, inspire and innovate.

Three (3) pillars of MMU's mission

Education:
Commitment to learner-centred, life-long learning

Research:
Embrace intellectual curiosity to solve real-world challenges

Entrepreneurship:
Creating value for the economy and society through technology

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KEY CONTRIBUTIONS AND ACHIEVEMENTS: MMU PLUS U

Launched in 2020, 'MMU PLUS U' is a strategic roadmap aimed at driving excellence and financial sustainability. The roadmap focuses on five (5) key pillars that provide a holistic educational experience, contributing to increased student enrolment and stronger institutional outcomes.

P **Population & Popularity:**
Being the preferred university, shaping future leaders and innovators

L **Learning & Research:**
Providing the experience for transformative learning and high-impact research

U **University Reputation:**
Building exceptional collaborations, trust and impact in academia and research to enhance the university's reputation

S **Sustainability:**
Promoting research commercialisation and diversifying revenue streams

U **Us (Unity & Teamwork):**
Cultivating unity within the MMU community

'MMU PLUS U' focuses on equipping Malaysia's workforce with the skills and innovation mindset necessary for a digitally connected future. In 2024, MMU introduced several initiatives to empower businesses with new technologies and provide skilled talent to the nation.

Supported SDG:

Focus: Creating Industry-Ready Graduates

MMU graduates are fully equipped for the challenges of the professional world. Extensive planning for new programmes is underway, launched and ready for enrolment in 2025.

1 **Higher Technical and Vocational Education and Training (HTVET)** • We are developing the Bachelor of Digital Technology (Honours) degree programme, to improve graduate employability by integrating industry certifications and practical attachments. The programme will be offered under the Faculty of Engineering and Technology (FET) at MMU Melaka.	☑ **Impact & Highlights:** • Accelerated pathways for polytechnic graduates. • Up to 250 graduate placements projected annually with TM and partner companies.
2 **Faculty of Artificial Intelligence & Engineering (FAIE)** • The Faculty of Artificial Intelligence & Engineering (FAIE) marks the transformation of the Faculty of Engineering (FOE), built on the strength of its existing engineering programmes. Under FAIE, the new Bachelor of Science (Honours) in Artificial Intelligence will be introduced alongside the Bachelor of Science (Honours) in Intelligent Robotics, currently offered under FOE.	☑ **Impact & Highlights:** • FAIE will transform engineering education by embedding AI specialisation, producing AI-driven engineers and solutions, in response to Malaysia's National AI Strategy. • FAIE is set to produce talents to meet the demand for AI experts. Up to 50 students will be enrolled in the first cohort intake.

TM'S CONTRIBUTION TO NATION-BUILDING: EMPOWERING EDUCATION

3 **Centres of Excellence (COEs)**

- In support of research, innovation and specialised training, we launched seven (7) COEs in critical areas such as Robotics and Sensing Technologies, Immersive Experience, Advanced Cloud, Intelligent Network, AI, Sustainability and Governance and Business Innovation and Communication through our subsidiary, TM R&D. These COEs provide cutting-edge research opportunities and industry collaboration, providing valuable experiences for students.

☑ Impact & Highlights:

- Facilitated access to advanced research and real-world applications.
- Strengthened collaboration with industry partners, enhancing students' practical skills.

Focus: Enabling Accessible Education

MMU is committed to making education accessible to students from diverse socioeconomic backgrounds. It offers a range of scholarships and financial support to help students pursue higher education.

What We Did	Outcome and Results

1 **MMU Scholarships and Discounts**

- Provided a wide range of financial aids, including the MMU President's Scholarship, Merit Scholarship, International Student Rebates and the MMU Alumni and Siblings discount.

- Disbursed RM11.2 million in scholarships, benefitting 4,498 students.

Total recipients by level of studies	Total
Diploma	296
Foundation	759
Undergraduate (UG)	2,993
UG [Open and Distance Learning (ODL)]	50
Postgraduate	400

2 **Further scholarships from Yayasan Universiti Multimedia (YUM) with industry partners**

- Six (6) scholarships and financial assistance programmes through YUM and partners. They are:
- Ibnu Haitham Scholarship and Fisabilillah Scheme for Foundation Study from YUM; and
- ZTE, Huawei, Government-Linked university (GLU) and Yayasan TAR (YTAR) scholarships.

- Benefitted 105 students, through:

Scholarship	Total
Ibnu Haitham Scholarship	79
Fisabilillah Scheme for Foundation Study	13
ZTE Scholarship	5
Huawei Scholarship	3
GLU Scholarship	2
YTAR Scholarship	3

3 **Expanded scholarships, convertible loans and collaborative programmes**

- Provisioned expanded scholarships, convertible loans and collaborative initiatives to support our students' educational journeys in partnership with Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN), Majlis Amanah Rakyat (MARA), Jabatan Perkhidmatan Awam (JPA) and corporate entities such as Maybank, CIMB, Khazanah and others, including programmes such as the Penang Future Foundation and OCBC Bank Scholarship.

- Facilitated RM9.7 million in scholarships, benefitting 870 students.

Total recipients by level of studies	Total
Diploma	111
Foundation	126
Undergraduate	558
Short courses	2
Postgraduate	73

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Performance Highlights

FINANCIAL

Revenue
RM348.2 million

NON-FINANCIAL

1001-1200
QS World University
Rankings

1001
Times Higher Education (THE)
World University Rankings

'Best Institution Award' at
the MOHE Entrepreneurship Awards

7,479
New students
enrolled in 2024

16,938
Total student
population in 2024

3,685
New graduates
in 2024

77,012
Total graduates
as of 2024

OUTLOOK

Looking ahead, MMU will continue advancing its role in Malaysia's digital economy. We will expand the HTVET programmes, strengthen the FAIE and grow our COEs to support cutting-edge research and training. In doing so, MMU is set to enhance its position in the QS World University Ranking as well as the Times Higher Education World University Rankings.

As a key enabler of positioning Malaysia as a leading digital hub in the region, we aim to equip our graduates with the expertise and entrepreneurial mindset needed to propel our nation as a leader in the digital era.