



UNIVERSITI MALAYA TRANSFORMATION

The power of education to change the world



Knowledge and skills change society
We believe elite education is for everyone

Case Study: University transformation at Universiti Malaya

ChangeSchool Limited delivered two-year capacity development programme with a UK-Malaysia University Consortium in to build capability and scale in entrepreneurship and improve the marketability of Universiti Malaya students.



Description

This two-year program is aimed at building training capacity in entrepreneurship and shift the culture and mindset among students to the world of industrial training (internship) and employment. The key objectives of this collaborative project were:



- Commercialise technology
- Change the way the academics teach and students learn
- Change their research processes
- Produce 4th-Industrial-Revolution (4IR)-ready skills
- Increase income to the university
- Have an industry-relevant curricula
- Have the finance and structures to ensure this is sustainable
- Mobility projects across Malaysia and ASEAN partners

During this ongoing project, the whole university is involved, creating a cultural and mindset shift across the institution and into the world of commerce and finance, creating links and feedback loops of knowledge and expectations between the university, its students and academics, and the outside world.

Our approach

Fostering a commercialisation mindset and skillset

A problem-based transdisciplinary and Design Thinking approach to create applied research more likely to make an impact. Agile processes to engage the market and direct the research make commercialisation faster and success far more probable.

Processes bespoke to commercialisation

From conception, researchers validate each of the problems, stakeholders and outcomes being targeted, before they create their technology, not afterwards.



Technology you can invest in

Protect the IP by delaying publishing until a commercialising mechanism is established and worldwide protection attained. This makes technology investable by Business Angels and Venture Capitalists.

Impact

Short-term impacts

The early-impact shows a promising change towards achieving the objectives. This can be categorised in 4 key areas.

Mindset change

The convergence of ideas from a wide range of perspectives gives a more integrated approach in defining a problem and proposing the solutions, which are best placed to solve real societal challenges. The move towards an Entrepreneurial University is initiated as staff impart their new entrepreneurial knowledge and skills into their research and supervision.



Solve the Malaysian government's 'Grand Challenges'

The trained academics are now deploying their skills to the benefit of Universiti Malaya's new Centres of Excellence (CoE) to identify and propose projects to address Malaysia's Grand Challenges

Faculty and students have a new skill-set

Academic entrepreneurship champions are using their new skills to provide mentorship. Promotional materials are starting to be created as results are emerging and the university identifies its position in the innovation value chain. Staff and students alike are considering the value of their research ideas and potential routes to market

A new trans-disciplinary approach implemented

In July 2022, 24 academic and management staff from across the academic disciplines in the University were trained in business ideation and applied-research reframing, which is moving away from a solution-centric approach to a problem-discovery, Design Thinking mindset. They have since, trained over 400 students in Entrepreneurial The trainers trained by us are using this new approach to teach the next batch of faculty and students. Here is a picture of a training session delivered by a trained trainer, three months later.



Knowledge and skills change society. ChangeSchool's consultancy, customised executive education and faculty development programmes develop businesses, universities, and entrepreneurs to innovate and grow.