

# CENTRE FOR ISLAMISATION

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM)



الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
يُونِسُوسِنِي اِسْلَامًا اِنْتَارَا اِيْحْسَابًا مِلَلِسِيَا

SPEARHEADING IIUM  
ISLAMISATION MISSION

## Objectives

- ▶ To develop “Holistic” IIUM students.
- ▶ To enhance the efficiency and effectiveness among staff.
- ▶ To increase the level of confidence among stakeholders.
- ▶ To increase the marketability and employability of IIUM graduates.

## Expected Results

- ▶ A set of attributes depicted in a graphical manner that is a reflection of the vision, mission, and culture of the university.
- ▶ These attributes should also be portrayed in a manner that is easy to recall.
- ▶ In addition to the attributes, their definitions and methods of internalization are requested.

## Project Background

- ▶ Currently, the university does not have clear outlines and defined set of attributes through which graduates of IIUM are identified with.
- ▶ Similarly, the employees of the university both academic as well as administrative are not characterized using specific organisationally unique attributes in any official form.
- ▶ This project is meant to manifest the attributes of IIUM staff and students in a clear and marketable sense.

## Significance

# Methodology

## Action Plan:

- Content analysis
- Online benchmarking
- Interviews
- Workshop
- Focus group discussions

- ▶ A steering committee, a secretariat and research assistants worked together to create and execute a research plan.
- ▶ An opening brainstorming meeting was held in which the project leader presented an overview of the project and expected findings.
- ▶ This kick-off meeting ended with a clear plan of action through which the project was executed.

# Methodology

## Action Plan:

- **Content analysis**
- Online benchmarking
- Interviews
- Workshop
- Focus group discussions

- ▶ Content analysis of internal documents was carried out between 14 July until 22 August 2017.
- ▶ The university has an established culture in line with its vision and mission that is taken as a guiding factor by all offices, departments and divisions
- ▶ As such, it is assumed that staff and student attributes are saliently referred to in department or office modules, strategies and other internal documents.

# Methodology

## Action Plan:

- Content analysis
- **Online benchmarking**
- Interviews
- Workshop
- Focus group discussions

- ▶ Online review of the attributes of other universities inside and outside Malaysia.
- ▶ This was conducted to provide suitable benchmarking possibilities from which we can obtain structural guidelines and assessment criteria.
- ▶ The list of universities reviewed includes 4 local universities and 23 international ones.

# Methodology

## Action Plan:

- Content analysis
- Online benchmarking
- **Interviews**
- Workshop
- Focus group discussions

- ▶ 11 interviews were conducted with key personnel involved directly with staff as well as students.
- ▶ The interviewees included previous and current members of UMC, former rector, as well as two Kulliyah deans.
- ▶ A standard set of questions was prepared for all interviews but the actual interviews were semi-structured.
- ▶ This was done to benefit from the interviewees extensive invaluable experience with students and staff.

# Methodology

## Action Plan:

- Content analysis
- Online benchmarking
- Interviews
- **Workshop**
- Focus group discussions

## ▶ Workshop:

- ▶ Attended by members of academic and administrative staff .
- ▶ Aimed at gauging the attributes of students and staff of the university.
- ▶ All content analysis data was made available for participants.
- ▶ 38 participants took part and were divided into 5 teams, 4 of which discussed student attributes and 1 looked into staff attributes.
- ▶ Results were summarized into a “fish-bone diagram”.



# Methodology

## Action Plan:

- Content analysis
- Online benchmarking
- Interviews
- Workshop
- **Focus group discussions**

## ▶ Focus group discussions:

- ▶ 2 sessions were conducted in the Gombak campus and another 2 in the Kuantan campus.
- ▶ Student representatives were from the SRC as well as several Kulliyah based societies.
- ▶ Results were fused into the “fish-bone diagram”.

# IIUM GRADUATE AND STAFF ATTRIBUTES



# Staff Attributes

## Spiritual and Ethical

Dimensions
Religious
Sincere (Ikhlas)
Steadfast (Istiqamah)
Kind & Affectionate (Mahabbah)
Accountable and Reliable
Spiritual
Ethical
Amiable

## Professional

Dimensions
Advocates Islamisation and Integration
Academically recognized
Research oriented
Well published
Technology savvy
Knowledgeable and skilled
International Oriented

## Leadership

Dimensions
Ummatic
Inspiring
Proactive and constructive
Risk Taker
Critical and Innovative
Team Spirit
Decision making capability
Committed and passionate
Courageous and Confident
Islah (Reform) and Tajdid (Renewal) Oriented

# GRADUATE ATTRIBUTES



# GRADUATE ATTRIBUTES

## • UNIVERSAL

- Multilingual
- Multi-cultural
- Universally Presentable
- Ummatic
- Able to contribute beyond national / racial / religious barriers

## PROFESSIONAL

- Team Player (*Ukhuwwah*)
- Voluntarism
- Well balanced/ Temperance, Justice, Excellence (*Wasatiyyah*)
- Skilled communicator
- Research Know How
- Technologically savvy
- Exposed to industry
- Academically Sound

## SPIRITUAL & ETHICAL

- Tawhid-Oriented
- Patient and persevere (*sabr and istiqamah*)
- Accountable, Authentic and Reliable
- Humanitarian
- Humble and Respectful
- Sustainability Mindset
- Courageous and Confident

## KNOWLEDGEABLE

- Grounded with Islamic Knowledge
- Uphold Islamic Worldview
- Recite the Qu'ran (*Qira'at al-Qur'an*) with *Tajweed*
- Well acquainted with their respective disciplines
- Understand Islamisation and Relevantisation

# GRADUATE ATTRIBUTES

## Universal

Multilingual

Ummatic

Multi-cultural

Able to contribute beyond national / racial / religious barriers

Universally Presentable

## Professional

Team Player (Ukhuwwah)

Volunteer

Well balanced/ Temperance, Justice, Excellence

Skilled communicator

Research Know How

Technology savvy

Exposed to industry

Academically Sound

## Spiritual & Ethical

Tawhid-Oriented

Patience and perseverance

Accountable, Authentic and Reliable

Humanitarian

Humble and Respectful

Sustainability Mindset

Courageous and Confident

## Knowledgeable

Grounded with Islamic Knowledge

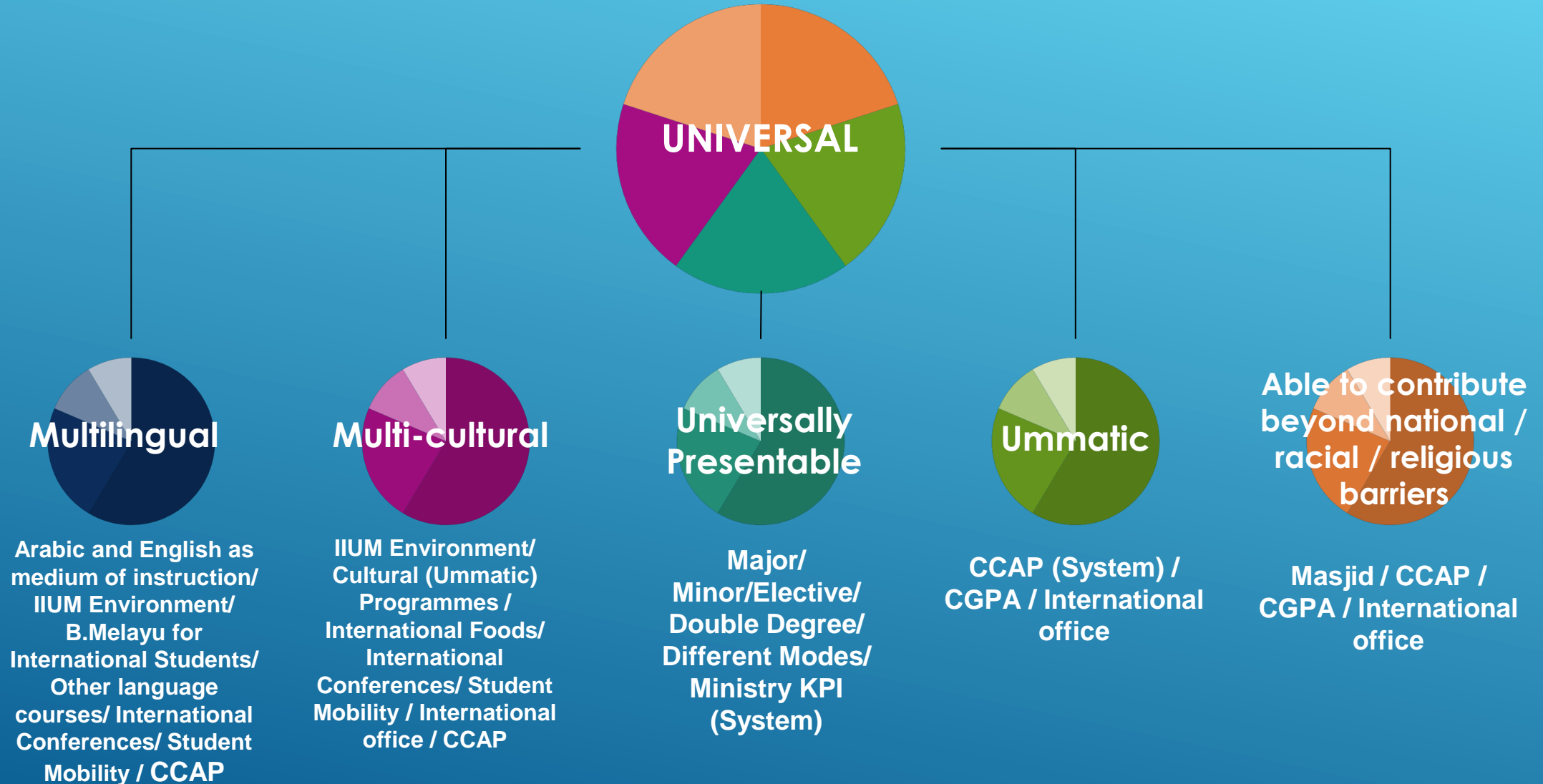
Uphold Islamic Worldview

Recite the Qu'ran with Tajweed

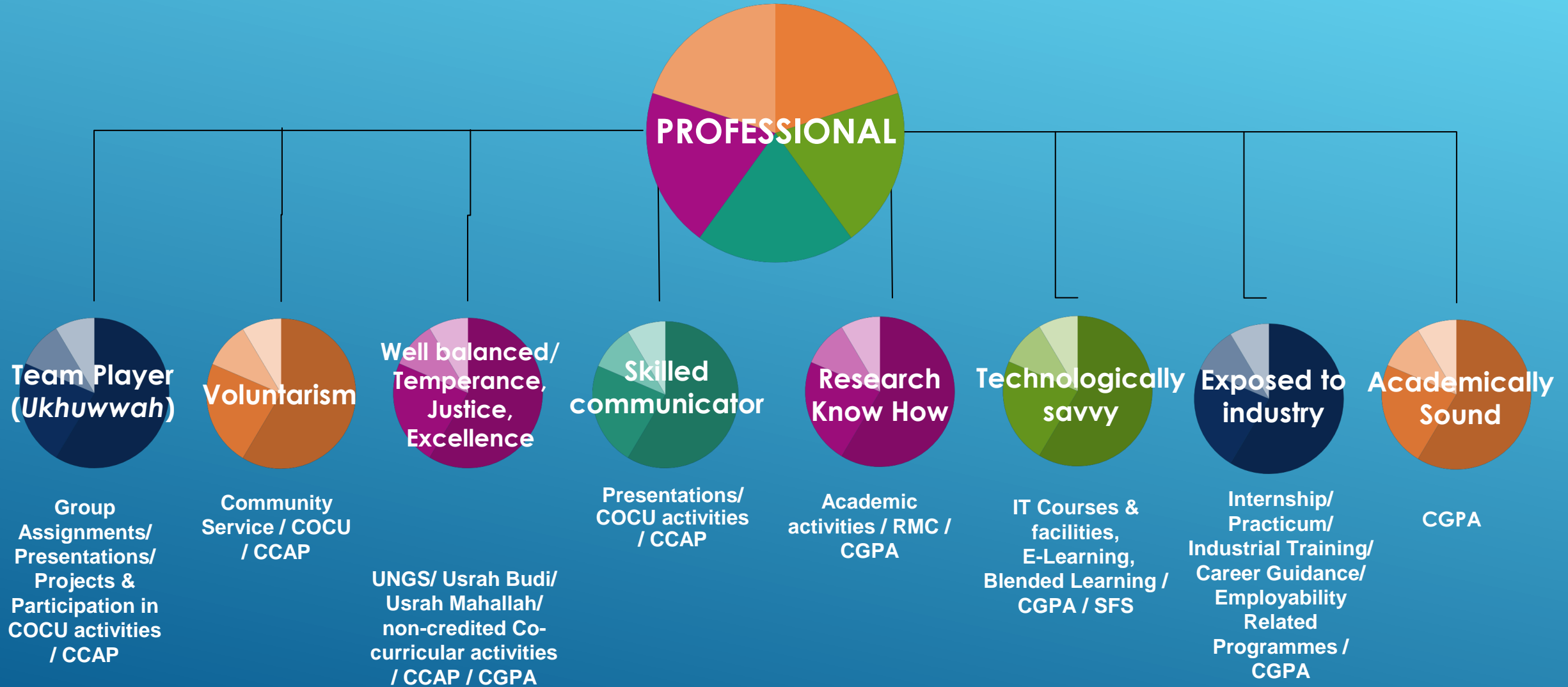
Well acquainted with their respective disciplines

Understand Islamisation and Relevantisation

# GRADUATE ATTRIBUTES

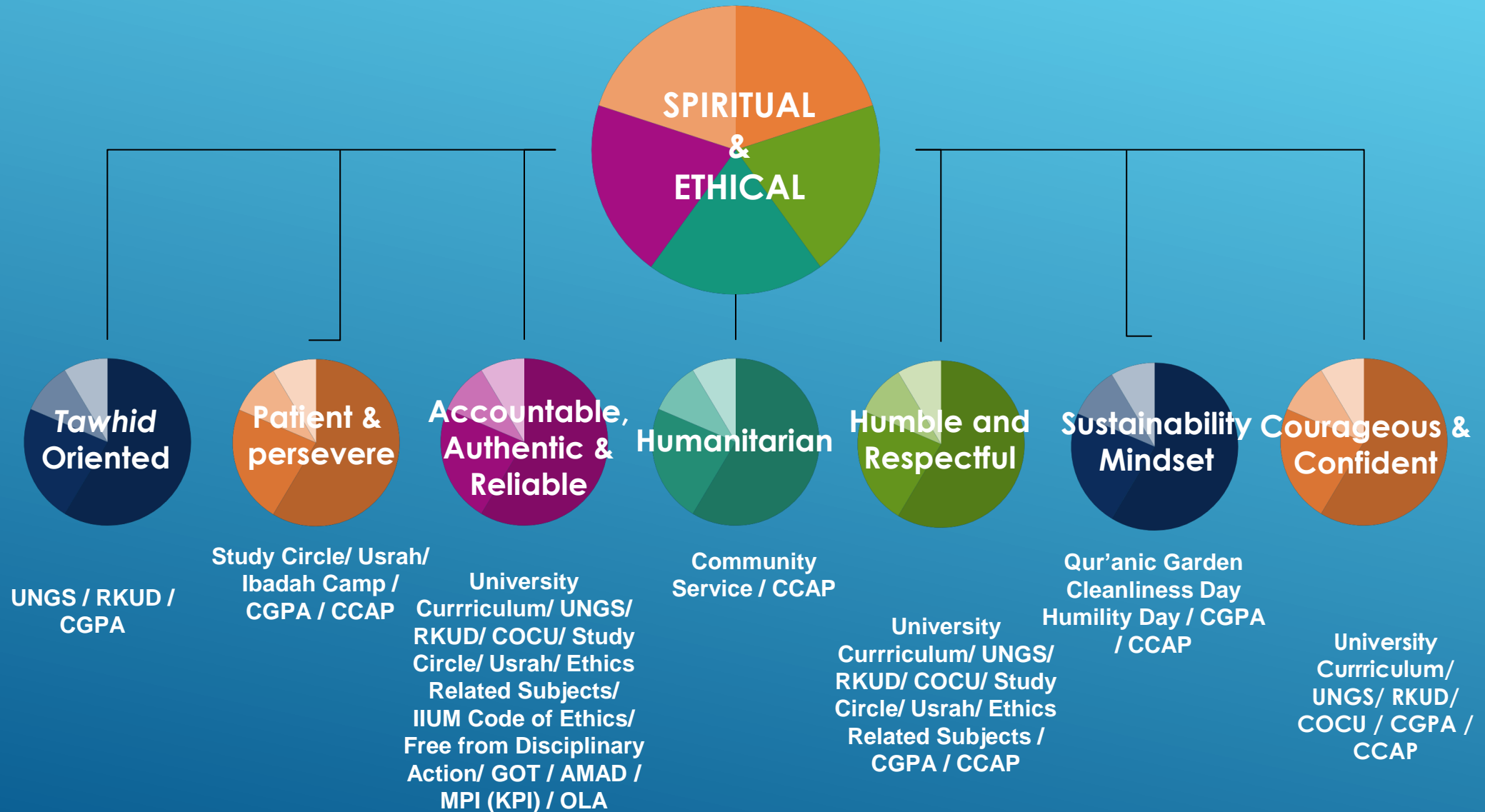


# GRADUATE ATTRIBUTES

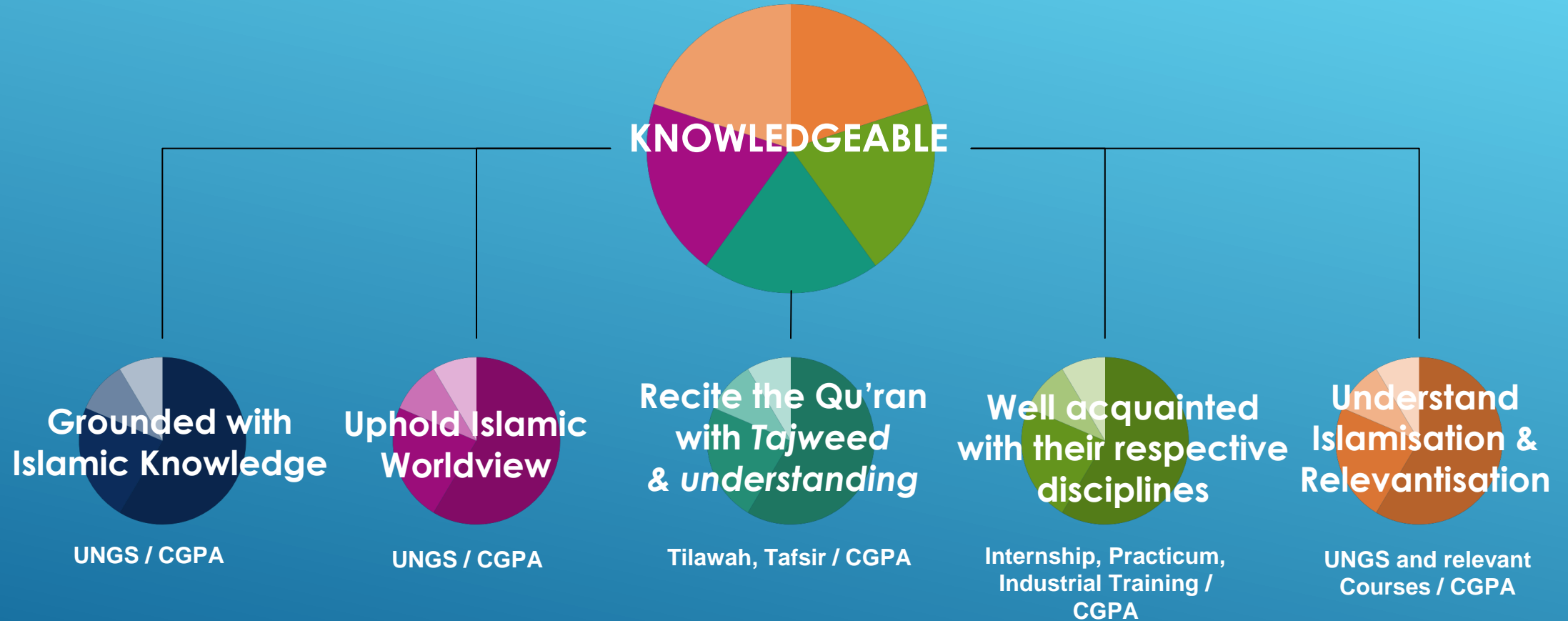




# GRADUATE ATTRIBUTES




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# EVALUATION OF THE UNIVERSALITY

1. Number of cultural/Ummatic programmes
  2. Number of international programmes
  3. Number of students under mobility (Inbound / outbound) programmes
  4. Number of joint programmes with other organizations
  5. Number of language courses
  6. Number of programmes that contribute beyond national / racial / religious barriers
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# EVALUATION OF THE PROFESSIONALISM

1. Number of Ukhuwwah activities
  2. Number of community engagement / voluntarism programmes
  3. Number of skilled programmes
  4. Number of academic research activities
  5. Number of employability related programmes
  6. Number of technologically savvy activities
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# EVALUATION OF THE SPIRITUALITY

1. Number of Usrah/ Ibadah Camp programmes
  2. Number of community religious services (i.e: Qurban) programmes
  3. Number of ethics related programmes (i.e: Disciplinary / Integrity)
  4. Number of spiritual programmes / talks
  5. Number of Qur'anic programmes
  6. Number of Cleanliness activities
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# EVALUATION OF THE KNOWLEDGEABILITY

1. Are your activities grounded with Islamic Knowledge?
  2. Do your activities Uphold Islamic Worldview?
  3. Do your activities help in understanding al-Qu'ran / understanding Islamisation and Relevantisation
  4. Are your activities well acquainted with their respective disciplines?
  5. Do your activities help in building Sustainability Mindset?
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Thank you

Wassalam

