

UNIVERSITI  
KEBANGSAAN  
MALAYSIA

*The National University  
of Malaysia*

# MASTER IN PUBLIC ADMINISTRATION AND LEADERSHIP

## *SARJANA PENTADBIRAN AWAM DAN KEPIMPINAN (SPeAK)*



UKM

FACULTY OF ECONOMICS AND MANAGEMENT  
*FAKULTI EKONOMI DAN PENGURUSAN*  
UNIVERSITI KEBANGSAAN MALAYSIA

*Mengilham Harapan, Mencipta Masa Depan*

[www.ukm.my](http://www.ukm.my)

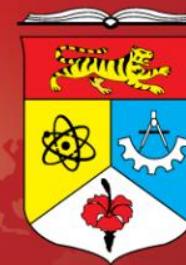
Alhamdulillah...

Congratulations on your admission to the  
UKM SPeAK program.

Mohd Fahmi Ghazali, PhD  
Program Coordinator (SPeAK)  
*Penyelaras Program (SPeAK)*  
fahmi@ukm.edu.my

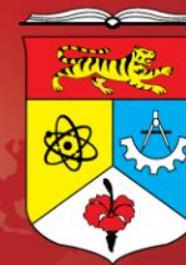


# INTRODUCTION *PENGENALAN*



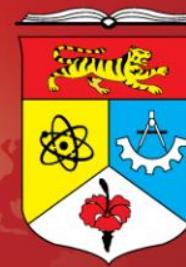
- ❑ The SPeAK program is a new program that was first offered in semester 1, 2019/2020 (to date, there have been four (4) cohorts of students)  
➤ *Program SPeAK adalah sebuah program baharu yang mula ditawarkan pada semester 1, 2019/2020 (sehingga kini, telah ada empat (4) kohort pelajar)*
  
- ❑ This program is a combination of courses conducted by the Faculty of Economics and Management (FEM) and other faculties/centers in Universiti Kebangsaan Malaysia (UKM) managed by the Center for Professional Development and Leadership (Professional-UKM)  
➤ *Program ini merupakan gabungan kursus-kursus yang dikendalikan oleh Fakulti Ekonomi dan Pengurusan (FEP) dan fakulti/pusat lain dalam Universiti Kebangsaan Malaysia (UKM) yang diuruskan oleh Pusat Pembangunan Profesional dan Kepimpinan (Profesional-UKM)*
  
- ❑ The program aims to strengthen **management knowledge** to those involved in the administration and management of organizations either in the public or private sector  
➤ *Program ini bertujuan memantapkan ilmu pengurusan kepada mereka yang terlibat dalam pentadbiran dan pengurusan organisasi sama ada di sektor awam atau swasta*

# INTRODUCTION *PENGENALAN*

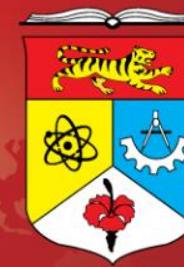


- Modular learning
  - *Pembelajaran secara modular*
- The block system is used to show the differences of various levels of competence in the program structure
  - *Sistem blok diguna pakai bagi menunjukkan perbezaan pelbagai tahap kompetensi dalam struktur program*
- The program is based on **six (6) blocks** of courses that must be taken by students. Students are required to take **all courses in blocks 1, 2 and 3**, and **elective courses in block 4**. In **block 5**, students can choose **cross-disciplinary** courses according to students' career development needs. **Block 6** is a compulsory master's **research project** for all students
  - *Program ini dibentuk berdasarkan enam (6) blok kursus yang perlu diambil oleh pelajar. Pelajar perlu mengambil semua kursus dalam blok 1, 2 dan 3, dan kursus-kursus pilihan dalam blok 4. Dalam blok 5, pelajar boleh memilih kursus-kursus rentas ilmu mengikut keperluan pembangunan kerjaya pelajar. Blok 6 adalah projek penyelidikan sarjana yang diwajibkan kepada semua pelajar*

# INTRODUCTION *PENGENALAN*



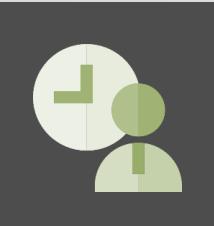
- Duration of study: three (3) to six (6) semesters
  - *Tempoh pengajian: tiga (3) hingga enam (6) semester*
  
- Students come from various backgrounds of knowledge, such as business management, education, social sciences, public administration, engineering
  - *Pelajar terdiri daripada pelbagai latar belakang bidang ilmu – pengurusan perniagaan, pendidikan, sains sosial, pentadbiran awam, kejuruteraan*



## INTRODUCTION *PENGENALAN*



- ❑ Cooperation between FEM, Professional UKM and other Responsibility Centers (RC), i.e., FIS, FIST, LESTARI, FSSH, IKMAS
  - *Kerjasama di antara FEP, Profesional UKM dan PTJ lain, iaitu, FPI, FTSM, LESTARI, FSSK, IKMAS*
- ❑ Triggered from the development of expertise in FEM
  - ✓ *Dicetuskan dari perkembangan kepakaran di FEP*
- ❑ Meets the needs of lifelong learning
  - *Memenuhi keperluan pembelajaran sepanjang hayat*
- ❑ Focused and flexible
  - *Terfokus dan fleksibel*
- ❑ Work-based learning
  - *Pembelajaran berdasarkan kerjaya*
- ❑ Academic recognition and training
  - *Pengiktirafan akademik dan latihan*
  - Cost effectiveness
    - *Keberkesan Kos*



## UNIQUENESS *KEUNIKAN*

- ❑ Cooperation between FEM, Professional UKM and other Responsibility Centers (RC), i.e., FIS, FIST, LESTARI, FSSH, IKMAS

- *Kerjasama di antara FEP, Profesional UKM dan PTJ lain, iaitu, FPI, FTSM, LESTARI, FSSK, IKMAS*
- ❑ Triggered from the development of expertise in FEM
  - ✓ *Dicetuskan dari perkembangan kepakaran di FEP*

- ❑ Meets the needs of lifelong learning
  - *Memenuhi keperluan pembelajaran sepanjang hayat*

## OBJECTIVE *OBJEKTIF*



Develop knowledgeable, skilled, and professional human capital that applies the latest knowledge in organizational administration

*Membangunkan modal insan yang berpengetahuan, berkemahiran, dan profesional yang mengamalkan pengetahuan terkini dalam pentadbiran organisasi*

## Academic and administrative staff:

- ❑ Education sectors
- ❑ Government agencies
  - ❑ Ministries
  - ❑ GLC companies



## Kakitangan akademik dan pentadbiran:

- *Sektor pendidikan*
- *Agensi kerajaan*
- *Kementerian*
- *Syarikat GLC*

## TARGET *SASARAN*

# PROGRAM EXECUTOR

## PELAKSANA PROGRAM

### FEM / FEP

- Curriculum development  
➤ *Pembangunan kurikulum*
- Selection of lecturers  
➤ *Pemilihan pensyarah*
- Course management  
➤ *Pengurusan kursus*
- Teaching, supervision, & assessment  
➤ *Pengajaran, penyeliaan & penilaian*

### PROFESSIONAL-UKM

- Course organization  
➤ *Penganjuran kursus*
- Student management  
➤ *Pengurusan pelajar*
- Lecture scheduling  
➤ *Penjadualan*

### FACULTY/INSTITUTE

- Elective offering  
➤ *Penawaran kursus-kursus elektif*
- Teaching, supervision, & assessment  
➤ *Pengajaran, penyeliaan, & penilaian*

# PROGRAM OBJECTIVES *OBJEKTIF PROGRAM*

This program is implemented to achieve the objectives of producing an administrator who:

*Program ini dilaksanakan bagi mencapai objektif untuk melahirkan pentadbir yang:*

1



Competent &  
Professional  
*Kompeten  
& Profesional*

2



Insightful, ethical &  
innovative  
*Berwawasan,  
beretika & inovatif*

3



Leads towards  
goal  
*Memimpin ke  
arah matlamat*

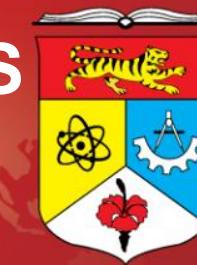
4



Makes decisions with  
critical analysis  
*Membuat keputusan  
dengan analisis  
kritikal*

# PROGRAM LEARNING OUTCOMES

## HASIL PEMBELAJARAN PROGRAM



- Critically evaluate theories and concepts of public administration and leadership

➤ *Menilai secara kritis teori dan konsep pentadbiran awam dan kepimpinan*

- Demonstrate leadership qualities through communication and collaboration among partners and stakeholders

➤ *Menunjukkan kualiti kepimpinan melalui komunikasi dan kerjasama dalam kalangan rakan dan pihak berkepentingan*

- Build alternative solutions to problems in organizational administration using scientific skills and critical thinking

➤ *Membina alternatif penyelesaian kepada permasalahan dalam pentadbiran organisasi menggunakan kemahiran saintifik dan pemikiran kritis*



- Apply theories and concepts of leadership and administration in organizational management decision making

➤ *Mengaplikasi teori dan konsep kepimpinan dan pentadbiran di dalam pembuatan keputusan pengurusan organisasi*



- Conduct research in the field of leadership and administration

➤ *Menjalankan penyelidikan dalam bidang kepimpinan dan pentadbiran*

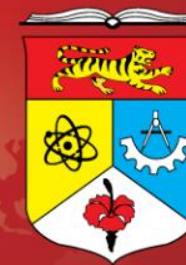


- Demonstrate lifelong learning skills in the areas of leadership and administration

➤ *Mempamerkan kemahiran pembelajaran sepanjang hayat dalam bidang kepimpinan dan pentadbiran*

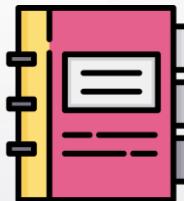
# UNIQUENESS OF THE PROGRAM

## KEUNIKAN PROGRAM



- Emphasis on **administration and leadership**, especially in public sector organizations

➤ *Penekanan kepada pentadbiran dan kepimpinan, terutamanya dalam organisasi sektor awam*



- There is space to **organize and plan learning** in accordance with time constraints

➤ *Ruang untuk menyusun dan merancang pembelajaran bersesuaian dengan kekangan masa*



- Work-based learning**, with track offerings according to the suitability of the field of work

➤ *Pembelajaran berasaskan kerjaya, dengan penawaran trek mengikut kesesuaian bidang kerja*



- Flexible**

➤ *Fleksibel*

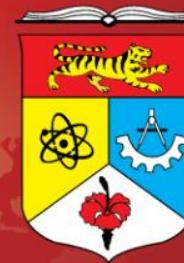


- Easy-to-manage structure and implementation on **weekends**

➤ *Struktur yang mudah untuk diuruskan dan pelaksanaan pada hujung minggu*

# PROGRAM SUMMARY

## RINGKASAN PROGRAM



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5-course blocks and 1 dissertation with a total of 45-unit hours

5 blok kursus dan 1 disertasi dengan jumlah 45 jam unit



Courses run on weekends

Kursus dijalankan pada hujung minggu

B1: Core / <i>Teras</i>	5K, 10 unit
B2: Public Administration / <i>Pentadbiran Awam</i>	4K, 8 unit
B3: Research Methodology / <i>Kaedah Penyelidikan</i>	2K, 6 unit
B4: Prof. & Leadership / <i>Prof. &amp; Kepimpinan</i>	10K*, 5 unit
B5: Admin. Diversity / <i>Kepelbagaiuan Ptdbran</i>	12K*, 6 unit
B6: Dissertation / <i>Disertasi</i>	10 unit
<b>Total / Jumlah</b>	<b>45 unit</b>

Comprehensive coverage: Public policy, communications, technology, analytical data, ethics, risk, innovation  
*Liputan komprehensif: Dasar awam, komunikasi, teknologi, data analitik, etika, risiko, inovasi*



Dynamic teaching and courses: Case studies, MOOC, discourse, applied research

*Pengajaran dan kursus yang dinamik:  
Kajian kes, MOOC, wacana, penyelidikan gunaan*



The program is cross-disciplinary.  
 Block 5 offers a choice of courses from FIS, FSSH, FIST, IKMAS, and LESTARI

*Program berbentuk rentas ilmu. Blok 5 menawarkan pilihan kursus daripada FPI, FSSK, FTSM, IKMAS, dan LESTARI*



Cost-effective and inclusive approaches

*Pendekatan yang kos efektif dan inklusif*

# PROGRAM STRUCTURE

## STRUKTUR PROGRAM



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**BLOCK 1 / BLOK 1**  
Core (10 units) /  
*Teras (10 unit)*

1. Organizational Design and Decision Making / *Reka Bentuk Organisasi dan Pembuatan Keputusan*
2. Leadership and Organizational Excellence / *Kepimpinan dan Kecemerlangan Pentadbiran*
3. Strategic Thinking in Leadership / *Pemikiran Strategik dalam Kepimpinan*
4. Public Policy and Administration / *Pentadbiran dan Dasar Awam*
5. Data Analytics for Decision Support / *Analitik Data untuk Sokongan Keputusan*

**BLOCK 2 / BLOK 2**  
Public Administration (8 units) / *Pentadbiran Awam (8 unit)*

1. Public Fund Administration / *Pentadbiran Dana Awam*
2. Political Development and Malaysian Politics / *Pembangunan Politik dan Kepimpinan Malaysia*
3. Ethics and Integrity / *Etika dan Integriti*
4. Organizational Excellence Through Human Capital / *Kecemerlangan Organisasi melalui Modal Insan*

**BLOCK 3 / BLOK 3**  
Research Methodology (6 units) / *Kaedah Penyelidikan (6 unit)*

1. Quantitative Research Method / *Kaedah Penyelidikan Kuantitatif*
2. Qualitative Research Method / *Kaedah Penyelidikan Kualitatif*

**BLOCK 4 / BLOK 4**  
Prof. & Leadership\* (5 units) / *Prof. & Kepimpinan\* (5 unit)*

1. Marketing and Public Relations / *Pemasaran dan Hubungan Awam*
2. Public Accountability / *Akauntabiliti Awam*
3. Risk Management / *Pengurusan Risiko*
4. Negotiation and Conflict Resolution / *Rundingan dan Resolusi Konflik*
5. Entrepreneurial Mind and Innovation / *Minda Keusahawanan dan Inovasi*
6. Legal Issues in Administration / *Isu Perundangan dalam Pentadbiran*
7. Effective Communication and Networking / *Komunikasi dan Jaringan Berkesan*
8. Digital Media and Society / *Media Digital dan Masyarakat*

9. Information Technology for Effective Management / *Teknologi Maklumat untuk Keberkesaan Pengurusan*
10. Effective Performance Assessment / *Penilaian Prestasi Berkesan*

**BLOCK 5 / BLOK 5**  
Admin. Diversity\* (6 units) / *Kepelbagai Pentadbiran\* (6 unit)*

**FEM / FEP**

1. Psychology for Professional / *Psikologi untuk Profesional*
2. Current Issues in Leadership / *Isu Semasa dalam Kepimpinan*
3. Creative Thinking in Decision Making / *Pemikiran Kreatif dalam Pembuatan Keputusan*
4. Mentoring and Performance Coaching / *Pementoran dan Bimbingan Prestasi*
5. Leading Diversity in Organization / *Memimpin Kepelbagai Dalam Organisasi*

**FSSH / FSSK**

1. Leadership & Organization Development / *Kepimpinan & Perkembangan Organisasi*
2. Personnel Selection & Performance Appraisal / *Pemilihan Personal dan Penilaian Prestasi*

**BLOCK 5 / BLOK 5**

**FIS / FPI**

1. Islamic Management and Leadership / *Pengurusan dan Kepimpinan Islam*

**FIST / FTSM**

1. Statistical Method for Data Analytics / *Kaedah Statistik bagi Analisis Data*

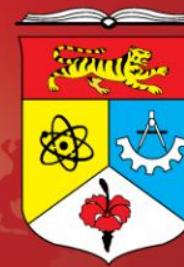
**IKMAS**

1. Introduction to Globalization and Occidentalism / *Pengenalan kepada Globalisasi dan Oksidentalisme*

2. Globalization and Occidentalism: Discourses, Issues, and Challenges / *Globalisasi dan Oksidentalisme: Wacana, Isu dan Cabaran*

**LESTARI**

1. Sustainability Science / *Sains Kelestarian*

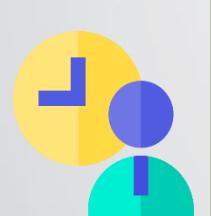
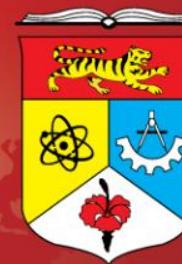


- To begin a research project, students must **complete all courses in Blocks 1 – 3**  
➤ *Untuk memulakan projek penyelidikan, pelajar perlu melengkapkan semua kursus di dalam Blok 1 – 3*
- Students must also meet the following criteria:  
➤ *Pelajar juga perlu memenuhi kriteria-kriteria berikut:*
- Conduct a **research project related to the field of leadership and administration;**  
➤ *Menjalankan projek penyelidikan yang berkait dengan bidang kepimpinan dan pentadbiran;*
- Prepare project report in the field of leadership and administration in the form of **applied research;**  
➤ *Menyediakan laporan projek dalam bidang kepimpinan dan pentadbiran yang berbentuk penyelidikan gunaan;*
- Meet the requirements for the publication of **an article in a refereed journal;**  
➤ *Memenuhi keperluan penerbitan satu artikel dalam jurnal yang berwazit;*
- Submit research project paper report to be **evaluated by a supervisor, i.e., FEM lecturer or lecturer from other faculties** (according to the field) appointed by the FEM  
➤ *Menghantar laporan kertas projek penyelidikan untuk dinilai oleh penyelia, iaitu, pensyarah FEP atau pensyarah dari fakulti lain (mengikut bidang) yang dilantik oleh FEP*

# 11 PROGRAM STRUCTURE STRUKTUR PROGRAM

BLOCK / <i>BLOK</i>	BLOCK NAME / <i>NAMA</i> <i>BLOK</i>	NO. OF COURSES OFFERED / <i>BIL.</i> <i>KURSUS</i> <i>DITAWARKAN</i>	NO. OF COURSES TAKEN / <i>BIL.</i> <i>KURSUS</i> <i>DIAMBIL</i>	CREDIT HOURS@COU RSE / <i>JAM</i> <i>KREDIT@</i> <i>KURSUS</i>	TOTAL CREDIT / <i>JUMLAH</i> <i>KREDIT</i>
1	Core / <i>Teras</i>	5	5	2	10
2	Public Administration / <i>Pentadbiran Awam</i>	4	4	2	8
3	Research Methodology / <i>Kaedah Penyelidikan</i>	2	2	3	6
4	Management Professionalism and Leadership / <i>Pengurusan</i> <i>Profesionalisme dan</i> <i>Kepimpinan</i>	10	5	1	5
5	Administration Diversity / <i>Kepelbagai Pentadbiran</i>	12		3/2/1	6
6	Dissertation / <i>Disertasi</i>	1	1	10	10
45 unit					

# MAIN AREAS *BIDANG UTAMA*



## MANAGEMENT / *PENGURUSAN*

- Organizational Design / *Reka Bentuk Organisasi*
  - Creative Thinking / *Pemikiran Kreatif*
  - Leading Diversity / *Memimpin Kepelbagai*
  - Entrepreneurial Mind and Innovation / *Minda Keusahawanan dan Inovasi*
  - Islamic Management / *Pengurusan Islam*
- Negotiation and Conflict Resolution / *Rundingan dan Resolusi Konflik*

## FINANCE AND RISK / *KEWANGAN DAN RISIKO*

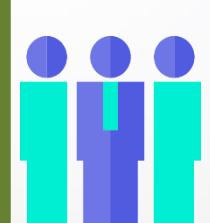
- Public Fund Administration / *Pentadbiran Dana Awam*
  - Risk Management / *Pengurusan Risiko*

## MARKETING AND ICT / *PEMASARAN DAN TMK*

- Marketing and Public Relations / *Pemasaran dan Hubungan Awam*
- Digital Media and Society / *Media Digital dan Masyarakat*
- Information Technology / *Teknologi Maklumat*
  - Data Analytics / *Analitik Data*

## HUMAN CAPITAL / *MODAL INSAN*

- Human Capital / *Modal Insan*
- Communication and Networking / *Komunikasi dan Jaringan*
- Professional Psychology / *Psikologi Profesional*
- Mentoring and Performance Coaching / *Pementoran dan Bimbingan Prestasi*
- Performance Assessment / *Penilaian Prestasi*



## LEADERSHIP / *KEPIMPINAN*

- Leadership and Organizational Excellence / *Kepimpinan dan Kecemerlangan Pentadbiran*
- Strategic Thinking / *Pemikiran Strategik*
- Leadership & Organization Development / *Kepimpinan dan Perkembangan Organisasi*
- Ethics and Integrity / *Etika dan Integriti*

## PUBLIC POLICY / *DASAR AWAM*

- Political Development and Malaysian Politics / *Pembangunan Politik dan Kepimpinan Malaysia*
- Public Policy and Administration / *Pentadbiran dan Dasar Awam*
  - Public Accountability / *Akauntabiliti Awam*

## RESEARCH / *PENYELIDIKAN*

- Quantitative Research Method / *Kaedah Penyelidikan Kuantitatif*
- Qualitative Research Method / *Kaedah Penyelidikan Kualitatif*

## OTHERS / *LAIN-LAIN*

- Legal Issues in Administration / *Isu Perundangan dalam Pentadbiran*
- Statistical Method for Data Analytics / *Kaedah Statistik bagi Analisis Data*
- Globalization and Occidentalism / *Globalisasi dan Oksidentalisme*
- Sustainability Science / *Sains Kelestarian*

# 13 TESTIMONIAL PELAJAR



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*"Program SPeAK memberi impak yang amat positif dari segi kaedah pembelajaran dan banyak manfaat yang boleh diaplikasikan di organisasi masing-masing."*

Asrulnizam  
Jabatan Perdana Menteri

*"Subjek-subjek yang dipilih sangat relevan dengan kehendak semasa, sesuai dengan pelajar yang bekerja di Malaysia dengan topik-topik bersifat tempatan"*

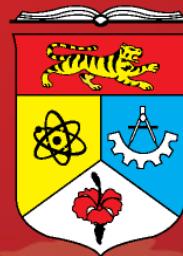
Mohd Rafizi  
Baitulmal

*"Program ini banyak memberi manfaat dari aspek perkongsian pengalaman dan pengetahuan daripada tenaga pengajar yang berkaliber"*

Nurliana,  
Jabatan Perdana Menteri

*"Program ini amat menarik dan kena dengan bidang dan kerjaya saya. Saya berpuashati dan tidak menyesal menyertai program ini"*

Arhaida,  
USIM



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THANK YOU  
*TERIMA KASIH*