The Development of Facilities Management Education in Malaysia:
Universiti Tun Hussein Onn Malaysia (UTHM)

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Abstract:
Information relating to Malaysian education in Facilities Management (FM) is difficult to come by and has led to a less than comprehensive understanding of the current market in the minds of FM practitioners. As a fast developing country, Malaysia spends billions of Malaysian Ringgit (RM) to build world class facilities. Though the prospects of FM seems to be raising due to the accomplishment of Vision 2020, since 1997 the development of certified FM education programmes has been formed to cope with the current and future demand of FM. Efforts towards FM excellence, particularly in the Higher Education Institute (HEI), have not been advanced and progressed in academic programmes or Research and Development (R & D) activities. Furthermore, there is also a lack of awareness within the area of built environment about the importance of FM disciplines and skills to be applied. For these reasons, considering the importance of national physical and human development, the Universiti Teknologi Tun Hussein Onn Malaysia (UTHM) has started to establish FM academic programmes and to develop the Centre of Excellence of Facilities Management (CEFM), as well as the Malaysian Association of Facilities Managers (MAFM) in response to the demand of FM practitioners in Malaysia. Before these have been developed, a comparative study has been prepared to understand how it is being delivered within the HEIs and other institutions in Malaysia. Hence, this paper provides the reader with an overview of FM education in Malaysia, particularly the involvement of UTHM, and how it has evolved accordingly.

Keywords:
Facilities management, higher education institution (HEI), facilities management programmes

1. Introduction

Higher education is about taking the public’s education to the next level: learning new things, being in charge of choices and getting to where you want to be in the future, at whatever stage people are now and whatever age they are. With the advent of the K-economy, the embracing of the concept of life long learning takes priority everywhere because people will have to continuously update their knowledge and skills to maintain a competitive edge in the global economy. In the field of built and human environment, Facilities Management (FM) is one of the fastest growing professions in the UK. The British Institute of Facilities Management (BIFM, 2007) defined FM as “an integration of processes within an organisation, to maintain and develop the agreed services which support and improve the effectiveness of its primary activities”. The International Facility Management Association (IFMA, 2007) then defined FM as “a profession that encompasses multiple disciplines to
ensure functionality of the built environment by integrating people, place, process and technology”. The Facilities Journal academically summarized FM as “a hybrid management discipline that combines people, property and process management expertise, to provide vital services in support of the organisation. It is interested in all areas relating to briefing, design, construction and use of facilities and in the emerging technologies that support organizational functions at the workplace” (Emerald, 2007). Due to these definitions of FM, the paper is trying to draw the emergence of FM in Malaysia within the HEIs since it was introduced in 1997. The discussions will primarily enlighten on the roles of UTHM, as a new public university towards the development of FM excellence in Malaysia.

2. Facilities Management in Malaysia

Effective FM, combining resources and activities, is vital to the success of any organisation. At a corporate level, it contributes to the delivery of strategic, tactical and operational objectives. On a day-to-day level, effective FM provides a safe and efficient working environment which is essential to the performance of any business, whatever its size and scope of work. In Malaysia, the awareness of the importance of FM is not often being discussed, either at public or private sector organisations. However, initiatives are being taken by many institutions to ascertain an approach to improve the management of national assets and facilities management throughout the nation. Retrospectively, the first FM Masters programme was introduced in Malaysia by the University Technology Malaysia in the year 1999. In 2001, the first conference in FM was organised by this university in Kuala Lumpur. The theme was “FM-KL. Where are We Heading?” and was considered as the first step of the FM programme held at international level in Malaysia. In the first place, the conference succeeded in introducing FM to the nation. The awareness of the importance of FM then created the launching of the next FM academic programme in 2002, which the other public university known as Universiti Teknologi MARA (UiTM) also began at the Shah Alam Campus. In 2004, another public university known as Universiti Tun Hussein Onn Malaysia (UTHM) crafted its proposal for the development of its FM masters programme to be approved by the Ministry of Higher Education (MoHE). At present, this programme is still at the first stage of finalisation and seeking an approval by the Senate of UTHM. Besides the development of this programme, UTHM has been moving forward by initiating the development of the Malaysian Association of Facilities Managers (MAFM) and the establishment of the Centre of Excellence for Facilities Management (CEFm). Due to the fact that FM is becoming more mature in Malaysia, last year, the first inaugural National Asset and Facility Management Convention (NAFAM) was held in August 2007 to address the current issues and future challenges in managing national assets and facilities. This convention showed that the FM profession matures and adapts to meet the demands of a fast growing built and human environment industry. Agreeing to have an annual convention on NAFAM, the Prime Minister urged the public and private sectors to come up with a more effective and efficient procedural framework to continuously improve the management of national assets and facilities. This convention was a major revolution to the future changes with regards to the perception of FM professions and practices in Malaysia. In the academic world, it is particularly important for the HEIs to keep abreast of changes in practice and use the institutions as a proper channel and mechanism to develop a good FM academic syllabus. Hence, the HEIs in Malaysia should perform their function to provide an integrated approach to professional practice and offer a strong platform in order to build a candidate’s FM knowledge base formally.
3. Universiti Tun Hussein Onn Malaysia (UTHM): Contribution to Facilities Management Excellence

Originally, it was known as the Pusat Latihan Staf Politeknik (Polytechnic Staff Training Centre) set up in 1993. Due to its significant role and contribution in producing qualified polytechnic lecturers as well as the government's trust towards the capability of the organization, the training centre was officially upgraded to the Institut Teknologi Tun Hussein Onn (ITTHO) in 1996 under the assistance of Universiti Teknologi Malaysia and the Ministry of Higher Education (MoHE). With the government's trust as a motivation, ITTHO kept on moving ahead with excellent, creative and innovative programmes. Finally, the inaugural announcement of Kolej Universiti Teknologi Tun Hussein Onn (KUiTTTHO) was made on 30th September 2000. Later, in February 2007, KUiTTTHO has been finally upgraded to the country's 15th public university known as Universiti Tun Hussein Onn Malaysia (UTHM). It was set up with specialisation in engineering, engineering technology, technology management and technical and vocational education. As the 15th public university, UTHM has leapt to a new era and ready to shoulder its responsibility as a centre of academic excellence and respected nationally, aligned with the mission of the University, “To produce and train technologist as well as professionals who are creative, innovative, competent and responsible and able to apply, explore and lead new technologies through the world class teaching and research, based on ‘Tawheed’ for the benefit of mankind”. Tawheed means the realizing and maintaining of God’s unity in all of man’s actions which directly or indirectly relate to Him for the benefit of universe. In this university, the courses relating to built and human environment are conducted by the Department of Construction and Property Management in the Faculty of Technology Management. At the moment, three levels of academic programme are being offered by the Department:

3.1 Department of Construction and Property Management, Faculty of Technology Management

3.1.1 Certificate Programme in Facilities Management

This programme has been proposed by the MoHE to help graduates in Malaysia who still have not obtained a job after graduating. This unique graduate programme was initiated in collaboration with the Ministry of Finance (MoF) and known as a national Industrial Skill Enhancement Programme (INSEP). The aim of this programme is to equip current graduates with the right competencies and innovative capabilities based on their undergraduate background. Working in partnership with the Continuing Education Centre (CEC) at the UTHM, the faculty members have to deliver the course within a three months period. It is specifically designed for the students who graduated within the area of built and human environment and seeking to obtain greater understanding of FM professional practices. Students who attend this programme will be paid by the government about RM500.00 (€105.00) per month considered as their monthly allowance. Ever since it was introduced, this programme is conducted every year as a national graduate programme under collaboration between the MoF, the CEC and the Faculty. Table 1 shows the learning outcomes and model structure for the certificate programme.
Table 1: Certificate Programme in Facilities Management

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Model Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>At the end of the programme, a graduate should be able to:</td>
<td>The module of this programme has been developed as follows:</td>
</tr>
<tr>
<td>i. Identify and understand the responsibility of facilities management</td>
<td>i. English Communication and Interpersonal Skills</td>
</tr>
<tr>
<td>ii. Undertake the job of a facilities manager by the application of current technology or software</td>
<td>ii. Entrepreneurship</td>
</tr>
<tr>
<td>iii. Apply strategic planning in facilities management confirmed by acceptable guideline and practice</td>
<td>iii. Introduction to Facilities Management</td>
</tr>
<tr>
<td>iv. Practise knowledge skills gauged from industrial training in a major property or facilities management firm</td>
<td>iv. Facilities Management Practice</td>
</tr>
<tr>
<td></td>
<td>v. Facilities Management Services</td>
</tr>
<tr>
<td></td>
<td>vi. Facilities Management and Business</td>
</tr>
</tbody>
</table>

* RM is Malaysian currency known as Ringgit Malaysia. RM1.00 is equivalent to €0.20.

3.1.2 Master of Science in Facilities and Assets Management

This programme is being developed at the post-graduate level which is ideal for more experienced managers and senior management officers who wish to consolidate and expand their knowledge in FM. The focus of attention has been given to those who practise FM and those who work in organisations supplying FM related goods or services within the built and human environment particularly. The developed subjects are reflecting FM professional practice across the Asian Countries; the United Kingdom and the United States of America, because a comparative study had been undertaken before the programme could be proposed to the Senate of the UTHM. After it is approved by the Senate then the proposal can be sent to the MoHE for the accreditation process. The objectives of the programme are;

1. To generate graduates in the context of FM disciplines and skills to meet the demands of a fast growing FM industry;
2. To formally enhance and develop the science and understanding of FM knowledge and practice through academic institution;
3. To provide a platform and an opportunity for students to consolidate and expand their knowledge at post-graduate level;
4. To be recognised as a source of expert pool of knowledge and practices in FM academic programme towards FM excellence in Malaysia;

Earlier in 2003, market research was conducted to study the feasibility and marketability of the programme. A group of industry experts was invited to participate by the department to represent various industry sectors and constituencies of the FM profession. The report then indicated that only 3 out of 30 respondents had sponsored students to study in this programme. On top of that, 90 percent of respondents believed that this programme can add value into their organisation based on the structure of syllabus. See Figure 1 and Figure 2.
The integration of theory, management, ICT, practical engineering, and mathematics and science components also convinced them to welcome graduates from this programme to work in their organisation. Off the total, 90 per cent of respondents then strongly agreed to sponsor their staff if they want to continue their study in this programme. Moreover, after answering the survey questions, 50 per cent of respondents agreed to establish a FM unit in their organisation. Based on the report, department of meetings and workshops, the main outcome to the Department is the structure of the FM Masters programme titled as Master of Science in Facilities and Assets Management as mentioned in the Table 2.

Table 2: Master of Science in Facilities and Assets Management

<table>
<thead>
<tr>
<th>Programme Name</th>
<th>Master of Science Facilities and Assets Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period of Programme</td>
<td>1 ½ years</td>
</tr>
<tr>
<td>Mode of Study</td>
<td>Lectures, assignments, downloadable modules, international visits</td>
</tr>
<tr>
<td>Method of Assessment</td>
<td>Assignments, examinations, simulation projects and final project</td>
</tr>
<tr>
<td>Core Subjects</td>
<td>Learning Outcomes</td>
</tr>
<tr>
<td>i. Professional Trends in Facilities Management Best Practices</td>
<td>At the end of the course, students should be able to understand the current professional trends, skills and knowledge relating to facilities management best practices. [Management Component]</td>
</tr>
<tr>
<td>ii. Quality and Value Management in Facilities Management</td>
<td>At the end of the course, students should be able to describe the benefits achieve through quality and value management can bring to Facilities Management. [Management Component]</td>
</tr>
<tr>
<td>iii. Economic and Financial Evaluation of Facilities</td>
<td>At the end of the course, the students should be able to understand the principles, tools and techniques of economic and financial evaluation of facilities to minimize risk and maximize return on investment in relation to Facilities Management. [Mathematics &amp; Science Component]</td>
</tr>
<tr>
<td>iv. Computer Aided Facilities Management &amp; Information Management System</td>
<td>At the end of the course, the students should be able to understand the applications and benefits of IT and CAFM (Computer-Aided Facilities Management) systems which Facilities Management organisations may wish to utilise for the benefits of the organisation. [Information &amp; Communication Technology Component]</td>
</tr>
<tr>
<td>v. Facilities Maintenance and Operation of Built Assets</td>
<td>At the end of the course, students should be able to understand how to demonstrate and implement a managerial process of facilities maintenance and operation of built assets. [Practical &amp; Engineering Component]</td>
</tr>
<tr>
<td>vi. Risk and Disaster Management</td>
<td>At the end of the course, the students should be able to describe the principles, theories and applications of risk and disaster management techniques.</td>
</tr>
<tr>
<td>vii. Environmental, Health and Safety Management</td>
<td>At the end of the course, the students should be able to understand the issues, basic principles, theories and applications of managing environment, health and safety (EH&amp;S) in their areas of responsibility. [Management Component]</td>
</tr>
<tr>
<td>viii. Planning and Design in Facilities Management</td>
<td>At the end of the course, the students should be able to understand the principles and techniques of facilities planning and design and how they apply to and impact Facilities Management best practices. [Practical &amp; Engineering Component]</td>
</tr>
<tr>
<td>ix. Comparative Study on International Facilities Planning and Management</td>
<td>At the end of the course, the students should be able to differentiate various concept, principles, techniques and related matters in the framework of international facilities planning and management. [Practical &amp; Engineering Component]</td>
</tr>
<tr>
<td>General Subjects</td>
<td>(i) Research Methodology; (ii) Philosophy of Science &amp; Social Development; and (iii) Seminar on Development &amp; Global Issues</td>
</tr>
<tr>
<td>Percentages of Component</td>
<td>(i) Practical &amp; Engineering Component: 50 percent; (ii) Management Component: 38 per cent; (iii) Mathematics &amp; Science Component: 6 per cent (iv) Information &amp; Communication Technology Component: 6 per cent</td>
</tr>
<tr>
<td>Qualification</td>
<td>Bachelor Degree with Honours in Facilities Management or relevant academic disciplines within the built environment studies or any degree from institution of higher learning recognised by the UTHM Senate</td>
</tr>
</tbody>
</table>

Source: Sulaiman (2004a)
These subjects comprise a balance of special FM subjects and general management modules. It is intended to provide the student with a thorough grounding in both facilities and general management theories and practice. The Department believes that the introduction of the syllabus represents a positive and exciting content for FM academic development. As well as having the full-time programme, a part-time programme will also be conducted. The part-time programme may take up to two years, consisting of five semesters. Altogether, nine subjects will be offered, which is each tailored to the current needs of facilities managers. As universities move towards the future, the integration of global perspectives into the curriculum is essential for providing a meaningful international understanding for students (Spanier, 2007). Hence, the application of this new shape of curriculum can help to create global understanding on the insight and standards of facilities management practices been achieved in other countries or organisations. This will drive the student to think globally and make her/him capable to reflect on the best for local built and human environment needs. Prior to this attempt, the final project was also designed as a comparative international study in which the students should experience an international technical visit at any FM organisation outside Malaysia within the area of built and human environment. The report will be considered as an International FM Comparative Study and can be produced as a dissertation. Table 3 shows the particulars on this programme and also summarised the master programme offered by the public universities in Malaysia. Equally important as in the UK, in Malaysia, the Quality Assurance Division of the Higher Education Department, MoHE is responsible for the academic accreditation and evaluation offered by the public universities. A code of practice entitled “Code of Practice Quality Assurance in Public Universities in Malaysia” has been designed to achieve that purpose and to promote public confidence that quality in higher education is being maintained. It contains guidelines on criteria and standards for higher education in Malaysia and the procedures for quality assurance. It is also to ensure the HEI has sufficient and adequate resources to deliver the course to an adequate level of satisfaction. Thus, before the accreditation can be done, the programme evaluation must also involve the governance and administration of the University, the institution itself at the Faculty/School/Department level, representatives of the community, employers, education and government agencies, professional organizations and postgraduate educators nationally. As stated earlier, the programme is being reviewed at the faculty level before it can get an approval by the Senate of UTHM. Hence, it is soon to be accredited by this Division. With regards to professional accreditation, academic programmes may be accredited for their academic standing or they may be accredited to produce graduates with professional competence to practise, usually referred to as “professional accreditation” (Harvey, 2004). Prior to this requirement, the Department is now also preparing the document for BIFM, Royal Institute of Chartered Surveyors (RICS) accreditation as well as trying to seek the IFMA recognition. This exercise would be a great benefit for the national and international recognition of the Department as well as UTHM particularly.

3.1.3 PhD in Real Estate and Facilities Management

Until now the Faculty has produced four PhD students in Real Estate and Facilities Management since it was established in 2004. The Department is continuously welcoming more students to join the Faculty as a PhD candidate, especially those who are interested in gaining further knowledge in FM and to excel the contribution to the FM knowledge through research activities. Unfortunately, in terms of PhD supervision, the deficiency of PhD holders in FM has become an essential issue within academia in built environment study in Malaysia. Since the government encourages the public universities to hold at least 75 per cent of their lecturers with PhD, the academic high-flyers in FM has still very small number in and FM
was given a very low priority compared to the other academic programmes such as engineering, business and information technology. As the Faculty is trying to enhance the FM academic courses at various levels, a diverse international collaboration has also been made to create a better understanding from the universities outside Malaysia such as in the United Kingdom and European countries. Significantly, this collaboration will help further the appointment of external examiner, Visiting Professor and Contract Professor from the developed countries. In the meantime, the Department is also consistently sending lecturers to pursue their PhD in FM at well known universities around the globe predominantly for the purpose of transferring FM knowledge.
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Table 3: Comparison of Taught Programme Structure for the Master Programme in Facilities Management offered by universities in Malaysia

<table>
<thead>
<tr>
<th>Higher Education Institution (HEI)</th>
<th>Mode of Course</th>
<th>Length of Study</th>
<th>Total Credit</th>
<th>Subjects</th>
<th>Percentage of Components %</th>
<th>Final Project</th>
</tr>
</thead>
</table>
| University Technology of Malaysia | Taught course and lectures. Student needs to complete an assignment for each subject. | Full time (1 year) and Part Time (2 years) | 34 | 1) Value & Risk Management [P & E]  
2) Project Management [P & E]  
3) Computer Aided Facilities Management (CAFM) [ICT]  
4) Quality Management [M]  
5) Environmental Management & Support Service [M]  
6) Facilities Management [M]  
7) Dissertation* | 50 15 20 15 | * Student should submit a dissertation in the final semester |
| University Technology MARA (UiTM) | Taught course and lectures. Student needs to complete an assignment for each subject. Exam is compulsory for each subject. | Full time (1 year) and Part Time (2 years) | 37 | 1) Framework of Facilities Management & Research Methodology [M & S]  
2) Information Technology & Communication [ICT]  
3) Human Resource Management & Organisational Behaviour [M]  
4) Value Management & Finance [P & E]  
5) Risk and Strategic Management [P & E]  
6) Planning and Facilities Management in Fabric Building [P & E]  
7) Environmental Management and Services [M]  
8) Computer Aided Facilities Management (CAFM) [ICT]  
9) Integrated Simulation Facilities Management Project/Dissertation* | 25 25 37 13 | * Student should submit a dissertation in the final semester |
| Universiti Tun Hussein Onn (UTHM) | Taught course and lectures. Student needs to complete an assignment for each subject. Exam is compulsory for each subject. Comparative study with foreign country has to be completed during the short semester. | Full time (1 year) and Part Time (2 years) | 34 | 1) Professional Trends in Facility Management Best Practices [M]  
2) Quality and Value Management in Facilities Management [P & E]  
3) Economic and Financial Evaluation of Facilities [M]  
4) Computer Aided Facilities Management & Information Management System [ICT]  
5) Facilities Maintenance and Operation of Built Assets [P & E]  
6) Risk and Disaster Management [M]  
7) Environmental, Health and Safety Management [P & E]  
8) Planning and Design in Facilities Management [M & S]  
9) International Comparative Study/Dissertation* | 37 13 37 11 | * Student should undergo an international technical visit at any FM's organisation outside Malaysia within the area of built and human environment. Report will be considered as an International FM Comparative Study and should be produced as a dissertation. |


Source: Sulaiman (2004a)
3.2 Centre of Excellence for Facilities Management (CEFM)

Fig. 1. CEFM Corporate Logo

On the 1st January 2004, the Centre of Excellence for Facilities Management (CEFM) was officially announced as one of the centres of excellence in UTHM. This centre is the only centre developed with a vision to lead for knowledge sharing and development to achieve FM best practice through innovation and cutting edge technology across the country. The establishment of this centre is important as stated by Alexander (1998) that “if FM is to be acknowledged as a profession with its own rigorous discipline, it needs to sow the seeds for a strategy and infrastructure to promote development. “Centre of Excellence” should be created and linked into a network, to provide the focus of all this”. This statement demonstrates that a centre of excellence is an important hub in creating a network within the academic based institutions and a particular field of profession such as FM. The establishment of the centre of excellence can also attract worldwide interest within the same intellectual background, multi-disciplinary knowledge sharing (preferably comparative) carried out by teams networking internationally across research sites, academia, industry experts and policy jurisdictions.

Since 2004, CEFM has been trying to consolidate its role and diversify its activities across the nation. It has been working actively to create awareness throughout the nation about the FM roles, skills and functions. Also, the perception on FM practices have been promoted through the national and international collaboration that provides a ladder of opportunity to bridge CEFM with the FM centre of excellences and HEIs around the world as well as FM professional institutes such as IFMA and BIFM. In addition to this, CEFM is also trying to build its reputation and image within public and private sectors organisations as well as strengthening links with other major researchers and FM consultants locally. Figure 1 shows the CEFM’s corporate logo. Considering the importance of strategic and long term planning, CEFM has laid its strategy as below:

3.2.1 Vision

To serve as a leading edge centre of excellent for knowledge sharing and development to achieve Facilities Management best practice through innovation and cutting edge technology.

3.2.2 Mission

To continuously promote the development of total quality in Facilities Management as a critical, professional and strategic business discipline to deliver Facilities Management excellence.

3.2.3 Objectives

(1) To develop, demonstrate and disseminate best practice expertise and experience across different sector and facilities types;
(2) To identify and prioritise key issues for research & development and consultancy through expert position statements and discussion documents;

(3) To establish a consolidated knowledge base, supported by secure techniques, sound criteria and accountable expertise on which to develop practical theories in the field;

(4) To encourage cross-disciplinary collaborative research initiatives in key areas of opportunity and to help apply research finding and techniques;

(5) To promote national and international standards and benchmarks for Facilities Management best practice;

(6) To promote networking, events, training, research and access to knowledge as an aid to continuing professional development;

(7) To enhance and disseminate knowledge through publication on Facilities Management;

(8) To establish and maintain best practice of Facilities Management that will support rising performance and requirement levels and promote excellence in Facilities Management through innovation and creativity.

3.2.4 The Structure of the Centre

The structure of the CEFM is portrayed in Figure 3 below. It is led by a Head of Centre and supported by the six of strategic units known as Research; Consultancy; Training & CPD; Publication; Corporate Relation and ICT. For academia, the ability to influence policy depends on undertaking research and making conclusions that are ‘politically practicable’, while governments have only been prepared to fund research that is seen to be ‘useful’ (Ball, 1986). Hence, this research unit is the essential unit though which knowledge is developed through innovation and discovery to solve problems in FM world. The government has given various researchers funding to excel their research activities by offering a long term research, collaboration or contract research to the centre.

![Fig. 3. The Structure of the Centre](image)

CEFM has also been acting as a referral centre for FM research activities throughout the nation as policy-making is actually needs to be based on solid empirical evidence. The consultancy activities are also conducted within the public and private organisation base on long-term, periodical and ad-hoc bases. The demand is created by the organisation who seeks for intellectual consultancy. On top of this, the short courses, workshops and Continuing Professional Development (CPD) are also delivered by the CEFM members to the public and
private organisation to assist the development of FM skills and practices within the clients. The members are encouraged to produce books, journal articles and other periodicals considered as printed documents to boost the sources of FM knowledge in Malaysia. They have been participating in national and international exhibitions, symposiums and international conferences in a way to promote the function of the centre and to acquire a wider recognition from the industries, government department as well as academia. The FM knowledge portal is also developed to create a virtual discussion, forum and to invite virtual subscribers to utilise the FM sources of knowledge and information assisted by the helpdesk and on-line services.

3.3 **Malaysian Association for Facilities Management (MAFM)**

Malaysia needs a change in the management of asset and facilities. The formation of the MAFM in 2004 by the CEFM’s members and the identified representatives from FM industry showing the concern of UTHM towards the fundamental changes of FM practices. Ever since then, it has been the responsibilities of the MAFM to promote FM through the membership of the MAFM and other facilities managers within the FM industry. It was formed to correspond to the function of IFMA as well as BIFM in the UK. This association is now recognised as the first and the only FM association in Malaysia validated by the law of association and society in Malaysia under the Societies Act 1966; Societies Regulations 1984; and Societies (Application for Vesting Order) Regulations 1993. The constitution of MAFM was successfully documented in January 2004 and legally protected by this act. Basically, as stated in the constitution, the aim of MAFM and the objectives are;

3.3.1 **Aim**

The Executor of Development Aspiration and Global Facilities Management

3.3.2 **Objective**

(1) To provide a forum for MAFM members to share best practice in the field of FM;
(2) To provide networking opportunities for facilities managers;
(3) To organise CPD events for members in all subjects related to facilities management;
(4) To develop an understanding of FM at strategic, tactical and operational levels;
(5) To examine the concept of total building life and ways in which construction professionals can 'add value'; and;
(6) To be recognised as an expert pool of knowledge.

Having reviewed the role of Institute Surveyors Malaysia (ISM) and Board of Valuers and Estate Agents (BOVEA), it is revealed that the FM position in Malaysia is still governed by none of any professionals’ bodies. ISM (2007) stated the professional examinations can be obtained for professionals in land surveying, quantity surveying, property consultancy and valuation surveying and finally building surveying. Unfortunately, the FM profession is not considered to be positioned under the Act and still in ambiguous concern within the other professions under the ISM and BOVEA. In its own way, the RICS, UK Chapter has already recognised the FM as one of the 20 'specialisms' or Faculties offered as clustered in the Table 4 below. The ‘Faculties’ represent the key market sectors within which surveyors practice. The Faculties’ primary role is to develop technical standards and generate professional and technical guidance and information. Also, they are responsible for setting and maintaining the Assessment of Professional Competence (APC) or the Assessment of Technical Competencies (ATC) that make up the APC/ATC pathways for the practice area.
groupings of Built Environment, Land and Property as in the Table 4 below. All but one of the Faculties are also responsible for maintaining alternative designations, e.g. chartered quantity surveyor; chartered facilities management surveyor (RICS, 2008).

Table 4: The Faculties: Representing the Specialists

<table>
<thead>
<tr>
<th>Practice Specialities</th>
<th>Built Environment</th>
<th>Land</th>
<th>Property</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Building Control</td>
<td>1. Environment</td>
<td>1. Arts and Antiques</td>
<td></td>
</tr>
<tr>
<td>2. Building Survey</td>
<td>2. Geomatics</td>
<td>2. Commercial Property</td>
<td></td>
</tr>
<tr>
<td>5. Taxation Allowance</td>
<td></td>
<td>5. Housing Management &amp; Development</td>
<td></td>
</tr>
</tbody>
</table>

In the same way, while FM is achieving a wider recognition in USA, UK and other developed countries, it should deserve the same in Malaysia. Pursuant to the Memorandum of Cooperation (MOC) and long term understanding between RICS and ISM, with regards to FM profession, the route to ISM membership and assessment of competencies should concurrently be aligned within the MAFM criteria too. Indeed, the RICS, ISM, BOVEA and MAFM should work out on how the partnership can be created smartly towards the recognition of FM competencies in Malaysia as well as the position of FM profession within these four entities. Also, the law governing the profession should also be unambiguous from the spectacles of public, private sector and academia.

Table 5: Core Business of the Organisation

<table>
<thead>
<tr>
<th>Area of MAFM</th>
<th>Component of MAFM Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Managing Services</td>
<td></td>
</tr>
<tr>
<td>8. Retail and Franchise</td>
<td>5. Managing Services</td>
</tr>
<tr>
<td>10. Restaurant and Catering</td>
<td>7. Managing Customer Services</td>
</tr>
<tr>
<td>11. Events and Hospitality</td>
<td>8. Managing Environment</td>
</tr>
<tr>
<td>13. Property and Estate Mgt</td>
<td>10. Environmental Issues</td>
</tr>
<tr>
<td>18. Leisure, Resorts and Hotels</td>
<td>15. Cleaning Services etc</td>
</tr>
<tr>
<td>19. Professional Consultancy</td>
<td></td>
</tr>
<tr>
<td>20. Security</td>
<td></td>
</tr>
<tr>
<td>21. Property and Estate Mgt</td>
<td></td>
</tr>
</tbody>
</table>

In terms of FM roles, under the constitution, MAFM has set the area of FM functions into 21 groups as stated in Table 5. These types of core businesses have been identified and placed in the membership form. Besides, the component of FM practices has also been clustered into 6 components including business organisation; managing people; managing resources; managing premises; managing services and managing the working environment.

3.3.3 Corporate Image

Another essential part in creating and adding value of an organisation is a logo. The logo came from a Greek word logotypos. It is a graphical element for immediate recognition, inspiring trust, admiration, loyalty and an implied superiority of an organisation or one entity
Therefore, the MAFM corporate logo was designed to make it unique by its letters, elegant colours and eye-catching graphic elements. Importantly, it is designed to carry the professionalism and the image of the association visually. Likewise, the theme of the logo colours are also based on the similar range of IFMA and BIFM colours. The meanings of the corporate logo have also been interpreted as in the Figure 4 below.

Fig. 4. MAFM Corporate Logo, Features and its Visual Meanings

In order to protect the status and image of the association, under Section 3 of the constitution, the logo is protected intellectually and the usage has been permitted to the partner of the association only. As the establishment of MAFM proposed by the CEFM members, they are automatically being considered as MAFM member. The whole MAFM hierarchy and structure of membership is presided over by the President of MAFM assisted by a Secretary General, an Assistant Secretary General as well as a Treasurer elected from the board members annually.

4. Summary

In summary, teaching, research and providing expert services are three interrelated academic activities. Using a network between the Department of Construction and Property Management, CEFM and MAFM it can finally mark UTHM as a leader towards the development of FM excellence in Malaysia. Apparently, a higher support and encouragement from the upper management of UTHM as well as staff involvements and co-operation are imperative to ensure that the University can be a referral centre of FM studies nationally. Though not all academic staff can be equally involved in all three entities, the involvement of each staff member through the development of competitive academic programme, the centre of excellence and the association can absolutely enhance the role of UTHM as the first HEI in Malaysia for working enthusiastically in promoting FM practices throughout the nation. For each involvement, the University should provide a clear explanation about the responsibilities, roles and equitable workload distribution of the various roles in teaching, research, consultancy/expert services, professional association maturity and as well as community participation that contributes to the quality of education, civic responsibility and improvement of the sustainable quality of life of the community. The recognition of meritorious contribution for the purpose of promotion; salary determination; or other incentives of the academician who involves actively in these entities should be evaluated reasonably. With regard to curriculum development, for a good start, all public and private universities in Malaysia should endeavour to develop a competitive FM curriculum with an excellent undergraduate and post graduate programme and continuously benchmark over the reputable universities with the similar interest around the world. A systematic guideline for a thorough accreditation to access how well the curriculum content is also important to be
monitored by the MoHE in respect of the requirement of the core competence in FM professional practices. For those who do not have basic FM official education, thus it is also crucial to apply systematic training or undertaking CPD courses for upgrading the lacking of FM skills and disciplines. Here, a close affiliation between the CEFM and MAFM should be able to bridge the lack of knowledge gap between academia and people in industries. With no doubt, the people innovations in research are also important to the ultimate users in the FM ecology. Instead of accelerating the research funding, the FM profession should be highly regarded as one of the experience or senior management skill worker within the scope of built and human environment. The MAFM, ISM and RICS should also working together to execute the national aspiration towards a better quality of living. Significantly, not only the management of physical facilities can have a large role in determining national built environment efficiency, but supporting innovation and knowledge discovery, and a greater academic partnering can absolutely gear the nation to a better place to live. Hence, the UTHM should act as a platform for all parties interested in FM to cooperate for the excellences of the future national development. UTHM has to make sure that the leading role can be maintained continuously and always at the highest level.

References: