



L-Università
ta' Malta

Strategic Implementation Forum ENTERPRISE AND INDUSTRY IMPACT

*Serving students, scholarship
and society, sustainably*

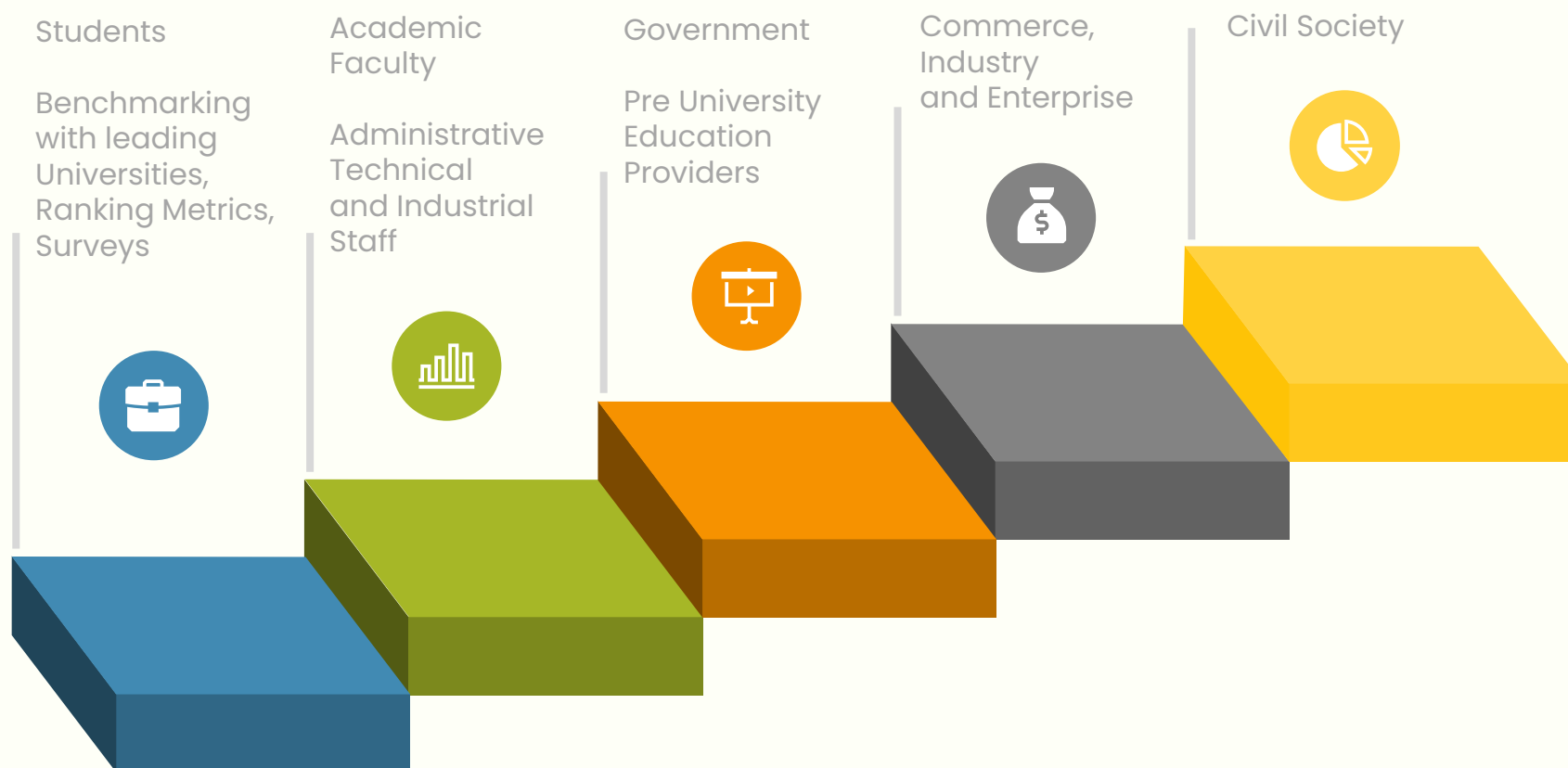
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Strategic Development Process

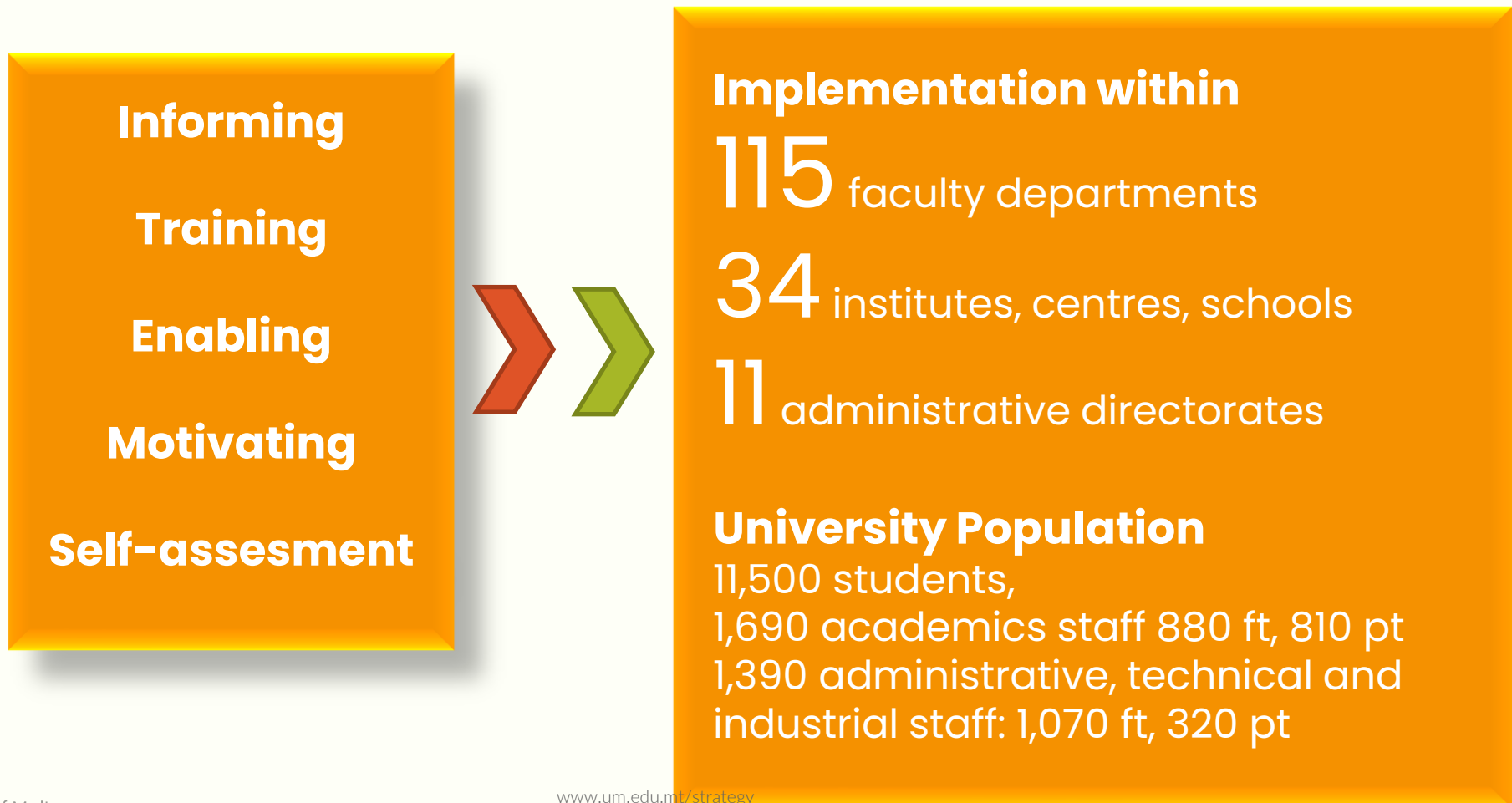
The Strategic Plan was developed
during academic year 2018–2019 via

**7 Stakeholder Groups through
7 Conferences, 49 Working Groups,
8 Advisory Groups, Steering Committee,
Stakeholder Survey and Public Consultation**



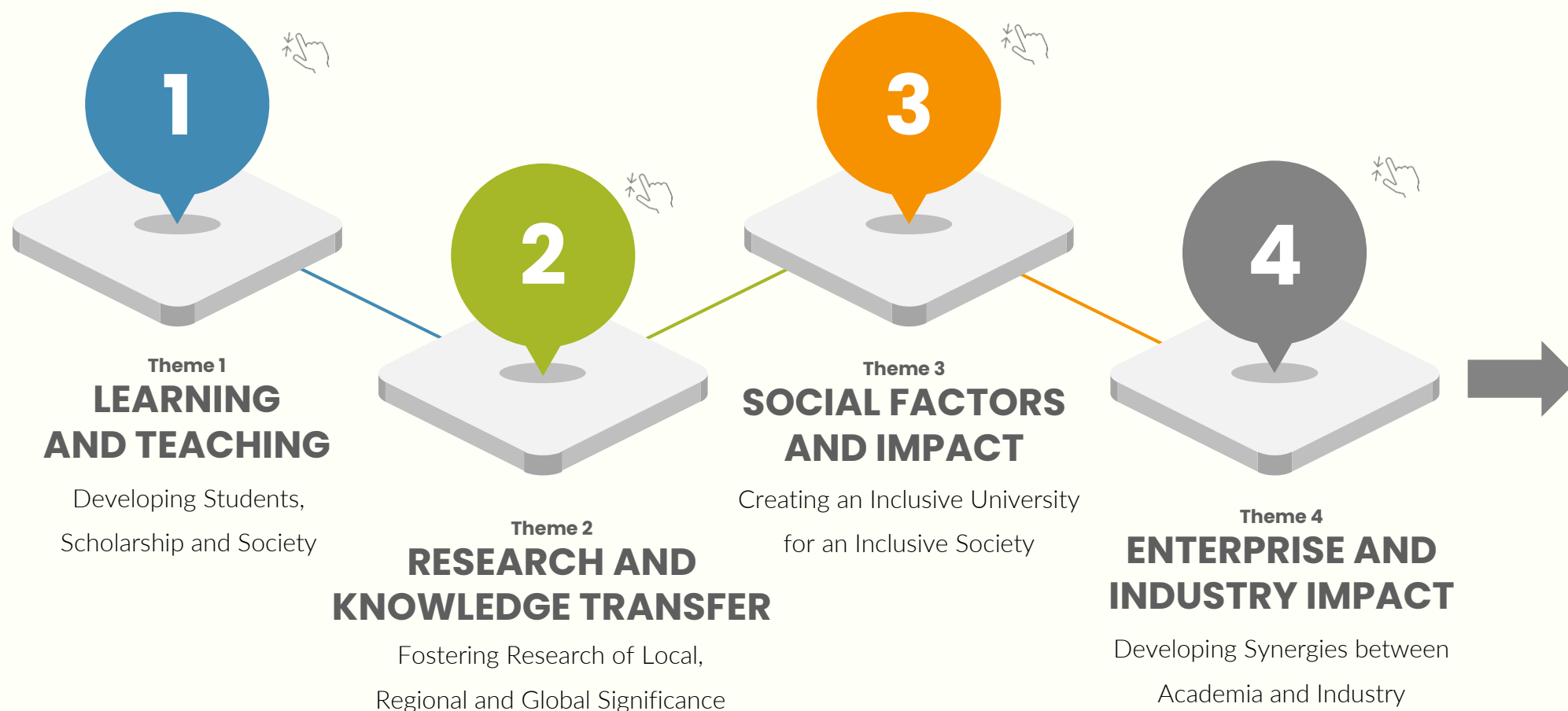
Strategic IMPLEMENTATION Process 2020–2025

University wide implementation in administrative directorates, faculties, academic departments, institutes, centres, schools and academies



Strategic Themes

University wide implementation in administrative directorates,
faculties, academic departments, institutes, centres, schools and academies



Strategic Themes

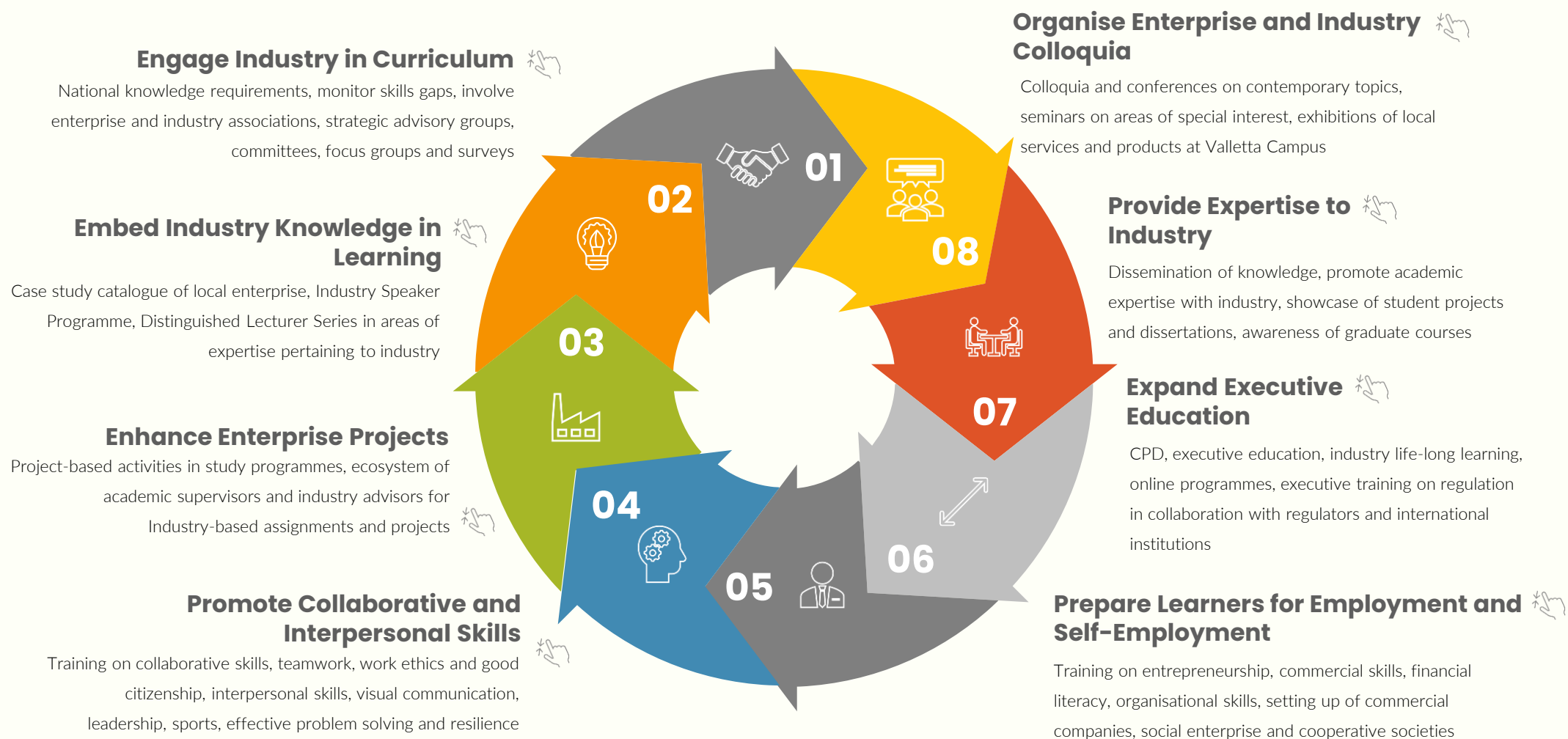
University wide implementation in administrative directorates,
faculties, academic departments, institutes, centres, schools and academies



FORUM Strategic Theme Enterprise and Industry Impact

[link](#)

University wide implementation in administrative directorates,
faculties, academic departments, institutes, centres, schools and academies



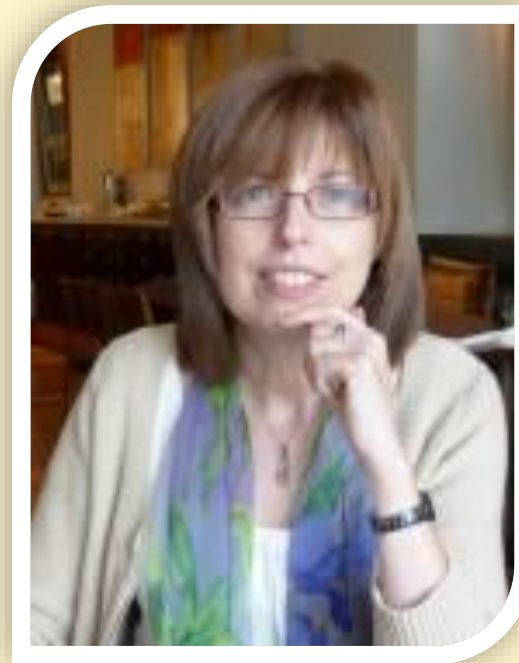
FORUM SPEAKER

Strategic Commitment: “Enhance learning through enterprise projects”

Subject: Linking Formative Assignments to Enterprise and Industry Projects

Prof Noellie Brockdorff

Dean Faculty of Media and Knowledge Science



All undergraduate programmes
in the faculty include a compulsory
internship/placement/project
with a relevant organization

Bachelor of Communications Hons

Bachelor in Knowledge & Information Management Hons

Bachelor in Fine Arts in Digital Arts Hons

Greenroads Ltd TAKEOFF Business Incubator
| Ministry of Transport & Infrastructure |
SOS Malta | www.emilyfrancisbooks.com
| Festivals Malta | Cloudigo Ltd | Souvenirs
That Don't Suck | MPS Marketing
Communications | The Concept Stadium |
VSQUARED | Game Lounge | Epic
Communications Ltd | Casumo Company |
BRND WGN | Threls Ltd. | Public
Broadcasting Services Ltd (PBS) | Merlin
Publishers Ltd | DNA Creative Studio Ltd | FBS
(Marketing) Ltd - St Venera | Switch - Digital
& Brand | Art Council Malta | Science in the
City | THINK Magazine | 89.7 Bay | Malta
Today | Erasmus Student Network Malta | 67
Kapitali | Archbishop's Curia Communications
Office Floriana | XXXLutz Marken GmbH
| Michele Peresso Group | Helix Advisory Ltd
| Keen Limited | Allied Newspapers Limited |
The Grand Hotel Excelsior | Italy Jiu-Jitsu
Association | Cornerhouse Studios | Mood |
Gain Changer Ltd | Foundation for the
Promotion of Entrepreneurial Initiative – FPEI
| Systemato | World Pro Racing

B. Communications (Hons)

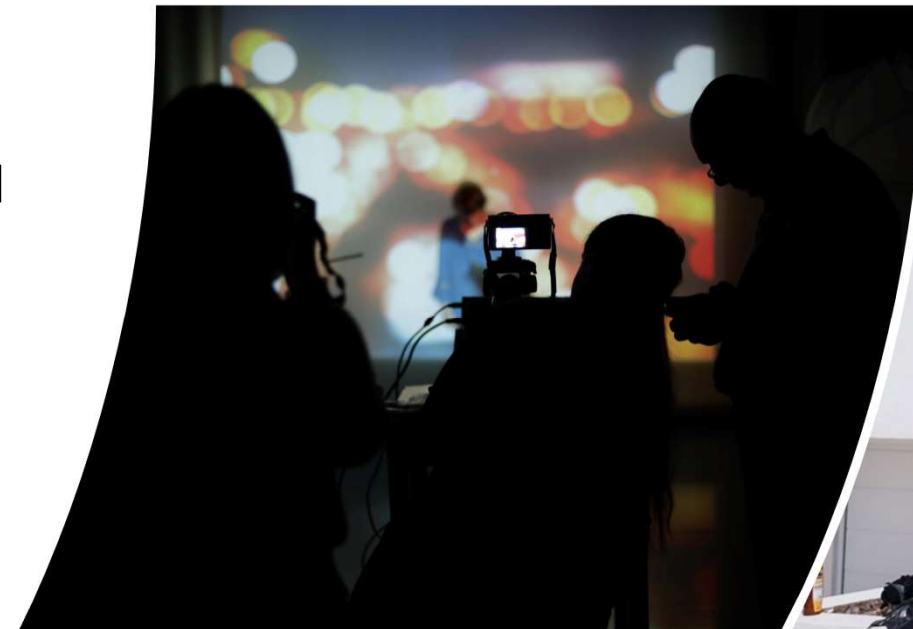
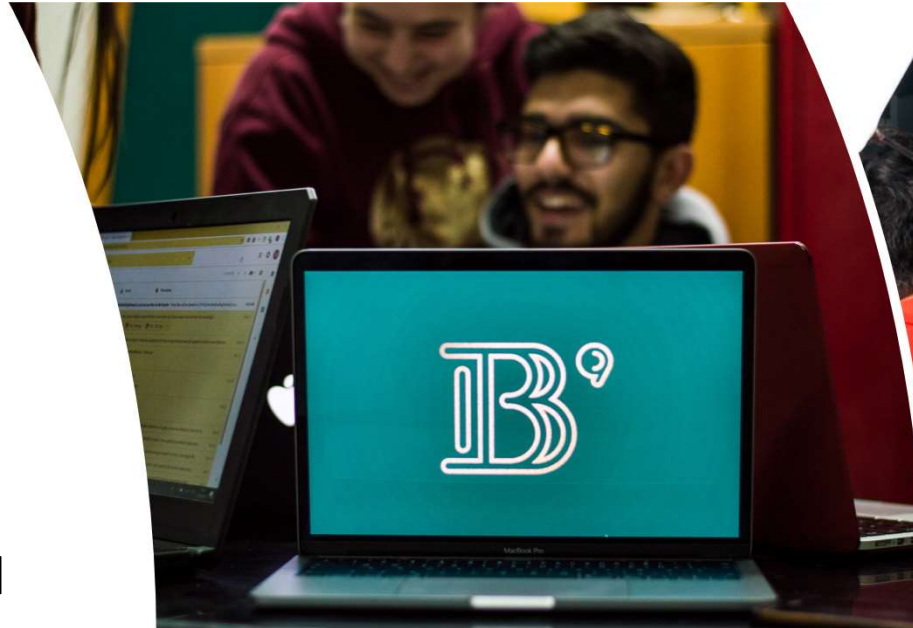
In their final year, students carry out a 100-hour placement in one of the approved mentor institutions as part of a compulsory 4ECTS study-unit

B. Communications (Hons)

Partnership building & PR, content writing & interviews | Social media marketing | Visual media and short videography clips preparation | Marketing and organising the launch of a product | Writing, publishing, marketing and promotion of a book | Analyse & improve customer journey | Integrate shop POS to online ecommerce, populate data & images related to web content, testing, email marketing and editorial design | Development & creation of social media videos | Writing of copy to accompany videos created | Assisting production staff in developing relevant stories for television, film, online streaming & other platforms | Assist writers, directors, manager & other members of staff | Research topics using a variety of sources, including video archives, the internet and library archives | Assisting with UI/UX design projects | Audit of marketing appearance of brands, share of shelf analysis and competition analysis | Digitalisation & proofreading of Brand Manuals | Strategic & ongoing planning for projects, research in market entry/penetration and exploitation

Bachelor of Communications B.Comms Hons

Third year elective
8ECTS study-unit in
Magazine and Digital
Publishing. Students
deal directly with
editorial,
communications and
advertising matters,
raise funds and
communicate the
publication to their
chosen audience.





National Library of Malta, Valletta |
University of Malta Library, Msida | MCAST
Library, Paola | Central Public Library,
Floriana | Gozo Public Library, Rabat |
Central Bank of Malta Library, Valletta |
Palazzo Falson Library, Mdina | Cathedral
Library, Mdina | Fondazzjoni Wirt Artna,
Cottonera | Seminary Library Tal-Virtu' | NSO
Library, Valletta | Heritage Malta Library
system | Ganado & Sammut Advocates
library, Valletta | Capuchin Library, Floriana |
Carmelite Friary Library, Mdina | National
Archives of Malta, Rabat & Mdina |
National Archives Gozo Section | National
Library of Malta, Valletta | Cathedral
Archives, Mdina | Dept of Information
Archive/Library, OPM Valletta | Ellis Family
photographic Archive, Ta'Paris | Notarial
Archive, Valletta | Planning Authority
library/archive, Floriana

Bachelor in Knowledge & Information Management B.KIM Hons

In their second year, students
carry out a 100-hour placement
in one of the approved memory
institutions

Bachelor in Fine Arts in Digital Arts BFA Hons Digital Arts

- A third year Professional Practice study-unit gives students the opportunity to work with industry practitioners on real life projects.
- Practitioners supply a project brief, and together with the lecturer give feedback on the students' work.



In Semester 1 2021-22, the BFA 3rd Year cohort worked on a brief provided by the curator of Palazzo Falson

Tasks included:

- An animation for children depicting the life of the Gollcher couple
- an interactive map of the museum
- signage and collateral material
- a video about the pollinator project on the roof of the museum.



2020-21 BFA 3rd Year cohort worked on a brief provided by Festivals Malta to produce a new image for Carnival 2020

Tasks included producing:

- carnival programme
- posters
- print/TV/web promotional material
- banners





Animation for Children produced by BFA 3rd Year cohort for National Museum of Fine Arts in Valletta



Promotional video produced by BFA 3rd Year cohort for National Museum of Fine Arts in Valletta

FORUM SPEAKERS

Strategic Commitment: “Embed industry knowledge in the learning experience”

Subject: Linking Formative Assignments to Enterprise and Industry

Dr Emanuel Said

Dean Faculty of Economics, Management and Accountancy

Mr Peter Calleya,

Visiting Lecturer, Head of Governance Commercial Banking, HSBC Bank Malta plc

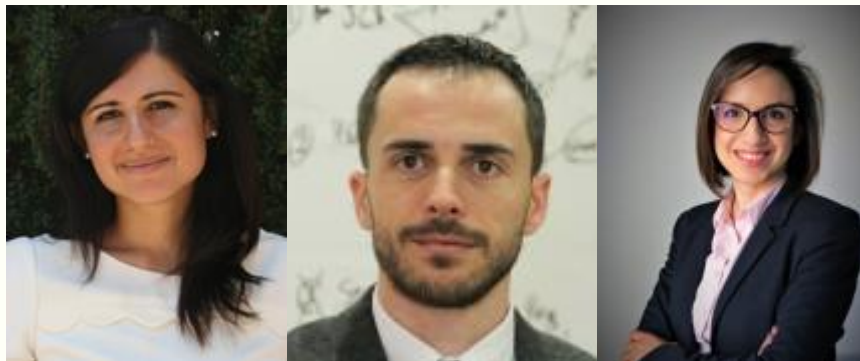




STRAT

SIMULATIONS

Digital Marketing Strategy
with **Digital Markstrat**
Lectures trained and
certified in Paris

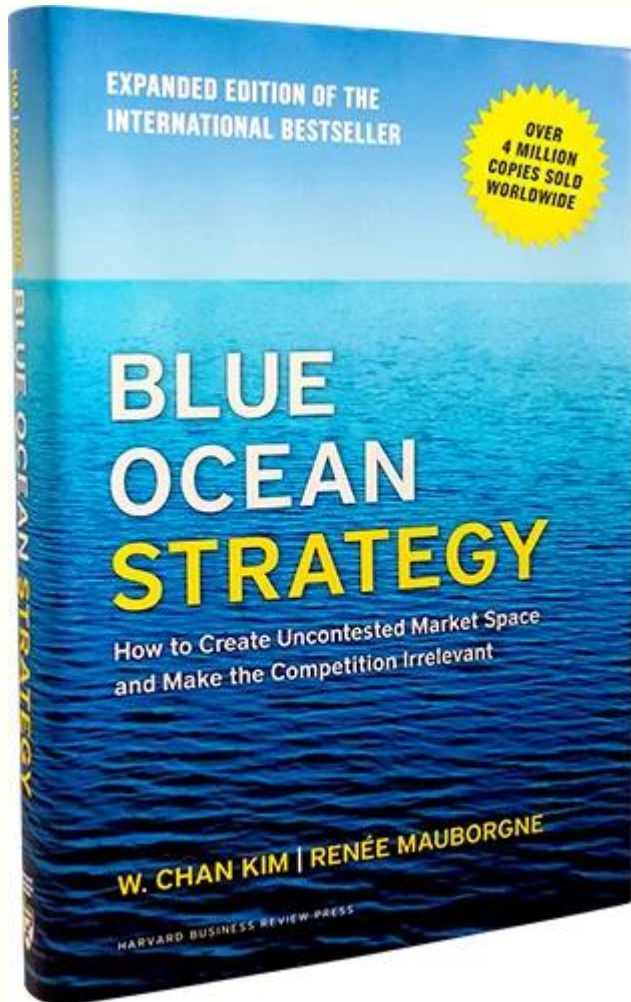


MSc Marketing and
Strategic Management

MSC Digital Marketing and
Strategic Management

Experiential learning with
business simulations

Engage your learners with our world-renowned
business simulation software in marketing, strategy,
sales & innovation.



Blue Ocean Strategy with BOSS: A Business Strategy Game

MSC Digital Marketing and Strategic Management

Experiential learning with business simulations

Engage your learners with our world-renowned business simulation software in marketing, strategy, sales & innovation.



Certified Trainers



Extending Simulation Games and Role Play to Board Room Presentations and Assessment - Annual Event



FORUM SPEAKER

Strategic Commitment: “Expand executive education”

Subject: Continuous Professional Development Programmes in Enterprise and Industry

Ms Liz Barbaro Sant

Vice President, Malta Chamber



FORUM SPEAKER

Strategic Commitment: “Develop enterprise and industry interaction”

Subject: Internship schemes across disciplines in production environments

Ing Jonathan Ferrito

Director Site General Administration: Ing Jonathan Ferrito, Director, ST Microelectronics





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Develop enterprise and industry interaction

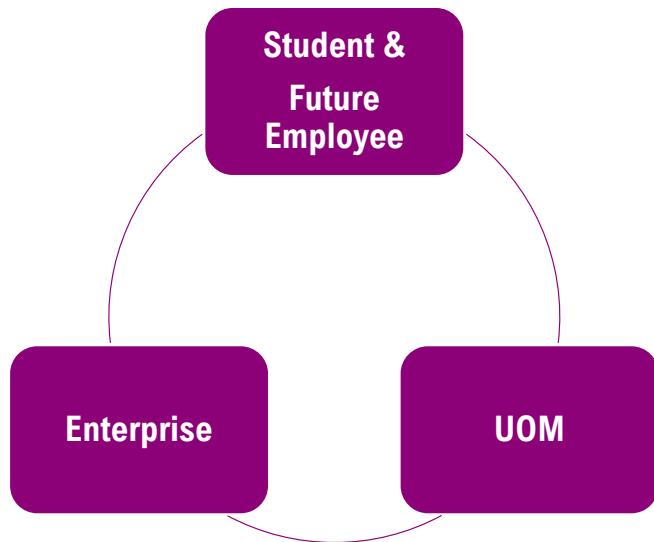
Internship schemes across disciplines in production environments

Date: 23rd February, 2022

Presenter: Jonathan Ferrito



Enterprise – UOM Interaction



Interaction between UOM and Enterprise is **critical**:

- Identification of **Future Skills**
 - Alignment of **Curricula** to Industry needs
 - **Upskilling** of current workforce
 - Keeping Malta at the forefront of **innovation**
- **Career guidance** and **job opportunities**
- Better transition to **world of work**

**UOM and Enterprise to keep Student
at the Centre of their relationship**



ST Malta:

- Collaborating with UOM on **AI** studies
- Needs to **identify skills** required for new/updated roles
- Needs to **upskill** its workforce to align with the new digital workplace
- Becoming an **employer of choice** and building **links with students** to fill its manpower needs (ex. visits & internships)
- Gives strong importance to **Diversity & Inclusion** for its workforce
- Contributes actively to promotion of **STEM**



STEM your way

Innovation depends on you



Companies are offering more and more STEM jobs, so inspiring the next generation to study science and engineering is a priority for ST



More info from:

https://www.st.com/content/st_com/en/about/st_approach_to_sustainability/sustainability-priorities/local-communities.html



ST SUSTAINABILITY CHARTER

“ We believe that diversity enables innovation and stakeholder engagement as well as personal and company growth.

More info from Sustainability Charter:

https://www.st.com/content/ccc/resource/corporate/company_promotion/corporate_brochure/group0/6e/86/c6/b5/21/6c/4b/0d/ST_Sustainability_Charter/files/ST_Sustainability_Charter.pdf/_jcr_content/translations/en.ST_Sustainability_Charter.pdf



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Internships:

- Good opportunity for students to:
 - Familiarise with a **working environment**
 - Better understand their **career opportunities**
- Opportunity for Employers to:
 - Contribute to **society** (CSR)
 - Identify and engage with **talent**
 - Assist **women** embarking in **STEM** careers
- Employers to keep in mind:
 - Requirements of **WBL Act**
 - **Educational** component of internships
- ST adopts **Responsible Business Alliance** Code of Conduct
- ST Malta to participate in **new Internship initiatives** launched by UOM





Thank you

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University Structure 1/2

The University is composed of 14 faculties, 115 academic departments, 1 academy, 17 institutes, 13 centres, 3 schools and 11 administrative directorates. The University operates from four campuses located in Msida, Valletta, Marsaxlokk and Gozo, with two outreach centres in Argotti and Cottonera.

The student population consists of 11,500 members, including 1,000 international students following full-time or part-time degree and diploma programmes. Study programmes are designed to produce highly qualified professionals, with experience of research, who will play key roles in industry, commerce and public affairs in general. Over 3,500 students graduate from the University each year.

The University is one of the largest employers in the country, employing 3080 people: 880 fulltime and 810 part-time academics, 1,070 full-time and 320 part-time staff in administrative, technical and industrial roles.

The University Library manages a collection of over one million physical volumes. The library provides the University community with access to over 60,000 e-journals, a wide spectrum of online databases and 16,550 e-books, and is a national repository of Melitensia. Moreover, the library administers the Institutional Repository OAR@UM which holds over 35,000 digital items.

Governing Structure

University Council
University Senate

Faculty of Arts

Department of Anthropological Science
Department of Art and Art History
Department of Classics and Archaeology
Department of English
Department of French
Department of Geography
Department of German
Department of History
Department of International Relations
Department of Italian
Department of Maltese
Department of Oriental Studies
Department of Philosophy
Department of Sociology
Department of Spanish and Latin American Studies
Department of Translation, Terminology and Interpreting Studies

Faculty for the Built Environment

Department of Architecture and Urban Design
Department of Civil and Structural Engineering
Department of Conservation and Built Heritage
Department of Construction and Property Management
Department of Environmental Design
Department of Spatial Planning and Infrastructure
Department of Visual Arts

Faculty of Dental Surgery

Department of Child Dental Health and Orthodontics
Department of Dental Surgery
Department of Oral Rehabilitation and Community Care
Department of Restorative Dentistry

Faculty of Economics, Management and Accountancy

Department of Accountancy
Department of Banking and Finance
Department of Economics
Department of Insurance
Department of Management
Department of Marketing
Department of Public Policy

Faculty of Education

Department of Arts, Open Communities and Adult Education
Department of Early Childhood and Primary Education
Department of Education Studies
Department of Health, Physical Education and Consumer Studies
Department of Inclusion and Access to Learning
Department of Languages and Humanities in Education
Department of Leadership for Learning and Innovation
Department of Mathematics and Science Education
Department of Technology and Entrepreneurship Education

Faculty of Engineering

Department of Electronic Systems Engineering
Department of Industrial and Manufacturing Engineering
Department of Industrial Electrical Power Conversion
Department of Mechanical Engineering
Department of Metallurgy and Materials Engineering
Department of Systems and Control Engineering

Faculty of Health Sciences

Department of Applied Biomedical Science
Department of Communication Therapy
Department of Food Sciences and Nutrition
Department of Health Systems Management and Leadership
Department of Mental Health
Department of Midwifery
Department of Nursing
Department of Occupational Therapy
Department of Physiotherapy
Department of Podiatry
Department of Radiography
Medical Physics Unit

Faculty of Information and Communication Technology

Department of Artificial Intelligence
Department of Communications and Computer Engineering
Department of Computer Information Systems
Department of Computer Science
Department of Microelectronics and Nanoelectronics

Faculty of Laws

Department of Civil Law
Department of Commercial Law
Department of Criminal Law

Department of Environment and Resources Law
Department of European and Comparative Law
Department of International Law
Department of Legal History and Legal Research Methodology
Department of Media, Communications and Technology Law
Department of Public Law

Faculty of Media and Knowledge Sciences

Department of Cognitive Science
Department of Corporate Communication
Department of Digital Arts
Department of Information Policy and Governance
Department of Library Information and Archive Sciences
Department of Media and Communications

Faculty of Medicine and Surgery

Department of Anatomy
Department of Clinical Pharmacology and Therapeutics
Department of Clinical Radiology and Nuclear Medicine
Department of Family Medicine
Department of Medicine
Department of Obstetrics and Gynecology
Department of Pediatrics
Department of Pathology
Department of Pharmacy
Department of Physiology and Biochemistry
Department of Psychiatry
Department of Public Health
Department of Surgery

Faculty of Science

Department of Biology
Department of Chemistry
Department of Geosciences
Department of Mathematics
Department of Physics
Department of Statistics and Operations Research

Faculty for Social Wellbeing

Department of Child and Family Studies
Department of Counselling
Department of Criminology
Department of Disability Studies
Department of Gender and Sexualities
Department of Gerontology and Dementia Studies
Department of Psychology
Department of Social Policy and Social Work
Department of Youth and Community Studies

University Structure 2/2

Faculty of Theology

Department of Church History, Patrology and Palæochristian Archaeology
Department of Fundamental and Dogmatic Theology
Department of Moral Theology
Department of Pastoral Theology, Liturgy and Canon Law
Department of Philosophy
Department of Sacred Scriptures, Hebrew and Greek

Academy

Mediterranean Academy of Diplomatic Studies

Centres

Centre for Biomedical Cybernetics
Centre for Distributed Ledger Technologies
Centre for English Language Proficiency
Centre for Entrepreneurship and Business Incubation
Centre for Environmental Education and Research
Centre for Labour Studies
Centre for the Liberal Arts and Sciences
Centre for Literacy
Centre for Molecular Medicine and Biobanking
Centre for Resilience and Socio-Emotional Health
Centre for the Study and Practice of Conflict Resolution
Centre for Traditional Chinese Medicine
Euro-Mediterranean Centre for Educational Research

Institutes

Confucius Institute
Institute for Climate Change and Sustainable Development
Institute for European Studies
Institute for Physical Education and Sport
Institute for Sustainable Energy
Institute for Tourism, Travel and Culture
Institute of Aerospace Technologies
Institute of Anglo-Italian Studies
Institute of Digital Games
Institute of Earth Systems
Institute of Linguistics and Language Technology
Institute of Maltese Studies
Institute of Space Sciences and Astronomy
International Institute for Baroque Studies
Islands and Small States Institute
Mediterranean Institute
The Edward de Bono Institute for Creative Thinking and Innovation

Schools

Doctoral School
International School for Foundation Studies
School of Performing Arts

College

GF Abela Junior College

Administrative Units

Corporate Research and Knowledge Transfer Office
Estates, Facilities and Capital Development
Directorate
Finance Office
International Office
Information Technology Services
Legal Services
Library Services
Marketing, Communications and Alumni Office
Office for Human Resources Management and Development
Office of the Registrar
Research Support Services Directorate

Resource Centres

Argotti Botanic Gardens and Resource Centre
Cottonera Resource Centre

Trusts, Foundations and Voluntary Organisations

Emanuele Cancer Research Foundation
Foundation for the Promotion of Entrepreneurial Initiatives
Malta Internet Foundation
Research, Innovation and Development Trust

Associated Organisations

MATSEC Examinations Board
Institute for Public Services
University of the Third Age

Malta University Holding Company

Malta University Broadcasting Limited
Malta University Consultancy Limited
Malta University Holding Company Limited
Malta University Innovation Portfolio Limited
Malta University Residence Limited

Registered Student Organisations

Kunsill Studenti Universitarji
+9 Studenti
Amnesty International
Anthropological Society
Association of Students of Commercial Studies
Arts Student Association
Association des Etats Généraux des Etudiants de l'Europe
Association International des Etudiants de Science, Economie et Commerce
Association of Linguistics and Language Technology
Association of Students of Commercial Studies
Beta Psi
Criminology Students' Association
Department of English Students Association
Earth Systems Association
Erasmus Student Network University of Malta
European Law Student Association
European Movement
European Studies Organisation
GetUpStandUp!
Għaqda Studenti tal-Liġi
Għaqda Studenti tat-Teoloġija
Għaqda tal-Malti - Università
Green House
Green Student Association
Grupp Universitarji Għawdxin
History of Art Student Association
Human Rights Research Unit
Independent Collective Realtà
Information Communication Technology Students' Association
Insite
Institute of Electrical and Electronics Engineering
Institution of Civil Engineers Student Chapter
International Association for the Exchange of Students for Technical Experience
JEF (Young European Federalists) Malta
Junior Chamber of Advocates Malta
Malta Association for Dental Students
Malta Association for Knowledge and Education
Malta Association of Physiotherapy Students
Malta Geomorphology Group
Malta Health Students' Association
Malta International Relations Student Society
Malta International Students Association Malta
Malta Medical Students Association
Malta Pharmaceutical Students Association
Malta University Film Club
Malta University Historical Society
Malta University Sports Club
Malta University Student Teachers
Maltese Association of Gerontology and Geriatrics
Media and Knowledge Sciences Association

Medical Biochemistry Students' Association
Move Studenti
Moviment Graffiti
Moviment għall-Edukazzjoni Umana
Moviment Kattoliku Studenti Universitarji
Organizzazzjoni Studenti Qwiebel
Pulse
Science Students' Society
Smile for Albania
Social Science Students' Integrative, Educational and Research Association
Society for African Studies
Society of Architecture and Civil Engineering Students
Studenti Demokristjani Maltin
Studenti Harsien Soċjali
Students for Healthy Living
Students in Free Enterprise (SIFE), University of Malta (SIFE UMT)
Students Philosophical Society
Students Sociology Association
Terra di Mezzo Malta
The Third Eye
Together We Learn
University Bible Group
University Engineering Student Association
University Music Association
University of Malta Debating Society
University of Malta Geographical Society
University of Malta Racing
University of Malta Rowing Club
University of Malta Students' Futsal Team
University Students of Performing Arts
Università tat-Terza Età
We Are - The University of Malta LGBTQIQI Organisation
Wolves Rugby Football Club Malta
Youth for the Environment

Acknowledgements

The Strategic Plan 2020–2025 was developed by students, staff and stakeholders through a widespread consultative process of conferences, fora, working groups, surveys and meetings, which took place from September 2018 to July 2019. The University owes gratitude to the students, staff and external stakeholders who devoted their time, expertise and effort as members of the committees within the strategic planning process. The final document was written by the Rectorate of the University of Malta and the members of the Committees and Advisory Groups for Strategic Planning.

University of Malta Strategic Plan 2020–2025 Summary

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University of Malta Strategic Plan 2020–2025 Full Text

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