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International Islamic University Malaysia Builds World-Class Reputation with Help from SAS

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ABSTRACT

International Islamic University Malaysia (IIUM) is striving to become a world-class teaching and research university. With SAS Strategic Performance Management, the university's balanced scorecard (BSC) process is automated, and more than 50 administrators and department heads can view updates quarterly. IIUM credits SAS with helping it reach its goal of having more of its faculty members recognized as experts in their fields as well as demonstrating efficiency in allocating budget. SAS Strategic Performance Management has done exactly what the university expected: deliver information quickly (quarterly vs. every six months) to employees throughout the university. By being able to communicate the university's vision staff are rising to the challenge: In four years, grants increased more than 400 percent, patents doubled, publications nearly tripled and faculty members recognized as experts in their fields grew from 10 to 40 percent. The university has done all of this while reducing the cost per student and increasing the revenue and profits of the university's business wings. Those profits are channeled back to the university as additional funds.

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