

ORGANISED BY:
ENGINEERING EDUCATION TECHNICAL DIVISION (E2TD), IE

PHYSICAL HALF DAY WORKSHOP ON CQI OPTIMISATION USING STAKEHOLDER FEEDBACK

TRANSFORMING DATA INTO MEANINGFUL CONTINUOUS IMPROVEMENT

BEM Approved CPD Hours : 4
Ref. No. : IEM26/HQ/276/W

DATE : 30 SEPTEMBER 2026
TIME : 9.00 AM - 1.00 PM
VENUE: WISMA IEM, PETALING JAYA



SPEAKER:
Ir. PROF. DR. SITI HAWA HAMZAH

Training Mode:
Physical



REGISTRATION FEE'S (subject to 8% SST)

	ONLINE FEE (Log-in for registration & payment: www.myiem.org.my/member/login.aspx)	NORMAL FEE (By Email : Payment by cash, credit card, bank-in, Invoice)
IEM Student Members	100.00	150.00
IEM Graduate Members	180.00	230.00
IEM Corporate Members	300.00	350.00
Non-IEM Members	500.00	550.00

SYNOPSIS

Continuous Quality Improvement (CQI) is a key component of Outcome-Based Education (OBE) and an essential requirement for programme accreditation under the Engineering Accreditation Council (EAC) and Engineering Technology Accreditation Council (ETAC). While institutions regularly collect feedback from students, graduates, employers, industry advisors, and other stakeholders, many struggle to effectively utilise the data to drive meaningful programme enhancements and demonstrate measurable improvements.

This practical and interactive workshop focuses on optimising CQI practices through systematic stakeholder feedback management. Participants will learn how to transform feedback data into actionable insights, design effective feedback mechanisms that encourage stakeholder participation, and develop evidence-based CQI reports that satisfy accreditation requirements.

Through case studies, discussions, templates, and hands-on exercises, participants will gain practical tools and techniques to establish a robust CQI process that not only fulfils accreditation expectations but also contributes to the continuous enhancement of programme quality and graduate outcomes.

LEARNING OUTCOMES

Upon completion of this workshop, participants will be able to:

- Differentiate between data collection and meaningful CQI implementation.
- Analyse stakeholder feedback and identify actionable improvement opportunities.
- Design effective feedback instruments that improve response quality and participation rates.
- Develop evidence-based CQI reports for accreditation and quality assurance purposes.
- Demonstrate the impact of CQI initiatives using appropriate documentation and supporting evidence.

TARGET AUDIENCE

The workshop is designed for:

- Heads of Department (HODs)
- Programme Coordinators
- Outcome-Based Education (OBE) Coordinators
- Quality Assurance Officers
- Accreditation Committee Members
- Academic Administrators
- Lecturers and Academic Staff
- Engineering and Engineering Technology Educators
- Personnel involved in EAC/ETAC accreditation preparation and programme review

PROGRAMME

TIME	PROGRAMME
08:30am – 09:00am	Registration and Refreshments
9.00 am – 9.10 am	Welcome Remarks and Workshop Overview
9.10 am – 10.10 am	Session 1: From Data Dump to Actionable Insight – Closing the Loop Understanding stakeholder feedback, identifying meaningful trends, and converting findings into CQI actions
10.10 am – 10.25 am	Discussion and Q&A
10.25 am – 10.40 am	Morning Break
10.40 am – 11.40 am	Session 2: Designing Feedback Systems That People Actually Use Reducing survey fatigue, improving participation rates, and developing effective feedback instruments
11.40 am – 12.40 pm	Session 3: Proving It to Review Panels – Evidence-Based CQI Reporting Developing impactful CQI reports, documenting evidence, and demonstrating continuous improvement for accreditation reviews
12.40 pm – 1.00 pm	Open Forum, Key Takeaways and Closing Session

SPEAKERS' BIODATA

Ir. Prof. Dr. Siti Hawa Hamzah is a distinguished engineering educator, accreditation expert, and professional engineer with extensive experience in Outcome-Based Education (OBE), Continuous Quality Improvement (CQI), and engineering programme accreditation. She currently serves as the Associate Director of the Engineering Technology Accreditation Council (ETAC), Board of Engineers Malaysia (BEM), and Honorary Professor of Engineering Professional Practice at the University of Cyberjaya.

A Professional Engineer with Practising Certificate (PEPC), Fellow of The Institution of Engineers Malaysia (FIEM), Honorary Fellow of the ASEAN Federation of Engineering Organisations (AFEO), and Honorary Distinguished Fellow of the Society of Engineering Education Malaysia (SEEM), she has played a significant role in advancing engineering education quality both nationally and internationally.

With more than 33 years of academic experience and over two decades of engineering programme management, Prof. Siti Hawa has been involved in the accreditation of more than 190 engineering and engineering technology programmes. She has served as a BEM-EAC/ETAC Lead Trainer and Evaluator since 2005 and previously held leadership positions including Director of the Engineering Accreditation Department (EAD), BEM, and Associate Director of the Engineering Accreditation Council (EAC).

Her international contributions include serving as reviewer, mentor, and accreditation consultant for the International Engineering Alliance (IEA), Engineering Council UK (ECUK), Hong Kong Institution of Engineers (HKIE), Indonesian Accreditation Board for Engineering Education (IABEE), Bangladesh Accreditation Board for Engineering and Technical Education (BAETE), Qatar University, and the Ministry of Higher Education Afghanistan.

A retired Professor of Civil and Structural Engineering from Universiti Teknologi MARA (UiTM), she has authored 15 books, published over 175 technical papers, completed 21 research projects, and received numerous prestigious recognitions, including the IEM Women Engineer Award and the Engineer's Wall of Fame Award 2025. Her wealth of experience in accreditation, quality assurance, OBE implementation, and stakeholder engagement makes her one of Malaysia's foremost experts in engineering education and CQI practices.

REGISTRATION FORM

No	Name (s)	M'Ship Number	IC No.	Fee (RM)
SUB TOTAL				
ADD SST @8%				
TOTAL PAYABLE				

Name: _____ Designation: _____

Address: _____

Tel No: _____ Email: _____

Signature & Stamp

Date

CANCELLATION POLICY

IEM reserves the right to postpone, reschedule, allocate or cancel the event. Full refund if cancellation is received in writing more than 7 days before start date of the event. No cancellation will be accepted prior to the date of the event. However, replacement or substitute may be made at any time with prior notification and substitute will be charged according to membership status.

PERSONAL DATA PROTECTION ACT

I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal data as set out in the said notice.