Mohd Amirul Kasyful Nur bin Zulkifli

From:	School Of Economics, Finance and Banking
Sent:	Wednesday, 8 March, 2017 2:50 PM
To:	UUM - All Staff
Subject:	SEFB ONLINE: AACSB BRIEFING BY DEPUTY VICE-CHANCELLOR (ACADEMIC & INTERNATIONAL)

SCHOOL OF ECONOMICS, FINANCE AND BANKING

Pusat Pengajian Ekonomi, Kewangan dan Perbankan

Universiti Utara Malaysia

8 MAC 2017 || 9 JAMADILAKHIR 1438H
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Assalammualaikum w.b.t and Greetings

YBhg. Datuk/ Dato' Wira/ Dato/ Datin/ Y.Brs. Prof./ Dr./ Mr./Mdm

SEFB ONLINE : Deputy Vice-Chancellor (Academic & International), Prof Dr. Hassan Ali and AACSB Unit has come to SEFB and gave briefing of AACSB on 4 March 2017 (Sunday) at SEFB. Based on Initial Peer-Review Report 2016, Prof Dr. Hassan together with the Director of AACSB Unit, Prof. Dr. Ku Nor Izah have addressed three pertaining areas/issues that all Schools under AACSB accreditation need to concentrate during the First Continuous Improvement Review which will commenced in 2020-2021.

These three areas must be closely monitor and the Schools are required to incorporate them in the ongoing school planning initiatives.

1. Improvement of Intellectual Contribution (Standard 2)
   The faculty are required to improve the publication quality as well as the impact by publishing in a higher quality journals

2. Appointment of Professional Advisory Boards at the School level (Standard 13)
   Each School under AACSB accreditation must set up their own Professional Advisory Board to further enhance industry engagement.

3. Doctoral Students (Standard 5)
   The Peer Review Team is concerned on the faculty capability and capacity to sustain supervision of more than 1,600 doctoral students. Hence, Prof. Dr Hassan said there is a need to reduce the number of doctoral student. The University will reduced the doctoral students' intake and will focus on the quality of students enrolled in UUM. Due to this issue, each faculty is allowed to have a maximum of five doctoral students only, either as first supervisor or as second supervisor

The briefing session ends at 4:20 pm

Prepared By: Dr. Hasniza Mohd. Taib
Photo By: Mr. Asrul Nizar Zakaria

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School of Economics, Finance and Banking
Economics Building
UUM College of Business,
Universiti Utara Malaysia,
06010 UUM Sintok, Kedah.
EXT: 04- 928 6757/6758/6763/6766
FAX: 04- 928 6752