**From:** Jabatan Komunikasi Korporat
**To:** UUM - All Staff; UUM - All Students
**Subject:** UUM HOSTS ACADEMIC AND INTERNATIONAL ACCREDITATION VISIT BY PRINCE OF SONGKLA UNIVERSITY
**Date:** Thursday, 10 September, 2026 9:40:23 AM
**Attachments:** image002.png
image003.png

Jabatan Komunikasi Korporat
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UUM TODAY

UNIVERSITI PENGURUSAN TERKEMUKA | THE EMINENT MANAGEMENT UNIVERSITY

10 SEPTEMBER 2026 / 28 RABIULAWAL 1448H
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News and pictures by: International Accreditation Division PPQA

**UUM HOSTS ACADEMIC AND INTERNATIONAL ACCREDITATION VISIT BY PRINCE OF SONGKLA UNIVERSITY**




**UUM ONLINE:** Sintok, 6 September 2026 – Universiti Utara Malaysia (UUM) welcomed a delegation from Prince of Songkla University (PSU), Pattani Campus, Thailand, led by Associate Professor Dr. Phathara-on Wesarat, for an academic visit focusing on academic management, quality assurance and international accreditation.

The visit provided a platform for both institutions to exchange knowledge and experiences, with particular emphasis on quality assurance, academic management and international accreditation. As part of the programme, the PSU delegation visited the Quality and Accreditation Management Centre (PPQA), where they were briefed by Prof. Dr. Natrah Saad, Deputy Director of PPQA, who represented the Director.

The briefing highlighted UUM's experience in pursuing and maintaining international accreditation, particularly the Association to Advance Collegiate Schools of Business (AACSB), ASEAN University Network-Quality Assurance (AUN-QA) and EQUIS accreditations.




The PSU delegation showed particular interest in gaining a deeper understanding of the AACSB accreditation process, including its key requirements, preparatory stages and critical areas that institutions need to address throughout the accreditation journey.

The engagement enabled PSU to draw on UUM's institutional experience and practical insights while further strengthening the academic linkages between the two universities. Both parties also expressed an interest in sustaining knowledge-sharing and professional engagement between PSU and PPQA in the future.

Prior to the visit to PPQA, the delegation visited the School of Business Management (SBM) to gain insights into UUM's academic structure, curriculum management and industrial training practices. The Dean of SBM, Associate Professor Dr. Shuhymee Ahmad, led the briefing and discussion, together with members of the SBM management team.

The programme also featured a campus tour, including visits to *Anjung Tamu* and the UUM Museum of Management. Coordinated by the Centre for International Affairs and Cooperation (CIAC), the tour offered the delegation an overview of UUM's institutional history, development and achievements.

The visit underscores UUM's continued commitment to strengthening international academic collaboration and sharing its expertise in quality assurance and international accreditation with partner institutions.

Beyond knowledge exchange, the engagement also provides a foundation for both universities to explore further opportunities for collaboration in academic development, quality enhancement and institutional capacity building.

ZMS/JKK/2026

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