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Jabatan Komunikasi Korporat
CORPORATE COMMUNICATION DEPARTMENT
Universiti Utara Malaysia

UUM TODAY

UNIVERSITI PENGURUSAN TERKEMUKA | THE EMINENT MANAGEMENT UNIVERSITY

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UUM SOLIDIFIES STATUS AS PREFERRED UNIVERSITY FOR STUDENTS AND EMPLOYERS



UUM ONLINE: Sintok - Universiti Utara Malaysia (UUM) continues to strengthen its position as a competitive higher education institution, with a total student population of 29,030, including 3,609 postgraduate students, and an increasingly diverse international student community.

This development was highlighted by UUM Vice-Chancellor, Prof. Dr. Ahmad Martadha Mohamed during the Vice-Chancellor's Dialogue with Guardians held in conjunction with the Orientation Week (A261) for the 2026/2027 academic session, which runs from 15 to 19 September 2026.

Prof. Dr. Ahmad Martadha said that the latest intake comprises 4,982 new students including 4,661 local students and 321 international students, further demonstrating UUM's appeal as a higher education destination that attracts both local students and students from abroad.





Of this total, 3,399 are female students (68 percent), while 1,583 are male students (32 percent). At the undergraduate level, UUM has welcomed 211 international students from countries including China, Bangladesh, Indonesia, Qatar, Thailand, Yemen, India, Somalia, Pakistan, Sudan, the United States, Saudi Arabia and Palestine, among others.

Accounting Programme Emerges as Top Choice

In terms of programme preference, the Bachelor of Accounting with Honours recorded the highest intake, with 446 students, followed by the Bachelor of Science in Economics with Honours with 259 students and the Bachelor of Business Administration with Honours with 251 students.

The figures reflect UUM's established strengths in management, business, economics and accounting, which are closely aligned with the university's identity and academic focus, particularly its emphasis on management and business disciplines.

With 25,421 undergraduate students and 3,609 postgraduate students, UUM has a sizeable and increasingly diverse academic community, comprising students from a wide range of backgrounds and experiences.

Student Welfare Remains a Priority

Alongside academic excellence, UUM continues to place strong emphasis on student welfare and support, particularly as a significant proportion of its students come from B40 families.

This commitment is reflected in various welfare and educational assistance initiatives, including the UUM Kasih initiative, which provides support to students facing financial and other challenges.

More significantly, the UUM New Student Ziarah Kasih MADANI (Compassionate Visit) Programme enables the university to reach out to new students and their families to better understand their circumstances and identify their needs.

Conducted from 28 August to 14 September 2026, the programme involved visits to 96 homes across Malaysia. Students identified as requiring assistance subsequently received support through the Welfare Fee Fund and TH-IQRA contributions managed by the UUM Zakat and Waqf Centre.





UUM Graduates Remain Sought After by Employers

UUM's strength is also reflected in the employability of its graduates. Findings from the Talentbank Graduate Employability Index, based on a study involving 1,200 employers nationwide, indicate that UUM graduates remain in high demand in the job market.

The presentation also highlighted UUM's strategic networks with leading organisations and companies, as well as employer recognition of its graduates in fields including logistics and multimedia, accounting, business management, and human resource management.

UUM's Reputation Bolstered by Ranking Achievements

Meanwhile, Prof. Dr. Ahmad Martadha said UUM's achievements in various international rankings further demonstrate the University's continued growth and increasing global recognition.

According to him, UUM ranked No. 1 among Malaysian universities in accounting and finance, while also recording several notable achievements in the QS World University Rankings by Subject, Times Higher Education (THE) rankings and sustainability rankings.

These achievements are further reinforced by recognition of UUM among employers, including its No. 1 ranking among Malaysian public universities for "Employer Choice", reflecting industry confidence in the quality and capabilities of UUM graduates.



Comprehensive Facilities Enhance the Student Experience

In terms of infrastructure, UUM has 238 teaching spaces, comprising 160 classrooms and 78 lecture halls with a combined capacity of 19,535 people.

Beyond its academic facilities, the Sintok campus offers a wide range of amenities and spaces for student activities and recreation, including a swimming pool, an 18-hole golf course, a go-kart circuit, laboratories, archery facilities, a sports complex, a mosque, halls, a bistro, and recreational paths.

Overall, the "Vice-Chancellor's Dialogue with Guardians" underscored UUM's holistic approach to the student experience, which extends beyond academic achievement to encompass welfare, character development, international exposure, graduate employability, and a conducive campus environment.

During the question-and-answer session, parents and guardians raised various issues, including artificial intelligence (AI) and entrepreneurship initiatives to support UUM students, as well as student mobility programmes.

Also present were the Deputy Vice-Chancellor (Academic and International), Prof. Dr. Mohd Azizuddin Mohd Sani; Deputy Vice-Chancellor (Student Affairs and Alumni), Assoc. Prof. Dr. Bakti Hasan Basri; Mr. Mohd Zulkifli Mohd Noor, who is performing the duties of the Registrar; and the President of the Student Representative Council (MPP), Mr. Muhammad Syahmi Iman Muhammad Rezal, together with key university officials.

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