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Subject: UUM URGED TO ESTABLISH ITSELF AS MALAYSIA'S TOP BUSINESS SCHOOL

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Photo by Muhammad Shamsul Shafie and Hairul Nizam Zahari

UUM URGED TO ESTABLISH ITSELF AS MALAYSIA'S TOP BUSINESS SCHOOL



UUM ONLINE: As a leading management university, Universiti Utara Malaysia (UUM), must not dwell on past successes, instead it should move forward and innovate to ensure that it maintains its relevance in the increasingly competitive world of higher education.

Deputy Secretary-General (Policy) of the Ministry of Higher Education, Dato' Dr. Megat Sany Megat Ahmad Supian said, UUM has already established a strong reputation as a university with a focus on management.

According to him, it would be advantageous for UUM to be recognised as the top business school in the country.

He said that prospective international students are seeking out leading universities in the Top Business School category when choosing where to pursue their studies.

"More than four decades have passed since UUM began its operations as an institution of higher learning focused on management.

"During this period, we have witnessed remarkable transformation and progress, not only within the academic and research fields, but also in shaping outstanding human capital that plays a vital role in national development," he said at the 41st Universiti Utara Malaysia (UUM) Foundation Day Celebration and 37th UUM Convocation Ceremony Appreciation Ceremony held at the Mu'adzam Shah Hall yesterday.

He said that UUM should be complacent with past achievements, but must consistently be prepared to grow, evolve, and adapt to new needs.

According to him, the latest data from Education Malaysia Global Services (EMGS) indicates that the highest percentage of applications from international students seeking to pursue their studies in Malaysia pertains to the fields of administration and business.

“The university that is most appropriately aligned with administration and business is UUM.

“UUM must establish itself as the country’s top business school, thus demonstrating its capacity to attract and accommodate the greatest number of international students in these disciplines,” he said.

Dr. Megat Sany expressed confidence in UUM’s capability to achieve even greater heights, particularly in the fields of management and business, aligning with the aspirations of the nation since its establishment on 16 February 1984.

He also expressed his deepest appreciation to all the staff involved in the successful organisation of the 37th UUM Convocation Ceremony which was held last November.

The ceremony also witnessed the launch of several new initiatives that reaffirmed UUM's commitment to enhancing a more advanced educational ecosystem. Additional, certificates were presented for various initiatives including Ihya Ramadan, e-FloraCyntok, Smart Security Campus, Public Sector Conducive Ecosystem Award (EKSA), UUM Sports Icon Award, ASEAN Student Mobility Programme and the National Occupational Safety and Health Award.

Earlier, Dr. Megat Sany and Vice-Chancellor, Prof. Dato' Dr. Mohd Foad Sakdan took part in a tree-planting ceremony in front of the Mu'adzam Shah Hall.

Also present at the event were the Deputy Vice-Chancellors; members of the University Management Committee and senior university officials.



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