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From: Unit Komunikasi Korporat
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Subject: OYAGSB Must Unleash Its Inner Champion To Help Realise The University's Agenda



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Mahaliza Mahadhir (mahaliza@uum.edu.my)

OYAGSB MUST UNLEASH ITS INNER CHAMPION TO HELP REALISE THE UNIVERSITY'S AGENDA



UUM ONLINE: The Othman Yeop Abdullah Graduate School of Business (OYAGSB) must unleash its inner champion in order to enable UUM to implement its agenda towards becoming the Eminent Management University.

The Vice-Chancellor, Prof Dato' Seri Dr Mohamed Mustafa Ishak, said that, to bring out the champion within, OYAGSB had to ratchet up its performance to extraordinary levels.

He said that it could be achieved through unhampered communication whereby the message gets across and is understood as intended, without any miscommunication, with regard to the goals, vision, and mission of OYAGSB.

"This is to ensure that everyone is on the same page in terms of being highly committed to the task in hand in view of the fact that OYAGSB has been entrusted with spearheading UUM's stride towards greater achievements such as the attainment of its third prestigious accreditation, this time from EQUIS, to add to those from AMBA and AACSB, and, thus, have in its possession the full complement of the Triple Crown Accreditation.

"Provided we plan well and know our precise goals and the direction we are headed, we will be able to attain success, be it much earlier than expected, right on time, or not far off from the targeted point in time," he said at a meeting with members of the OYAGSB staff at the OYAGSB Meeting Room, yesterday afternoon.

He added further that the desired success, though a challenge for OYAGSB, would prove to be a far greater one for UUM. Hence, he said, OYAGSB needed to unleash its inner champion in order to propel UUM further along its journey to greater international renown and recognition.

According to him, it was now time for the university, through OYAGSB, to focus on the strategic plan to achieve the Triple Crown accreditation, Triple ISO certification, and Top 100 Business Schools ranking milestones by the year 2020.

Apart from this, the Vice-Chancellor said that UUM should be proud of being the first university in Malaysia to launch its chapter of Beta Gamma Sigma (BGS) on the strength of its successful attainment of the AACSB accreditation.

At the same meeting, he also expressed his hope that OYAGSB would emulate the Melbourne Business School in coming up with initiatives to generate its own income, particularly through its Executive Education programme.

"Of equal importance is the focus on human resource, as well as collaborative ties with celebrated business schools such as the NIDA Business School and the Sasin Graduate Institute of Business Administration, Chulalongkorn University, Thailand.

"Finally, the support among staff members, including that given to the Dean of OYAGSB himself, is of crucial importance to the efforts invested in achieving the said goals," he said.

Also present at the meeting were the Dean of OYAGSB, Prof. Dr. Zeljko Sevic, and senior officers of OYAGSB.

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