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From: UUM CORPORATE COMM.
Sent: Sunday, July 21, 2019 8:47 AM
To: UUM - All Staff; UUM - All Students
Subject: Schools Urged To Compete By Highlighting Their Strengths And Increasing The Number Of Student Intake



UUM Corporate Comm.
Universiti Utara Malaysia

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

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SCHOOLS URGED TO COMPETE BY HIGHLIGHTING THEIR STRENGTHS AND INCREASING THE NUMBER OF STUDENT INTAKE



UUM ONLINE: The Vice-Chancellor, Prof Dr Ahmad Bashawir Abdul Ghani reminded all schools to highlight their strengths in an effort to increase the number of student intake pursuing the study programmes offered at UUM.

He said this during his goodwill visit to the Awang Had Salleh Graduate School of Arts and Science's (AHSGS), School of Computing (SoC) and School of Education and Modern Languages (SEML) recently.

He said every school must compete with other universities in view of the fact that the programmes offered here in UUM were similar with the ones offered by other universities.

Hence, he urged the various schools in UUM to highlight the strengths of the programmes they offer so as in the future more students would choose UUM as the university of their choice to pursue their education.

According to him, all schools must also know how to 'sell' their programmes overseas as these countries had higher potential. The targeted number of students recruited to study here in UUM should be at least 1,000 students.

"In pursuit of the number of students, especially international students, schools are also responsible for placing clear goals for the next three to five years, namely in the aspects of research, publication and relations with the industry as well as being prepared to enter Phase 3.

During his visit to AHS GS, Prof. Dr. Ahmad Bashawir urged AHS GS to establish relations with the industry so that the programmes offered had acknowledgments from industry partners. Apart from that, focus should also be given to promoting postgraduate school to potential countries by highlighting programmes offered and avoiding generalizing students coming from different countries and different backgrounds.

Meanwhile at SOC, he expressed hopes that SOC rebrand its school too enable it to compete with schools from other universities such as those from Universiti Sains Malaysia and Universiti Kebangsaan Malaysia which also offer computing programmes. The Vice-Chancellor urged UUM SoC to highlight the strengths of its many programmes.

The Vice-Chancellor's goodwill visit ended at SEML where he expressed hopes that SEML could develop a strategy to attract international students to UUM with programmes offered by SEML. He also urged fellow lecturers to increase their research, publication and be prepared for Phase 3 of the Strategic Plan.



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