

Sarkina Bt Mat Saad @ Shaari

From: Unit Komunikasi Korporat
Sent: Tuesday, August 7, 2018 11:45 AM
To: UUM - All Staff; UUM - All Students
Subject: The University Is Not In Pursuit Of Ranking To Be The Best



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
Pictures by: Muhammad Shamsul Shafie

THE UNIVERSITY IS NOT IN PURSUIT OF RANKING TO BE THE BEST



UUM ONLINE: "We are not pursuing world ranking exclusively, when in fact we are enthusiastically ensuring that the UUM becomes the best university," said the Vice-

Chancellor, Prof. Dato' Seri Dr. Mohamed Mustafa Ishak when he chaired the Presentation of the Achievements of the Second Quarter (Jan- June) of the Strategic Plan, Phase II (Jan-June) Meeting at Senate Meeting Room, yesterday.

He said ranking was the outcome that became the benchmark to achieving the various prerequisites on becoming a good university.

He said it was not just a number but it was related to the means of making a university worthy and well-known not only at the national level but also the world over.

"Hence, we must have scholarship there should be research and publication at international level, academic reputation, reputation of workers which comprise UUM graduates.

"We do not want to just be the village champion, this university needs to attract more foreign scholars not to just earn income... all these become important criteria if UUM wants to be a good university and indirectly help improve its ranking," he said.

At the meeting, he also emphasised on the need to further increase in areas of publication and research apart from calling on the various Centres of Authority set up their respective Centres of Excellence (CoE) which will focus on their corresponding strengths.

According to him, with the successful implementation of the fore mentioned efforts, UUM will gain credibility as the best university based on its good standing.

The achievements for the second quarter were presented by the Director of the UUM Institute of Quality Management (IPQ), Prof. Dr. Nor Aziah Abd Manaf based on the four thrusts in the Strategic Plan: Core 1 (Enhancing Scholarship and Internationalisation); Thrust 2 (Human Capital Development and Talent Management); Core 3 (Developing Students with Holistic Characteristics) and Thrust 4 (Generating Wealth).

A total of 198 Performance Indicators (PIs) were presented and out of that total, 85 (43%) of the PIs attained the green indicator, nine (9) percent attained yellow indicators and 32 percent achieved red and 16 percent black.

Prof. Dr. Nor Aziah also presented the performance of 17 schools in which three schools achieved the highest position with green indicators namely the School of Education and Modern Languages (SEML) with PI of 41.89 per cent, followed by the School of Technology Management and Logistics (STML) with PI of 40.96 percent and School of International Studies (SOIS) with PI of 39.47 percent.

DARIPADA:
UNIT KOMUNIKASI KORPORAT
UNIVERSITI UTARA MALAYSIA
04-928 3048/3049/3052/3061
04-928 3053
ukkuum@uum.edu.my
Universiti Utara Malaysia (Official FB)



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

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