

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Sunday, November 10, 2019 3:18 PM
To: UUM - All Staff; UUM - All Students
Subject: The Hospitality Management Programme Offered By STHEM Received Accreditation From United Kingdom's Institute Of Hospitality



UUM Corporate Comm.
Universiti Utara Malaysia

10 NOVEMBER 2019 / 13 RABIULAWAL 1441H

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

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

THE HOSPITALITY MANAGEMENT PROGRAMME OFFERED BY STHEM RECEIVED ACCREDITATION FROM UNITED KINGDOM'S INSTITUTE OF HOSPITALITY



UUM ONLINE: The School of Tourism, Hospitality and Event Management (STHEM) received international accreditation from the Institute of Hospitality, United Kingdom for its Bachelor of Hospitality Management (BHM) programme.

UUM Vice-Chancellor, Prof Dato' Dr. Ahmad Bashawir Abdul Ghani said the success was a remarkable achievement that will bring glory to UUM worldwide.

"My heartiest congratulations to STHEM on the great achievement of receiving international accreditation from the Institute of Hospitality, UK for its Bachelor of Hospitality Management (BHM) programme.

"Indeed, this incredible achievement means that UUM has been recognized internationally and this recognition represents a positive development that will increase the competitiveness of the UUM programme market," he said.

Meanwhile, the Dean of STHEM, Dr Johan Afendi said that the announcement was made on the official website of the Institute of Hospitality, United Kingdom, recently.

According to him, UUM's name will now be on par with other leading universities internationally in the field of hospitality and tourism.

"With this accreditation UUM in particular STHEM will be able to increase the market value of graduates of this programme and increase the competitiveness of UUM internationally.

"UUM can now also use the logo for the purpose of attracting international students, in addition to meeting the QS Ranking by Subject criteria," he said.

Head of STHEM Department, Dr Eshaby Mustafa said the Institute of Hospitality is an international recognition agency that grants accreditation to any educational institution offering tourism and hospitality programmes.

"Alhamdulillah, we have succeeded in doing so and so far only two institutions in Malaysia have been accredited including UUM.

"With this achievement, it means that the BHM programme is recognized by the international panel of reviewers and this will help UUM and STHEM in particular to promote high quality programmes worldwide," he said.

In the early stages, UUM was offered to apply for the accreditation for the BHM programme by a panel of hospitality programme evaluators who have worked with STHEM lecturers internationally.

The BHM programme went through a detailed and strict evaluation process that took over a year before receiving the recognition.

Programme standards, ongoing monitoring processes, programme reviews and progress report audits that had to be met for the IOH panel to evaluate were some of the criteria for assessment.



Please consider the environment before printing this e-mail



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

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.