From: UUM CORPORATE COMM.
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Subject: UUM SUBJECT LISTED FOR THE FIRST TIME IN QSWUR BY SUBJECT 2023

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UUM SUBJECT LISTED FOR THE FIRST TIME IN QSWUR BY SUBJECT 2023



UUM ONLINE: For the first time, the subject of Communication and Media Studies at Universiti Utara Malaysia (UUM) was successfully listed in the QS World University Rankings (QSWUR) by Subject 2023.

In the announcement made on 22 March, the subject taught at the School of Multimedia Technology and Communication (SMMTC) was ranked in the 201-250 range, putting this university on par with the likes of Universitas Indonesia and the University of Canterbury, both of which received a perfect 5 from QS Stars.

The Vice-Chancellor, Prof. Dr. Mohd Fo'ad Sakdan, expressed his pride in the accomplishments shown by the school even though it was only included on the list for the very first time.

According to him, this demonstrates that the educational programme that is being offered by SMMTC is of a very high quality and is very pertinent to the current situation.

"Congratulations to all of the staff at SMMTC, especially those who have worked tirelessly to compete with the best universities from around the world to be at this level," he said.

Meanwhile, Assoc. Prof. Dr. Norsiah Abdul Hamid, Dean of SMMTC, echoed this sentiment, saying that the historic achievement listed in QSWUR by Subject was the result of the hard work of all university staff, especially at SMMTC, in an effort to elevate UUM at the global stage.

"It is not an easy task to compete with many of the world's great universities, but we have demonstrated that UUM is capable of competing with many of the world's great universities through our dedication, commitment, and determination. In fact, consistency in the field of publishing is responsible for one of the most important factors that contribute to this listing, and it is also one of the most important factors that help.

"I hope that this success will not stop here, and that together we will continue to drive the excellence of UUM and SMMTC on the international stage," she said.

In the 2023 edition of the QS World University Rankings for the subject of Communication and Media Studies, four indicators are used namely academic reputation (50%) employer reputation (10%) citations per publication (20%) and H-Index (3%).

This ranking places UUM among the 1,270 best universities in the world evaluated for the subject, and among the top 250 chosen universities in the world.

Among the other subjects listed in the QSWUR by Subject 2023 are Accounting and Finance (151-200), Economics and Econometrics (201-250), Business and Management Studies (201-250) and Computer Science and Information System (601-650), meanwhile Social Sciences and Management is ranked at position 266.

The complete results can be found at https://www.topuniversities.com/university-rankings/university-subject-rankings/2023/communication-media-studies



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