

Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Isnin, 21 Disember 2020 4:44 ptg
To: UUM - All Staff; UUM - All Students
Subject: VICE-CHANCELLOR'S MESSAGE FOR UUM DENIZENS



UUM Corporate Comm.

Universiti Utara Malaysia

21 DECEMBER 2020 / 6 JAMADILAWAL 1442H

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

UUM ONLINE:

UUM Success, A Collective Success!



Dear all UUM denizens

2020 has been a very challenging, extraordinary and unique year in our country's history, at a time when the whole world is facing the trials and tribulations of Covid-19 pandemic.

The unprecedented health crisis has impacted UUM significantly when many activities and programmes planned had to be either postponed or restructured. This is to ensure that the University can still function as an effective institution of higher learning. The introduction of various forms of the Movement Control Order (MCO) by the Government dictates that the normal face-to-face mode of teaching and learning (T & L) be changed into remote learning via online. The move is warranted because it will help mitigate the health problem, and at the same time, ensure that our students can continue learning and graduate within the stipulated study period.

Despite this unforeseen global health crisis, the University continues to achieve remarkable growth and academic success throughout the year. An achievement worth highlighting is the finding that the marketability rate of UUM graduates soared to more than 92%. This proves that UUM graduates are of high quality, relevant and most sought after by the industry. The University also chalked up another impressive performance when it was listed in the Top 110 universities in Asia by the Quacquarelli Symonds (QS) World University Rankings 2021 and placed among the 3rd best universities in Malaysia by the Times Higher Education (THE) World University Rankings 2021. These resounding achievements are even more meaningful when one of the University's flagship academic subjects, Business and Economics, was placed 4th in the country by THE World University Rankings by Subject 2021. Significantly, we are now better positioned to compete with two notable research universities (RU) in Malaysia, namely Universiti Putra Malaysia (UPM) and Universiti Kebangsaan Malaysia (UKM), which also offer the same subject. Regionally speaking, UUM is now ranked sixth in Southeast Asia and even surpassed some of the long-standing universities in the region such as Chulalongkorn University and Thammasat University in Thailand, and University of Indonesia and Gadjah Mada University in Indonesia. Our Othman Yeop Abdullah Graduate School of Business (OYAGSB) has also achieved great success when it was listed as the best business graduate school in Malaysia and positioned 27th in Asia by

Prof. Dato' Dr. Ahmad Bashawir Haji Abdul Ghani
Vice-Chancellor

the QS World University Rankings (QSWUR) Global MBA 2021. And most recently, UUM has managed to maintain its 5 star SETARA rating, Alhamdulillah.

This year will go down in history as one that witnessed a record number of staff, both academics and administrative personnel, being given due recognitions in the form of promotions until to a higher grade of VK5 (JUSA). I am confident that with the present pool of talent and ability, there will be more of those who will be eligible to receive promotions. In terms of financial standing, the University is on a stable platform with various astute measures put in place, such as reducing spending on non-critical programmes, and implementing prudent spending.

As 2020 draws to a close, it effectively marks the completion of the UUM Strategic Plan Phase Two: 2016-2020. We have successfully achieved many of the targets planned and will soon embark on the third and final phase. The third phase (2021-2025) has also been well planned with emphasis given to several pertinent agenda such as the internationalization of UUM through enhancing the UUM brand visibility at the global stage, and increasing English Language proficiency among UUM students. To realize these noble objectives, we must have a sound strategy and adequate resources that are embedded within a progressive corporate culture as it symbolizes the University's unique personality and expresses its core values, ethics, behaviours, and beliefs.

In closing, our collective efforts in the form of support and cooperation have helped the university realize its vision and mission. Thus, my heartfelt gratitude goes to all UUM denizens for the efforts, perseverance and dedication displayed throughout the year. I would also like to take this opportunity to express my appreciation to Yang Berbahagia Tan Sri Datuk Wira Dr. Hj. Mohd Shukor Hj. Mahfar, Chairman of the University Board of Directors, and all members of the LPU who have worked tirelessly to ensure that UUM is always at the top of its game.

Thank you.





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