

From: Unit Komunikasi Korporat
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To: UUM - All Staff; UUM - All Students
Subject: Graduates Should Focus On Three Fundamental Values: Love, Happiness And Mutual Respect



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

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

Translated by Nur Ida Faradilla binti Aziz

GRADUATES SHOULD FOCUS ON THREE FUNDAMENTAL VALUES: LOVE, HAPPINESS AND MUTUAL RESPECT



UUM ONLINE: University graduates are advised to prioritise the three fundamental values i.e. love, happiness and mutual respect for fellow human beings in their daily interaction.

The Vice-Chancellor of UUM, Prof. Dr. Ahmad Bashawir Abdul Ghani said, the values highlighted by the Ministry of Education Malaysia (MoE) are certainly significant specifically when undertaking all tasks at work.

According to Prof. Dr. Ahmad Bashawir, these values will encourage individuals to be professional in offering their services, in addition to upholding high standard of integrity for the benefits of the people and the nation.

"Sa'ada (happiness) is referred to as the main concept in Islamic philosophy which is one of the main purposes of human life and according to a 75-year study in the United States; brotherhood is the major factor that determines the happiness and joy of a person in life, said the Vice-Chancellor during the fifth session of the 31st Convocation Ceremony of UUM at the Mu'adzam Shah Hall.

He added that, life is a journey of challenges and he reminded that the journey is better filled with the joy and happiness experienced by the graduates on this historic day.

According to the Vice-Chancellor, if you want to achieve absolute happiness, everyone must understand that there is no other way than to follow the path commanded by Allah SWT.

"I also hope that all graduates will become leaders who uphold the university's motto i.e. 'Knowledge Virtue Service,'" added the Vice-Chancellor.

According to Vice-Chancellor, the changing trends stemming from the digital globalisation era require the workforce to improve their knowledge and transform the way they work from performing routine tasks to larger roles as 'knowledge workers' who are always creative, innovative with high integrity in addressing new challenges.

In this regard, he hopes that all graduates will continue to strive for excellence in their future undertakings.

During the session, a total of 780 graduates received their respective degree scrolls including major university awards from the Vice-Chancellor.



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