

From: Unit Komunikasi Korporat
Sent: Wednesday, October 24, 2018 11:51 AM
To: UUM - All Staff; UUM - All Students
Subject: Pelan Strategik 2019 Mantapkan OYAGSB



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

24 OKTOBER 2018 / 15 SAFAR 1440H
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(*THE EMINENT MANAGEMENT UNIVERSITY*)

Berita dan gambar oleh: OYAGSB

PELAN STRATEGIK 2019 MANTAPKAN OYAGSB



UUM ONLINE: Dalam usaha memantapkan lagi hala tuju organisasi, staf OYAGSB berganding bahu membangunkan pelan strategik OYAGSB yang berlangsung di sini, baru-baru ini.

Dekan, Prof. Dr. Shahizan Hassan berkata, Bengkel Pelan Strategik OYAGSB adalah satu usaha untuk memperkasakan tadbir urus organisasi dan pembudayaan nilai-nilai murni ke arah kecemerlangan OYAGSB serta memantapkan peranan OYAGSB dalam hala tuju universiti.

"Bengkel ini sebagai satu platform bagi sesi sumbang saran dan perbincangan khususnya mengenai aspek penstrukturan serta penjenamaan semula OYAGSB selaras dengan perubahan dalam kepimpinan tertinggi OYAGSB.

“Bengkel sehari ini turut memberi penekanan tentang perubahan persekitaran perniagaan masa sekarang untuk memastikan warga OYAGSB sentiasa bersiap sedia menghadapi persaingan dalam pasaran pengajian tinggi yang semakin kompetitif,” katanya.

Sebanyak lima Bidang Hasil Utama (*KRA*) telah dibincangkan antaranya ialah ‘provider of distinctively different postgraduate business education’, ‘A renowned provider of executive development and business training’ dan ‘excel in business research and consultancy’.

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