Sarkina Bt Mat Saad @ Shaari

From: UUM CORPORATE COMM.
Sent: Thursday, July 4, 2019 8:25 AM
To: UUM - All Staff; UUM - All Students
Subject: Restore The School Of Economics To Its Former Glory

UUM Corporate Comm.
Universiti Utara Malaysia

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

Translated by Mahaliza Mahadhir
Pictures by: Muhammad Shamsul Shafie

RESTORE THE SCHOOL OF ECONOMICS TO ITS FORMER GLORY

UUM ONLINE: As the oldest and largest school in UUM after the amalgamation of the School of Economics with the School of Finance and Banking, the School of Economics, Finance and Banking (SEFB) is expected to restore to its former glory by producing many victors from the school.

The Vice-Chancellor, Prof Dr Ahmad Bashawir Abdul Ghani said that once in the past, many victors were engendered from the School of Economics. He also expressed his hope that under the leadership of the new Dean, glory can be restored.

According to Prof Dr Ahmad Bashawir Abdul Ghani, economic programmes offered overseas had always been a step ahead, hence he would like for the economics programme offered by UUM to make changes including to programmes seen as being too conventional or conservative. He also suggested that curriculum deemed as no longer suitable be altered.

"Improve the marketability of students of economics programme as they are still low, this is probably because the programme is too tied to the theory rather than practical compared to other programmes.

"In addition, looking at current developments, the digital economy should also be given due attention whereby academic staff at SEFB should explore new issues related to the challenges and future of this digital economy," he said during his goodwill visit to SEFB recently.

He said that though UUM had received the prestigious The Association to Advance Collegiate Schools of Business (AACSB) accreditation but still many employers and industries were unaware of it, hence he called upon the Director of AACSB to carry out necessary promotion activities to promote to the industry and to make them understand the importance of AACSB.

Additionally, the Vice-Chancellor also proposed that a Bachelor's programme with Waseda University or other universities in Japan be set up. In addition, he also proposed that the Institute of Economic and Financial Policy (ECoFI) jointly organise conferences or have other collaborations for mutual benefit.

Meanwhile, Dean of SEFB, Prof. Dr. Russayani Ismail said that SEFB staff contributed much in research and publications, in fact the KPIs in 2018 were at green and yellow levels except for relations and grants from the industry.

To further improve SEFB's performance, she said all staff will undergo the mind transformation programme and ultimately help provide SEFB with strategy for advancement.