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From: UUM CORPORATE COMM.
Sent: Monday, October 14, 2019 8:14 AM
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Subject: The 3rd UUM Strategic Plan (2021-2025) Workshop Generates New Input



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Universiti Utara Malaysia

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

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Pictures by Muhammad Shamsul Shafie

THE 3RD UUM STRATEGIC PLAN (2021-2025) WORKSHOP GENERATES NEW INPUT



UUM ONLINE: Kuala Lumpur - The 3rd UUM Strategic Plan (2021-2025) Workshop is expected to boost UUM's brand globally, in particular.

The two-day workshop organised by the Institute of Quality Management (IPQ) began on 10 October with a session with members of the University Board of Directors (LPU). The session was aimed at providing ideas and discussing the UUM Strategic Plan Framework.

Chairman of the LPU, Dato' Prof Dr Sudin Haron said he would continue to support any new actions undertaken by UUM to ensure that the planned direction could be realised in the future.

According to him, the workshop was also a good start at formulating UUM's strategic plans on its quest to become the 'University of Choice'.

Meanwhile, the Vice-Chancellor, Prof Dato' Dr Ahmad Bashawir Abdul Ghani said in order to devise the strategic plan, the university's current achievements must once again be delved into. The achievements looked into should not just be the ones attained at national level but also gained globally.

According to him, the main focus of the strategic plan this time was about the branding of UUM, digitalisation and internationalisation.

Meanwhile, Director of IPQ, Prof Dr Sany Sanuri Mohd Mokhtar said that he welcomed suggestions and ideas that could be used in drafting the 3rd UUM Strategic Plan to foster development for the University in the future.

At the workshop, members of the LPU members and university management team were also briefed on the importance of positioning UUM in the international arena.

The presentation of the QS Rankings was delivered by Director of the Southeast Asia Regional, Chong E Way who explained the criteria and means of evaluation to qualify universities in the rankings, particularly, the QS Rankings.

In addition, a brainstorming session was also held to enhance the existing strategic plans towards consolidating the UUM Strategic Plan (2021-2025).



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