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UUM strives to be an excellent academic centre for the business and management field.

## Mission for success

AS the sixth public university in the country, Universiti Utara Malaysia (UUM) was set up to specifically cater to business and management education.

When it began its operations in 1984, the university's temporary office was located in Jitra, Kedah, before moving to its provisional RM96mil campus, the Darul Aman Campus, in June of the same year. Today, UUM's Sintok Campus, located 48km north of Kedah's capital Alor Setar, is complemented by the Kuala Lumpur campus.

The university's location as a branch city campus caters to urban executives who seek an education at UUM closer to home.

In 2011, UUM re-organised and strengthened its existing faculties by establishing three graduate schools and 14 schools to spearhead postgraduate

studies and niche areas in research and publication.

It currently boasts a total student population of 30,470, including 2,186 international students from 50 countries.

With the completion of the 26th UUM Convocation Ceremony last year, UUM has 103,152 members in its alumni, 15,000 of whom are international graduates.

A study carried out last year showed that 81% of UUM graduates were employed within six months after graduation, well above the national goal of 75%.

Despite the growth and development observed over the last three decades, the university has remained consistent with its mission, which is to be the academic centre for the field of business and management.