UniRazak’s ‘change’ pays off with Putra award

UNIVERSITI Tun Abdul Razak (UniRazak) won the bronze award at the Putra Brand Awards (Education and Learning) recently.

The Putra Brand Awards are Malaysia’s largest consumer-based awards, which surveyed 6,000 consumers online to determine the winners.

Sultan Sharafuddin Idris Shah of Selangor attended the awards at a hotel in Petaling Jaya on March 11.

The winners were based on consumer brand awareness, brand relevance, and usage intent. UniRazak’s win is remarkable considering that just two years ago, the university transformed itself at the fundamental level.

President and Vice-Chancellor Professor Datuk Dr Zabid Abdul Rashid said: “UniRazak began a journey a couple of years ago to transform itself from a hybrid university offering conventional and online programmes to a more specialised and exclusive one.

“We see this shift in strategy paying off as we can achieve our vision and mission through our new programme content.”

It offers programmes that are not readily available at most local universities.

It was the first to offer degrees in government and public policy, leadership, entrepreneurship and its global Islamic finance master’s programme is the first of its kind in Malaysia.

This university is rapidly rising up the ranks because of the vision of its leaders and management, the commitment and dedication of its staff, and the quality of its products.

Zabid said: “We have been fortunate to build partnerships with the Human Resources Ministry, (Department of Skills Development), PUNB, Amanah Raya Berhad, Chartered Tax Institute of Malaysia, Malaysian Association of Tax Accountants, CPA Australia and UEM.

“All of these new partners enhanced the content of our academic offerings and positioned us well in the pursuit of our vision and mission.

“I attribute UniRazak’s success to these key contributors and more, such as the leadership of our board of trustees and board of directors and the hard work of our staff. From the top-down, we all strive to achieve our university’s vision and mission.

“I thank all involved and ask that they continue to work and support us to achieve our vision and become “The leading institution in providing quality education and human capital in niche areas among emerging economies.”

For details, call 03-76277000, email marketing@unirazak.edu.my or md@unirazak.edu.my

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— Professor Datuk Dr Zabid Abdul Rashid
UniRazak President and Vice-Chancellor
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