Unirazak repositions to offer niche programmes

Universiti Tun Abdul Razak (Unirazak) is named after the late Tun Abdul Razak, the second Prime Minister and the first Minister of Education. In its effort to produce competitive and capable graduates, Unirazak constantly upgrades its syllabus to keep up with current and forecasted industry standards and implements innovative teaching methods to provide the best education possible for students.

The Razak City Campus, strategically located between the Golden Triangle and the Central Business District in Kuala Lumpur, houses the Graduate School of Business (GSB), Bank Rakyat School of Business and Entrepreneurship (BRSE) and Razak School of Government (RSOG).

The GSB was established in October 2008 to realise Unirazak’s aspiration to become a centre that provides high-quality education and training of managerial leaders with internationally acclaimed recognition and accreditation. The GSB specialises in providing business and management-related programmes that are relevant to and meet the current and future needs of the industry. The programmes are specially tailored to provide real-world practical learning experiences that incorporate both hard and soft skills. They are also intellectually challenging, through the inclusion of well-grounded theories on business and management.

The BRSE, a flagship faculty in Unirazak, was officially launched by Datuk Seri Najib Tun Abdul Razak on Dec 19, 2007. BRSE believes in fostering and developing quality graduates through a pragmatic approach. Students will be nurtured to identify opportunities and manage resources that would result in wealth or value creation for the community.

The RSOG aims to become Malaysia’s leading centre for not only public administration studies but also for students, policymakers, public-sector leaders, and scholars from a wide range of disciplines and backgrounds to gather — in conventional and virtual ways — to discuss the most powerful and state-of-the-art ideas to generate ideas, suggest reform proposals and promote specific measures.

Unirazak offers quality programmes in small classes and encourages students to develop mindsets for innovation, leadership and entrepreneurship. Key areas of studies include entrepreneurship, accounting, Islamic banking and finance, insurance, economics, governance and leadership.

Unirazak’s programmes are designed together with local and international professional bodies and institutions such as CPA Australia, International Centre for Education in Islamic Finance (INCEIF), Financial Planning Association of Malaysia (FPAM), Islamic Banking and Finance Institute Malaysia (IBFIM), International Business School Alliance (IBSA), Babson College and Maxwell School of Syracuse University, US. Sixty-three per cent of the academic staff at Razak City Campus are PhD holders, while representatives from professional bodies teach in selected classes.

Unirazak is embarking on the next crucial phase of its growth. Its vision is to become a leading institution in providing quality education and human capital in niche areas in emerging economies. It also intends to enhance its cooperation and collaborative networks through strategic alliances with top-ranking international universities.

In executing these plans, Unirazak is re-positioning itself as a private university that offers niche programmes. The university hopes to boost its presence in the global education market and, at the same time, offer its students a higher quality of educational experience. By continuously striving for excellence, the university is well on its way to becoming an important educational institution in this country and in the region. Unirazak aspires to produce great thinkers who will become accomplished leaders of tomorrow.

Next year, Unirazak will enhance its line-up with a Master’s course in Public Administration and a BBA in Insurance.

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