Niche strategy paying off

Unirazak has transformed from a hybrid university with conventional and online programmes to one offering more specialised and exclusive programmes

**KEY SUCCESS FACTORS**

I attribute Unirazak’s success to many key factors, such as the leadership of our board of directors and board of governors and the hard work of our staff. From top down, we all strive to achieve our university’s vision and mission.

Our vision is “To become the leading institution in providing quality education and human capital in ‘niche’ areas among emerging economies”, and our mission is “To become the centre of excellence in fostering managerial leadership and entrepreneurship in the development of human capital through quality research, teaching and learning, and professional services.” These have steered us and kept us focused on a common, admirable goal.

Among private universities, we are privileged to have one of the highest ratios of teaching staff who hold doctorate degrees. This helps to ensure high-quality teaching, learning and research.

We have also been very active in pursuing accreditation and partnerships with various local and global institutions to raise the level of our academic programmes. We are a member of nine academic associations. Unirazak collaborates with over 20 leading universities in the world.

**RECENT BRAND-BUILDING INITIATIVES**

Cosmetically, we undertook a rebranding exercise with a new acronym, logo and university tagline. The most crucial step, however, was the decision to focus on innovative academic programmes that offer niche content, thereby separating us from our competitors. Unirazak has pioneered many academic programmes, becoming the first to offer programmes in areas such as Government and Public Policy, Leadership, Entrepreneurship. Our Global Islamic Finance bachelor’s programme is the first of its kind in Malaysia. We have been very
fortunate to build partnerships with many institutions.

**THE BRAND JOURNEY**
Unirazak began a journey a few years ago to transform from a hybrid university offering conventional and online programmes to a more niche university offering programmes that are more specialised and exclusive. This shift in strategy is beginning to pay off. A highlight was when, in 2009, Unirazak was picked by the Prime Minister's Department to organise an event called “Malaysia Innovation Economy”, in which ministers and Malaysian business leaders were invited to learn how to transform Malaysia into an innovative economy.

Along the way we rebranded ourselves, changing our acronym from Unitar to Unirazak with a new tagline: “Innovation. Leadership. Entrepreneurship.”

**LONG-TERM VISION**
Unirazak aims to become the leading institution in providing quality education and human capital in “niche” areas among emerging economies. By this we mean offering programmes of a variety and quality that are among the best in the region. We intend to deliver on our tagline and look forward to continue delivering programmes that are the first and the best of their kind in Malaysia and the region.

Later this year the first batch of graduates from our innovative programmes will join the workforce. Unirazak aspires that our brand be enhanced by the quality of our graduates – that they all possess “Unirazak Graduate Attributes,” which are thinking skills, communications skills, learning skills, technology skills, professional skills, entrepreneurial leadership skills with a global perspective, and the ability to apply theory into practice. Unirazak views all our graduates as our brand ambassadors and we look forward to their success.

**THOUGHTS ON THE PUTRA BRAND AWARDS**
The Putra Brand Awards has an excellent reputation. well deserved due to the fact that the winners are determined by Malaysian consumers. Winning this award is proof that Unirazak is on the right track, and gives an extra edge to the university's image. Unirazak now has more motivation to work harder and to continue on our current path.