Impressive feat, indeed

Universiti Tun Abdul Razak bags a bronze award in the prestigious Putra Brand Awards.

UNIVERSITI Tun Abdul Razak (UNIRAZAK) enhanced its status as one of Malaysia’s premier private universities by winning the bronze award in the Putra Brand Awards (Education and Learning category).

Held on March 11 at One World Hotel, Bandar Utama, and graced by the Sultan of Selangor, the Putra Brand Awards is Malaysia’s largest consumer-based awards – 6,000 consumers were surveyed online to determine the winners.

The winners are based on various factors such as consumer brand awareness, brand relevance, and usage intent. UNIRAZAK’s win is remarkable considering that just over two years ago, the university went through a “strategic makeover” and transformed itself at the fundamental level.

Taking the bronze in the Putra Brand Awards is an impressive feat considering the recency of the university’s new strategy.

UNIRAZAK’s president and vice-chancellor Prof Datuk Dr Zabid Abdul Rashid said: “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. We see this shift in strategy beginning to pay off as we are better enabled to achieve our vision and mission through our new and innovative programme content.”

UNIRAZAK offers a range of niche academic programmes that are not readily available at most local universities. It has pioneered many academic programmes, becoming the first to offer innovative degrees in areas such as Government and Public Policy, Leadership and Entrepreneurship, and its Global Islamic Finance master programme is the first of its kind in Malaysia.

This up-and-coming university is rapidly rising up the ranks due to the vision of its leaders and management, the commitment and dedication of its staff, and the quality of its programmes.

Prof Zabid said: “We have also been very fortunate to build partnerships with many institutions. Some that we have started working with over the past two years include the Ministry of Human Resources (Department of Skills Development), Perbadanan Usahawan Nasional Bhd, Amanah Raya Bhd, Chartered Tax Institute.
of Malaysia (CTIM), Malaysian Association of Tax Accountants (MATA), CPA Australia and UEM.

“All of these new partners, in addition to the ones we have made before such as Bank Rakyat, The Global University of University Finance (INCEIF), Ministry of Defence, Institut Perbankan dan Kewangan Islam Malaysia (IBFIM), Financial Planning Association of Malaysia (FPAM), and many others, have enhanced the content of our academic offerings and positioned us well in 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 deeply 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, look out for the UNIRAZAK advertisement in this StarSpecial.