Putra bronze for UniRazak

The university offers niche programmes not readily available elsewhere

Universiti Tun Abdul Razak (UniRazak) further cemented its status as one of Malaysia’s premier private universities by winning the bronze award in the recent Putra Brand Awards (Education and Learning). UniRazak’s victory is remarkable considering that just over two years ago, the university went through a “strategic makeover” and transformed itself at the fundamental level.

The Putra Brand Awards are Malaysia’s largest consumer-based awards. Some 6,000 consumers were surveyed online to determine the winners, and the results are based on various factors such as consumer brand awareness, brand relevance, and usage intent.

Commenting on the success, UniRazak president and vice-chancellor Prof Datuk Dr Zabid Abdul Rashid says, “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.

The university has pioneered many academic programmes, becoming the first to offer innovative degrees in areas such as Government and Public Policy, Leadership, and Entrepreneurship. The university’s 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 products.

Zabid says “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), Amanah Raya Berhad, 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 and the Ministry of Defence, 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.”

More details about UniRazak programmes, call 03-7627000 or e-mail crm@unirazak.edu.my.