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Taking On the World

Othman Yeop Abdullah (OYA) Graduate School of Business, UUM

Two decades of producing successful business leaders and entrepreneurs puts Universiti Utara Malaysia (UUM) in the top tier of local business schools. In fact, with more than 3,000 postgraduate students, UUM's Othman Yeop Abdullah (OYA) Graduate School of Business can lay claim to the accolade of being the largest graduate business school in Malaysia. But UUM and the OYA Graduate School of Business are not resting on their laurels – a new mandate is in place to propel the university into the global limelight as well.

Accolades and Business

2011 saw the university add another notch to its already impressive line-up of past successes. The school received the Innovation Leadership Award during CMO Asia's Best Business Schools Award and was ranked 22nd in the World Top 30 Rising Stars by FindyourMBA. UUM aims to take this further by becoming one of the world's top business schools by 2015.

Part of the School's success can be attributed to its curriculum, which emphasises not only economic and business issues, but also societal and environmental ones. One example of this is the university's MBA and DBA programmes, which, through case studies and engagement of corporate leaders, embeds

elements of internationalisation and experiential learning into the curriculum. As an indicator of the effectiveness of this, many of the School's graduates are now holding key positions in reputable corporations and government agencies, providing important networking contacts for past, current and future students.

In addition to these programmes, UUM also has a new Executive Development programme, which aims to provide senior business management executives with the tools for adapting to and meeting the challenges of an ever-changing business world.

Adding to its versatility, the institution also has a strong tradition of research, which includes extensive work in fields such as business information systems, leadership, consumer and market analysis, financial analysis and policy, sustainability and community development. Students and staff are encouraged to engage their colleagues and work across disciplines to promote a healthy and vibrant academic atmosphere.

Meeting Global Industry Needs

Of course, all their efforts would be moot if the mode of instruction was not up to par. In line with this, UUM strives to provide its students with a high standard of instruction, boosted by internationally qualified staff from reputed business schools around the world and an advisory board, comprising key industrial and academic figures. A wide array of residents, associates, adjuncts and distinguished faculty ensure a high quality of instruction and a global business perspective, contributing to the continuous growth of their students and programmes.

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The international ambitions of the university are augmented by OYA Graduate School of Business' extensive collaborations with industrial partners and other institutes of learning across the globe. The university now boasts partnerships with institutions from Indonesia, India, Nigeria, Pakistan, Philippines, South Korea, Thailand and the United States. The school plans to expand this in years to come, with top business schools from Brazil, China and the United Kingdom having already shown an interest in joint educational ventures.

Furthermore, the OYA Graduate School of Business is a member of the Malaysian Institute of Management and Institute of Marketing Malaysia, and works closely with the National Chamber of Commerce and Industry Malaysia to ensure that its curriculum meets the needs of an ever-changing industry. The school of business works closely with all its partners to conduct research, training and case studies.

Underlining its determination to enhance its international standing, the university is seeking accreditation

from several international bodies. While already a member of The Association to Advance Collegiate Schools of Business (AACSB) and the European Foundation of Management Development (EFMD) since 2009, UUM is actively looking to become an accredited member of both. The school has also submitted a preliminary report to gain accreditation from The Association of MBAs.

While such accreditations remain vital to the university's aims, its international agenda is strengthened further as an active member of regional bodies such as the Association of Asia Pacific Business Schools (AAPBS), The Alliance on Business Education and Scholarship for Tomorrow (ABEST21) and Principles for Responsible Management Education (PRME).

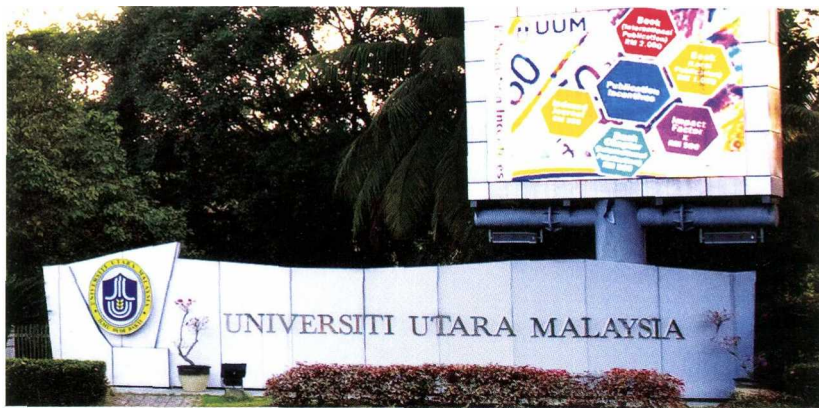
As UUM's OYA Graduate School of Business continues on its path to international acclaim, it hopes to help the nation by nurturing and training business leaders who are able to make a positive

impact both economically and socially. And despite already having made considerable headway, it continues to strive to make innovation and creativity in business the bedrock of our nation's future generations.



Previous page: According to Prof. Dr Noor Azizi Ismail – the Dean of the OYA Graduate School of Business, the school's MBA and DBA programmes not only focus on business, but also on internationalisation which give its students a competitive edge.

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Below: UUM's OYA Graduate School of Business has a large campus, well equipped to ensure its students are well engaged during lectures, with its emphasis on experiential learning.

