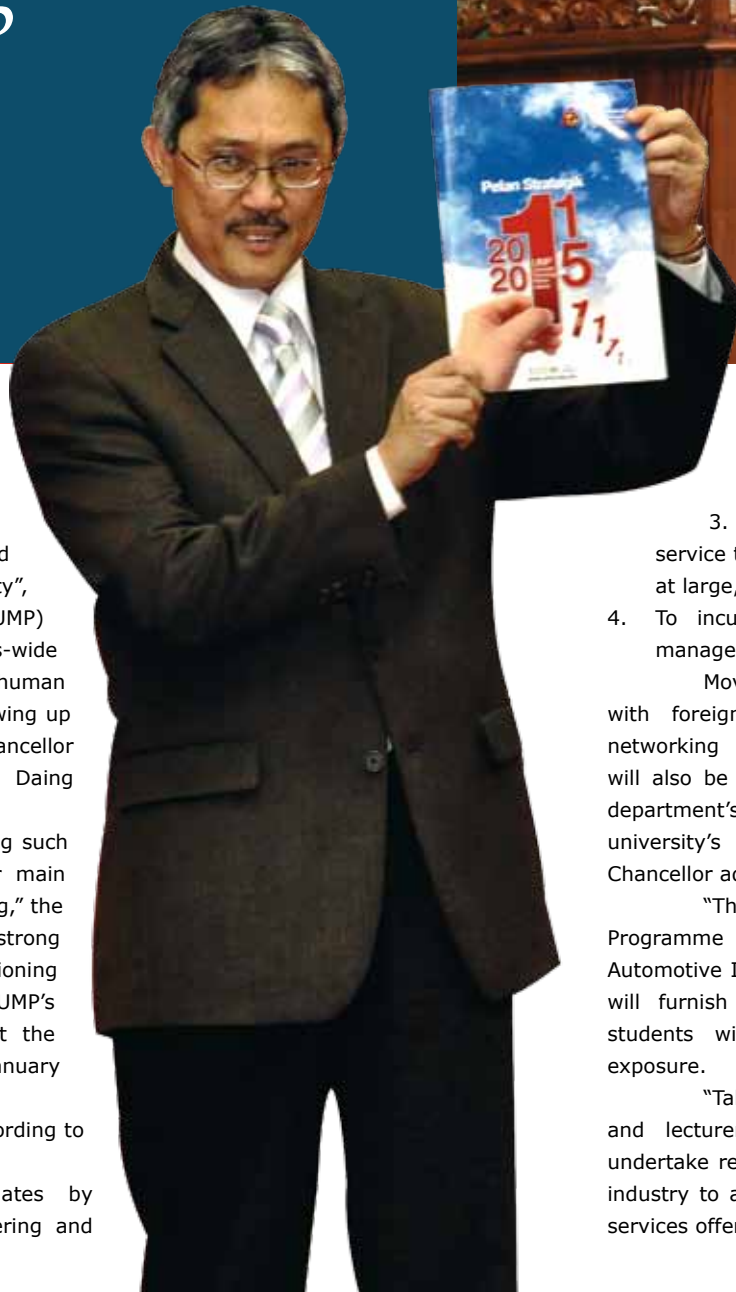


Vice-Chancellor launches UMP's 2011-2015 Strategic Planning

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With a long-term vision to become the "first choice world class technological university", Universiti Malaysia Pahang (UMP) has to execute a holistic campus-wide transformation, a migration of human capital attitude and a careful drawing up of strategic planning, said Vice-Chancellor Professor Dato' Dr Daing Nasir Daing Ibrahim.

"And parallel to achieving such a vision, we have outlined four main objectives in our strategic planning," the Vice-Chancellor said to the 5,000-strong attendees at his annual commissioning address and the official launch of UMP's 2011-2015 Strategic Planning at the university's Sports Complex on January 25.

The four objectives, according to Professor Dato' Dr Daing, were:

1. To produce skillful graduates by offering competitive engineering and

technology programmes.

2. To spearhead industry-related research initiatives.
3. To provide excellent service to the industry and community at large, and
4. To inculcate effective and efficient management work culture

Moving forward, smart partnership with foreign universities and cohesive networking with the various industries will also be a part of every faculty's and department's focus to carry out the university's strategic planning, the Vice-Chancellor added.

"The Graduate Attachment Programme secured with the Malaysian Automotive Institute recently, for example, will furnish the automotive engineering students with the necessary industrial exposure.

"Taking cue from this, students and lecturers alike will also have to undertake research collaborations with the industry to add value to the products and services offered," he emphasized.