

New academia UTM as a global brand

Synopsis:

The 2012 New Year Address by the Vice-Chancellor on the theme “New Academia: UTM as a Global Brand 2012–2020” is the fourth address to be published ever since 2009. As a university which is committed to elevating the tradition of knowledge ever since its inception in 1904, UTM strives to document its annual planning, strategic plan and important speeches as a guide and source of reference. The content of this book should be understood and appreciated by the entire UTM community to enable them to plan their work process systematically and efficiently while at the same time monitor their achievements throughout 2012.

The theme of this book leads to new higher education thinking, philosophy, and framework, as well as new pedagogy based on the paradigm of the New Academia. The theme aims to build a higher learning institution that surpasses the local realm. This theme gives a clear signal to mobilise all available resources in an effort to position UTM on the global academia map, and to stand tall with other world renowned knowledge institutions. The entire UTM community should consolidate their will and spirit to realise the aspiration, “In the Name of God for Mankind”.

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