About Universiti Tunku Abdul Rahman

Achievements / Awards

VISION

To be a global university of educational excellence with transformative societal impact

MISSION

We are committed to achieving the Vision through:

U - Universal values in our beliefs
T - Tenacity in overcoming challenges
A - Agility in facing new frontiers
R - Responsibility in pursuit of excellence

EDUCATIONAL GOALS

UTAR graduates will be forward thinking global professionals and entrepreneurs who are knowledgeable, competent and ethical life-long learners who will bring positive impact to the society

THE WORLD UNIVERSITY RANKINGS 2019 TOP 600

#501 -600

THE WORLD UNIVERSITY RANKINGS 2018 TOP 100

#99

QS UNIVERSITY RANKINGS ASIA

#188

UTAR Education Awards

Outstanding Educational Institution 2018/19: Private Universities/Colleges Category

PAM Awards 2013
Gold (Education)

8 FOCUSED AREAS

24 STRATEGIES

1. Enhancing the quality of education to produce knowledgeable and forward thinking graduates imbued with values and ethics to face new frontiers
2. Integrating intellectual pursuits through research and innovation that have impact on society
3. Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges
4. Intensifying the use of technology in all aspects of the University’s functions, including engagement with lifelong learners
5. Enhancing international standing and community outreach through excellent global and community networking
6. Sociality and Humanitarianism
7. Aesthetics and Harmony
8. Creativity and Innovation

Virtue and Morality
Knowledge and Intellect
Physical and Mental Health
Six (6) Educational Pillars of UTAR

Main Campus was built on a 1360 acre piece of land donated by the Perak State Government. The campus welcomed its first intake of students in May 2007.

Officially launched on 13 August 2002 as a not-for profit university providing AFFORDABLE QUALITY EDUCATION

The UTAR Sungai Long Campus is a purpose-built campus with surrounding facilities and services that support banking, housing, public transport, shopping and meals for the convenience of the students. On 1 June 2015, UTAR relocated its campuses and offices from Setapak, Kuala Lumpur and Section 13 Petaling Jaya to its own campus in Sungai Long in a move to consolidate and strengthen the University’s presence in the Klang Valley. This move to Sungai Long was one of the most defining moments in UTAR’s history as the University continues its next decade of excellence in education.
Universiti Tunku Abdul Rahman
Focused Areas

1. Governance
2. Academic Programmes
3. Research and Development
4. Collaborations and Internationalisation
5. Staff Development
6. Student Development
7. Facilities and Services
8. Community

Focused Areas

NEO (Ranger Station)
By Student(s):
Ding Meng Jun
**Governance**

**iCGPA**
A new benchmarking and corrective assessment mechanism intended to evaluate students' overall progressive development.

**Blockchain**
Further increase the security of degree certification system to prevent forgeries and tampering of certificates.

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**Research and Development**

**Undergraduate Research Scheme**
URS is a structured programme designed to expose and train undergraduates in various aspects of research project implementation.

- Certification on Research Skills via Research Project Attachment
- Benefit
- Employability Enhancement
- Exposure to the Field of Research and Development
- Training on Research Methodology*
**Student Development**

**USSDC Certification**
Qualified students will be awarded USSDC (UTAR Soft Skills Development Certificate) which outlines their soft skills-related activities as well as extra co-curricular accomplishments.

- Introduction of USSDC 10 Core Components

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**New Village Project**
Students proudly play their role in contributing to the community through:

- New Village E-Commerce Project
- New Village Collaborative Project
- New Village Community Service (We Care We Act)
- New Village Activities
- New Village Tour
- New Village Survey

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Eco Agro-Culture Learning Centre
By Student(s):
Lew Yu Qian
Governance

GOALS

- Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges

STRATEGIES

1. Financial viability
2. iUTAR
3. Organisational needs in emerging areas

Majestic Hotel
By Student(s):
Chang Hui Yi, Cheng Jia Ying,
Chong Nai Sheng, Lim Shi Qian,
Lim Shyi Yi, Teoh Kai Xin
Academic Programmes

GOALS

- Enhancing the quality of education to produce knowledgeable and forward thinking graduates imbued with values and ethics to face new frontiers
- Invigorating intellectual pursuits through research and innovation that have impact on society

STRATEGIES

1. Comprehensive, outcome-based and interdisciplinary programme
2. Quality review and benchmarking
3. Passion for learning
4. Industry-oriented and internationalised education
## Research and Development

### Ecology Chalet
By Student(s):
Lee Chun Jie

### GOALS
- Invigorating intellectual pursuits through research and innovation that have impact on society
- Enhancing the quality of education to produce knowledgeable and forward-thinking graduates imbued with values and ethics to face new frontiers

### STRATEGIES
1. Cross-disciplinary research to solve real-world problems
2. Diversification of research funding sources
3. Publication and Patent filing
4. Commercialisation and Consultancy
5. International collaborations
Collaborations and Internationalisation

**GOALS**
- Enhancing international standing and community outreach through excellent global and community networking

**STRATEGIES**
1. MNC and SME/SMI focused
2. Expertise Netlink and Idea factory
3. Diversity and Global networking

Eco Resort - Wind Capture
By Student(s): Lee Xin Yee
Staff Development

Malayan Railway Administration Office (KTM BERHAD)
By Student(s):
Yong Song Zhe, Tan Yin Yan,
Lim Chyi Bing, Foo Yong Sheng,
Teoh Han Rui, Zaheerah Mansor

- Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges
- Invigorating the intellectual pursuits through research and innovation that have impact on society

Staff strength
- Increasing PhD Ratio for Academic Staff
- Continuous Staff Development
- Recruitment and Retention of Quality Staff
GOALS

- Enhancing the quality of education to produce knowledgeable and forward thinking graduates imbued with values and ethics to face new frontiers
- Invigorating the intellectual pursuits through research and innovation that have impact on society
- Enhancing international standing and community outreach through excellent global and community networking

STRATEGIES

1. Student recruitment and training
2. Soft skills development
3. Employability
4. Co-curricular activities
Student Development

- Enhancing the quality of education to produce knowledgeable and forward thinking graduates imbued with values and ethics to face new frontiers
- Invigorating the intellectual pursuits through research and innovation that have impact on society
- Enhancing international standing and community outreach through excellent global and community networking

Tea House
By Student(s): Chen Bing Wei Michelle Yoo

1. Student recruitment and training
2. Soft skills development
3. Employability
4. Co-curricular activities
Facilities and Services

Wau Art Gallery and Studio
By Student(s):
Lim Jeng Ying

GOALS

- Strengthening the Governance of the University to ensure effective quality and risk management that will allow agility in facing challenges

- Intensifying the use of technology in all aspects of the University's functions, including engagement with life long learners

STRATEGIES

1. Conducive environment and campus
2. Effectiveness and efficiency of services
Community

- Intensifying the use of technology in all aspects of the University’s functions, including engagement with lifelong learners
- Enhancing international standing and community outreach through excellent global and community networking

1. Strong Alumni network
2. Contribution to community

Vivekananda Ashrama
By Student(s):
Chang Chee Ping, Chuah Si En,
Goh Sze Kay, Ho Bei Yu,
Lim Teck Yao, Yew Li Zhen