



ENTREPRENEURSHIP IS OUR THRUST

UNIVERSITI MALAYSIA KELANTAN

CORPORATE PROFILE

Introduction

The establishment of a university in Kelantan was made as a component in the Ninth Malaysia Plan to support the quality of human capital development in the higher education sector. The federal agreement was announced by the Prime Minister on the 31 March 2006 in the Ninth Malaysia Plan proposal. The establishment of the university was approved in the Cabinet Meeting on 14 June 2006. The cabinet has specified that the philosophy of the curriculum in UMK should be based on entrepreneurship and enterprise education in all the study programmes. Therefore, taglines such as "Entrepreneurship is Our Thrust" and "Entrepreneurial University" are widely used to promote the philosophy of this university. Specialised studies for short and moderate term are grouped into three main fields of studies, namely:

1. Entrepreneurship and Business;
2. Creative Technology and Heritage;
3. Agro-Based Industry and Earth Sciences

Apart from the three fields of studies, the significant emphasis would be given to acquiring languages and the development of soft skills. These learning programmes aim to produce high-quality human capital with a first-class mentality and exemplary entrepreneurship attributes. It is hoped that this would contribute to the global prosperity by improving the capability and capacity of Small and Medium Enterprises (SME), and also towards the development of a highly entrepreneurial commercial society. In line with all areas of study, Information and Communication Technology (ICT) is employed as an enabler.

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VISION

Championing balanced and holistic human development with entrepreneurial attributes for global prosperity



MISSION

We offer quality and relevant academic programmes and training, high commercial value research and innovation, effective and efficient services, with high priority in providing conducive environment and fulfilling social responsibility



MOTTO

"Entrepreneurship is Our Thrust"
TRANSFORMATIVE * ENTREPRENEURIAL * EXCELLENT



CORE STRATEGIC DEVELOPMENT

- To build and internationalise the learning programs and university academics;
- To encourage a culture of research, innovation and commercialization;
- To provide human resources who are knowledgeable, competent, and of integrity as well as practise sound management systems and governance;
- To develop an infrastructure that supports the philosophy of developing an entrepreneurial university;
- To contribute to the welfare of society and industry.



UNIVERSITI
MALAYSIA
KELANTAN

OBJECTIVE

- **HUMAN RESOURCE**
To provide knowledgeable, competent, integrated, quality and professional human resources.
- **FINANCE**
To generate and optimize operating expenses which supports the university's sustainability.
- **ACADEMIC AND INTERNATIONAL**
To develop more dynamic and competitive University learning programs and academic activities at the global level.
- **RESEARCH AND INNOVATION**
To produce research and innovation capacity of giving impact to the society by engaging the university, government, industry, and community.
- **ENTREPRENEURSHIP AND SOCIOECONOMY**
To embrace entrepreneurial culture capable of contributing to the welfare of society, environment and industry.
- **GOVERNANCE AND TRANSFORMATION DELIVERY**
To strengthen an efficient and systematic governance and develop the infrastructure and infrastructure to support a conducive environment.
- **BRANDING FOR STRATEGIC POSITIONING**
To create a self-image and identity which reflects the reputation of an organization through significant indicators.

ORGANIZATIONAL CORE VALUES

Each student and staff of UMK support the same core values in order to build a University's identity. UMK's three (3) core values are to:

- Be creative and innovative;
- Be prepared to bring about and accept changes; as well as
- Be professional in all endeavours.

LIST OF FACULTIES AND CENTRES

Faculty Of Entrepreneurship And Business
Faculty Of Creative Technology And Heritage
Faculty Of Veterinary Medicine
Faculty Of Agro Based Industry
Faculty Of Earth Science
Faculty Of Hospitality, Tourism And Wellness
Faculty Of Architecture And Ekistics
Faculty Of Bioengineering And Technology
Faculty Of Language Studies And Human Development
Faculty Of Data Science And Computing
Centre for Postgraduate Studies
Malaysian Graduate School of Entrepreneurship And Business
UMK Centre for External Education
Centre for Foundation Studies (UMK-AsCent)



UMK BACHOK



UMK CITY CAMPUS



UMK JELI CAMPUS



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ENTREPRENEURSHIP
is our World