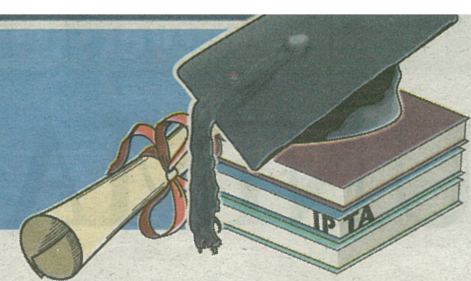


Public Universities' ROUTES TO EXCELLENCE

A NEW SUNDAY TIMES Monthly



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LOOKING FORWARD: Education Minister Tan Sri Musa Mohamad being briefed on a human organ by Associate Professor Normadiah Kassim of Universiti Malaya after launching the presentation of the ISO 9001:2000 certificate to the varsity, recently.

Keeping 'customers' happy

■ By Patrick Sennyah
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IN this competitive era, public institutions of higher learning, just like any other business venture, have to compete and stay ahead to ensure their "customers" (students) get what they paid for.

The competition among these institutions has grown so intense that a student wanting to pursue higher studies would be faced with an uphill task to decide which among the 17 higher learning institutions he is to choose from.

Information technology

and other technology-based programmes have carved their niche as among the most sought-after programmes and most institutions have taken the trouble to meet this need.

Since Germany has been noted to be among the most industrialised countries in the world, **Kolej Universiti Teknologi Tun Hussein Onn (KUiTTHO)** has tried to emulate Germany's Fachhochschule (university of applied technology) in its teaching approach.

It emphasises more on experimental and guided learning instead of tutorials and lectures, taking efforts to

translate theory into something practical.

For students keen to be industry ready upon graduation, **KUiTTHO** is a worthy consideration, offering degree programmes in Civil Engineering, Electrical Engineering, Mechanical Engineering, Information Technology, and other engineering and technical-based programmes.

Another good option where students can gear themselves to be industry ready upon graduation is **Kolej Universiti Kejuruteraan dan Teknologi Malaysia (KUKTEM)**.

Offering courses in Engi-

neering, particularly in chemical, civil, computer, electrical and also mechanical engineering, the university has embarked on smart partnerships with industries where both parties co-operate in areas of mutual benefit.

It promises students a learning environment complemented by experienced and capable academic staff, curriculum and teaching approach tailored to industry needs.

Boasting a proven track record for producing trained and highly-qualified engineers and professionals, **Universiti Teknologi**

Malaysia has for the past 32 years gone from strength to strength in technical disciplines.

The formula for the university's success is simple: excellent academic programmes which are constantly reviewed and updated to cater to challenges of the new era.

UTM, like the two universities mentioned, works closely with industry players and professional bodies to tailor its programmes to suit the working environment and culture.

Having made a name for

■ TURN TO PAGE ELEVEN

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