



The Chancellery



UNIVERSITI SAINS ISLAM MALAYSIA
 جامعة العلوم الإسلامية الماليزية
 ISLAMIC SCIENCE UNIVERSITY OF MALAYSIA

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USIM'S CENTRE FOR STRATEGIC DEVELOPMENT AND CORPORATE RELATIONS

The Centre for Strategic Development and Corporate Relations (PPSHK) (subsequently referred to as the Centre) is a unit under the Chancellery Department. The Chancellery Department is the main department in the University with the responsibility of formulating policies and development of the University towards the enhancement of Islamic education in accord with the University's Vision, Mission and Objectives. The Chancellery Department consists of the following:

- Office of the Vice Chancellor
- Office of the Deputy Vice Chancellors
- Administrative Office
- Centre for Strategic Development and Corporate Relations
- Internal Quality Audit
- Special Functions and 'Pendakwah Muda' Secretariat

PPSHK was formally established on 16 April 2007 with the appointment of the Director. The Director of the Centre is Prof. Dr. Mohammad Haji Alias. In a restructuring exercise implemented by the University, a number of existing and newly created units were incorporated into the Centre. The Centre consists of the following:

- Centre for Corporate Relations under which included the Public Relations Unit and Corporate Relations Unit
- Quality Management Unit
- Industrial Relations Unit (a new unit)
- USIM's Consultancy Bureau (a new unit)

The Centre for Corporate Relations operated under that name but within PPSHK until the end of 2007. Thereafter Corporate Relations became a unit under PPSHK.

The Centre focuses on USIM's mission, vision and objectives and assess external conditions and develop strategic programs and planning efforts to develop new opportunities and further relationships with industry entities and other organizations. The Centre provides a platform for all



USIM's VC, Prof. Dato' Dr. Abdul Shukor Hj. Husin (third from right) exchanging MoU document with Rector College of Islamic Studies, Maldives witnessed by Acting Minister of Higher Education, Maldives. Director of PPSHK is second from the right (19 June 2007)

members of USIM to explore and discuss issues on higher education. The strategic planning workshop and business plans workshops organized by faculties/centres are such platforms where members of the University can offer their views on future directions of the University. The Centre is tasked with creating an integrated approach to the development and



Building international linkage : VC's visit to Al Azhar University, Cairo.

management of USIM's marketing, planning and program development initiatives besides public affairs and quality management.

The basic function of the Centre is to promote the University at both the national and international level through publicity activities and joint cooperation formalized through signing of memorandum of understanding. The Centre together with the Academic Division and the Centre for Graduate Studies has been

involved in promotion activities organized by the Ministry of Higher Education (the so-called MOHEX) both locally and overseas. In November and December 2007 USIM participated in higher education exhibitions in Cairo, Egypt and Amman, Jordan respectively.

The Centre serves as the secretariat for the formulation of MoU documents in collaboration with the University's legal advisor before they are approved by the relevant authorities. For example, the Centre helped in the initial drafting of MoU's with Xi'an International Studies University (XISU) and China Arabic Translation Association Gansu (CATA), Republic of China; College of Islamic Studies Male', Maldives; a number of states' Mufti Departments; and Fiqh Academy Sudan. The MoU's with XISU and CATA have been instrumental in bringing 35 Chinese students (26 of them Chinese Muslims) from China to USIM. 10 of them are here to further their studies on the Arabic language under credit transfer program. The rest of the students are enrolled in the Arabic and English intensive programs offered by the University's TAMHIDI Centre prior pursuing their studies at a higher level at USIM.

Another significant activity of the Centre has been the organization of a workshop on formulating USIM's Strategic Plan 2008-2012. This strategic plan is scheduled to be launched in the month of April 2008. The Centre serves as the secretariat for the Committee chaired by the Deputy Vice Chancellor (Academic and Internationalisation). As we know, in

August 2007, the Prime Minister had launched the National Higher Education Strategic Plan Beyond 2020 and also the National Higher Education Action Plan 2007-2010. These documents provide the blue print for promoting long-term objectives of human capital development and would substantially empower Malaysian higher education in order to meet the nation's development needs and to build its stature both locally and internationally.



USIM's delegates in front of Al Azhar University.

The core of our mission is to provide the supporting service to the University in collaboration with the faculties, student and alumni affairs and academic affairs to assist our students and academic staff in developing their potential via a combination of hands-on experience and individual approach. It is our wish to produce an active, self-confident and open-minded graduates imbued with the University's core values, graduates who are ready to participate in dialogues with others, and capable of competing in the labour market. To set ourselves ever more ambitious goals and to provide students with a top-quality education, we are looking outward, seeking new ideas, best practices and partner arrangements with educational, business and non-profit-making organisations both locally and abroad.

To fulfill its mission the Centre provides and encourages:

- a theoretical grounding and professional skills connected with the employment industry,
- creative and critical thinking skills which enable students to continually self-improve, intellectually and spiritually, and achieve new qualifications,
- a sense of civic responsibility, caring for the common good and concern for public life.

These objectives are reached by:

- interdisciplinary modern teaching programmes, meeting the requirements of the highly competitive labour market;
- expert academic staff, gathering together world-class scholars and specialists experienced in economics, entrepreneurship, diplomacy, law, NGOs, journalism and other fields;
- an individual approach to every student, helping them to develop their talents and potential.