

UCSI LOOKS AT EXPANSION TO MEET GROWTH



UCSI aims to live up to its name by expanding its campuses and eventually doubling the student capacity.

The expansion, according to UCSI's President & Vice Chancellor, Peter T.S Ng, is in line with UCSI's plan for strategic growth, spurred by a university-wide escalation in facilities and enrollment figures.

Having just moved into its main campus building three years ago, UCSI is now in the process of expanding into the next phase of its development plan next year.

"The number of students has increased tremendously since we moved into this new campus," he said. "We are now forced to build more residential blocks to accommodate more students in the near future. We are hoping to increase to 15,000 students.

In addition to that, he said, there will also be other exciting and highly-anticipated developments that will spur UCSI into the "blue ocean", a term coined by management guru, Professor W. Chan Kim, about making competition irrelevant.

"A lot of institutions compete against each other within the same industry," he said. "We will be different. The most exciting plan already in the pipeline is to build a multiplex, which will house a triumvirate of 5-star top-of-the-class hotel, a high-end residential hall for students, and the main corporate offices of the UCSI Group."

Ng added: "We are also planning to build and manage a fully residential international school in a sprawling 105-acre land in a suburb not too far from where we are now. This development will also include UCSI's Blue Ocean Strategy Institute (BOSI), which will be part of the globally-connected BOSI's branches existing concurrently in France, the United States and the United Kingdom, among others."

Finally, UCSI is looking very seriously at becoming a leader in edutainment here in Malaysia and around the world.

“We aim to ultimately be on the leading-edge of reaching our students and youths at where they learn best: a blended combination of education through the forms of media that appeal to them most,” he said.

“This strategy will take a multi-pronged approach capitalizing and harnessing the power of multimedia, the Internet, the game consoles of today, and even the more traditional media of TV, radio and the theatre. All of this will be housed in a nearby huge multi-storey multiplex.”

UCSI will also be adding another feather to its cap when its Terengganu Campus is ready by May 2007. This purpose-built campus on 56 acres of land in Bukit Kor, Marang, is located within the educational hub of Terengganu, in the East Coast of Peninsular Malaysia.



Panoramic view of Terengganu Campus in the making.

“The Terengganu campus constitutes a part of the expansion plan for our School of Medicine, which first introduced its Doctor of Medicine degree programme in April 2005. This campus will house medical students, in their third through fifth years of study who will be undergoing their clinical studies at the Kuala Terengganu Hospital,” explained Ng.

“Plans are also in the pipeline to introduce other degree programmes which will be offered at this campus. We are always looking at how we can do better. We are turning UCSI into an internationally-reputable institution of higher learning,” said Ng.

The existing UCSI's state-of-the-art RM80 million campus located at UCSI Heights in Cheras, Kuala Lumpur, was completed in May 2004. The purpose-built campus, moulded and modelled after some of the world's best institutions, offers a stimulating, exciting and conducive learning environment, preparing students to be competent and ever ready to take their rightful places in the employment market.

