

All rights reserved by UMK International 2022

No part of this publication may be reproduced, stored for reproduction or transferred to other forms, through any means including electronic, mechanical, photos, recordings and so on without permission from UMK International.

Book Title: UMK International E-Bulletin
July - September 2022

ISSN Number: 2948-510X

Published by:
UMK International
Universiti Malaysia Kelantan
City Campus
Pengkalan Chepa
16100 Kota Bharu, Kelantan, Malaysia

EDITORIAL MEMBERS

CHIEF EDITOR

Assoc. Prof. Dr. Ng Siew Foan

ASSOCIATE EDITORS

Dr. P Yukthamarani Permarupan

Dr. Nurul Akmar binti Che Zaudin

Dr. Mohammed Aurifullah

Dr. Julia Tan Yin Yin

Dr. Kanit Sripaoraya

Dr. Mohanad S. S. Abumandil

Kho Siew Leen

Mohamad Naim bin Idris

Noor Izunarida binti Zakaria

Tuan Nor Azma binti Tuan Hussain

LANGUAGE EDITOR

Mohammad Affiq bin Kamarul Azlan

DESIGNER

Mohamad Naim bin Idris

CONTENTS

FOREWORD	03
UMKI INTERNATIONAL	04
ADMINISTRATION	06-09
MARKETING	10-20
INTERNATIONALISATION	21-29
TESTIMONIALS	30-32

FOREWORD

ASSOC. PROF. DR. NG SIEW FOEN
Director
UMK International

It's crazy how fast time flies and how things progress in international office. The third quarter of the year saw how UMKI team bulldozed through with tremendous effort to activate international student mobility programmes (credit and non-credit) at both faculty and university levels. Student mobility programs are essential to enhance the learning experience of students as they expose to the cultural, economic, political, educational and ecological aspects of other countries. This experience is crucial to develop students' global mindsets for career advancement and success in any environment.

Between July and September 2022, UMK International has overseen numerous physical and virtual mobility programs, as well as courtesy visits between UMK and partner universities from China, Thailand, India and Indonesia. In addition, we also have the privilege to receive a courtesy call from the ambassador of Palestine in Malaysia. Potential academic and non-academic collaborations were discussed during all the meets.

Let's hope that these intercultural exposures will boost students' ability to interact without prejudice with people from other cultures and adapt to different cultural environments!

