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THE
Praxis
UNIVERSITY™

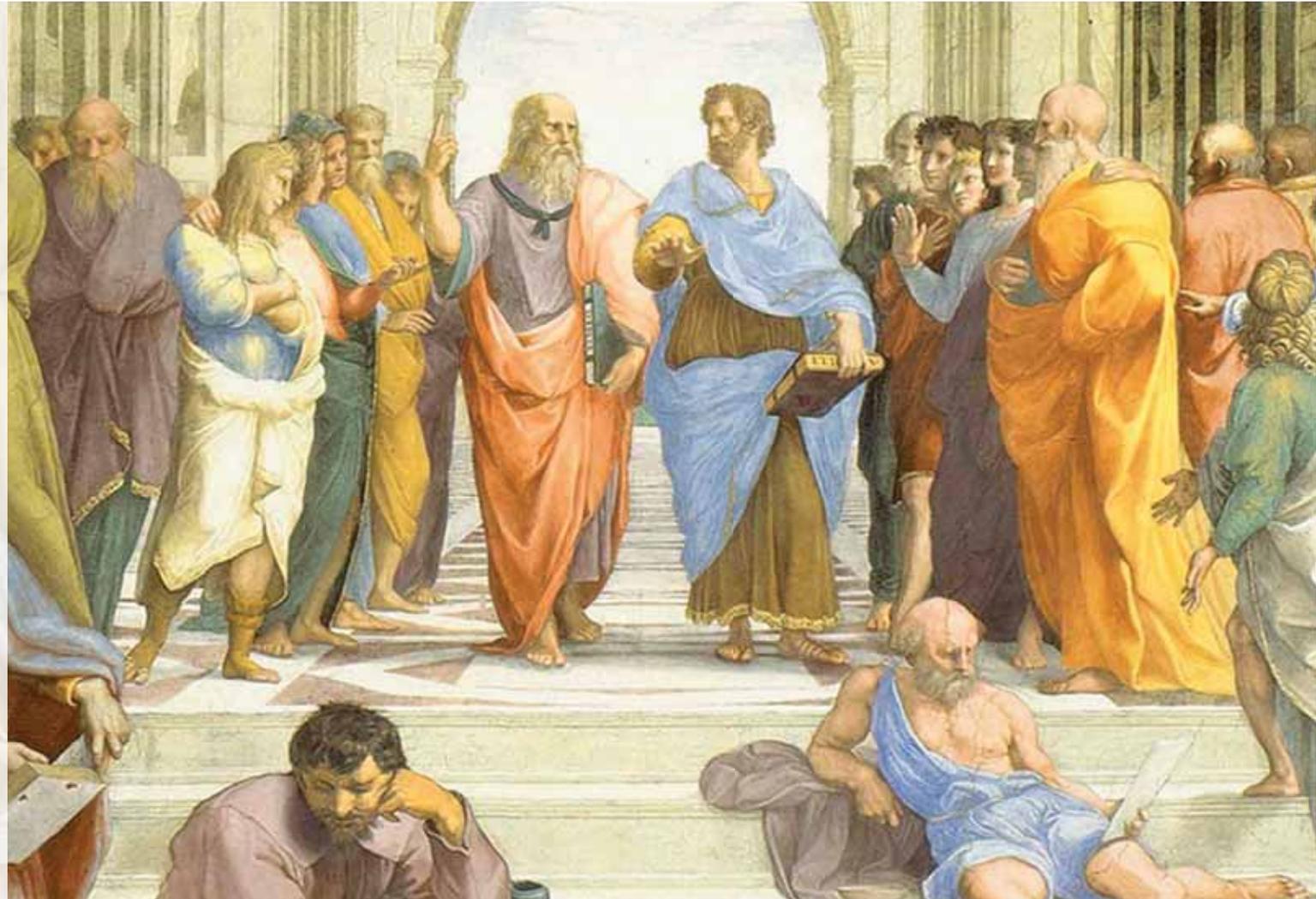
WHAT IS πραξις

In Ancient Greece, *πραξις* (Praxis) described an activity involving free men.

In ethics, economics and politics, among others fields, Praxis signified a practical emphasis where the end goal was action. Aristotle deemed that interpretation was pointless without action and theory had to result in practice.

In the same light, UCSI University is advocating the Praxis model as we believe that an academic approach should expand your horizons, not limit it. It should put you in charge, not take charge. It should exhilarate you, not bore you.

Above all, UCSI University seeks to connect students to today's world of end-to-end responsibility, not insulate them from it – because we believe that good work should always be practised, not said. Go beyond the classroom at [UCSI: The Praxis University](#).



Praxis THE RELENTLESS PURSUIT

For more than 25 years, UCSI University has been challenging the idea of what an education should be. The University was the first in the South East Asian region to make a mandatory requirement for students to undergo a compulsory Co-op programme that required them to obtain at least two months of internship experience at the end of each academic year, regardless of their discipline.

The pioneering move was swiftly replicated by other providers and to stay ahead, UCSI University constantly added to the programme's appeal. Today, the University has around 1,100 Co-op partners and our students consistently find employment at top multinational companies. Employers constantly give us feedback and they are delighted with the calibre of our graduates.

We knew we could do better and the *Praxis* model will take things to another level.



INSIGHT



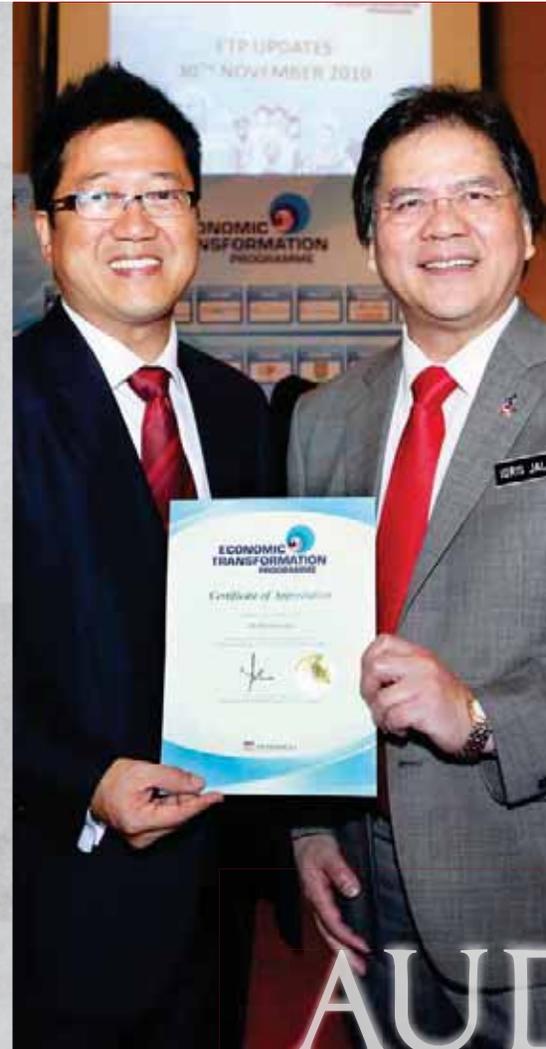
CHALLENGING THE STATUS *quo*

In essence, *Praxis* is UCSI University's endeavour to improve what exists and to create what doesn't. Far more than run-of-the-mill internship programmes – regardless of duration – the *Praxis* model seamlessly blends both workplace and classroom in an ingenious fashion that sees our students being trained in-house.

This is made possible through *Praxis Centres* – profitable business entities like a boutique hotel, a personnel training firm as well as a skin science and anti-aging firm, among others – under the UCSI Group. These centres are run by the University's academic staff and adjunct professors who have years of industrial experience.

Values INSPIRED BY IDEALS

Designed by practitioners for practitioners, the *Praxis* model is more than the standard “off the shelf” academic approach. Purposeful deliberation has long been implicit in the vignette and it was decided that *Praxis* had to embody real values if it was to equip students with an experience like no other. These values are part and parcel of the culture at the UCSI Group – a culture so strong that it remains coherent in any moment of truth.



By turning the classic internship approach on its head, the *Praxis* model pushes the boundaries of what is conventionally possible. While the promotion of the *Praxis* model is exciting, it is only – yes, only – the latest entry in a very long list of milestones.

Once a lightweight computer institute, UCSI University obtained steady status elevations over the years, becoming a preferred private provider for local and international students alike. The University was the first to introduce game changing initiative like the Co-op programme to equip students for the workplace. It was also the first Malaysian private provider to dispense with its 3+0 twinning programmes when everyone else thought otherwise.

Today, UCSI University is stronger than ever and we are confident that the *Praxis* model will stir the imagination of the industry and the national higher education landscape.

AUDACITY

The Upside

By having their corporate lecturers as supervisors, students can seek guidance without fear of the unknown. The strong fabric of trust will have a positive impact on performance and our students will thrive in an environment where they are not seen as mere workers, but co-creators, allowing them to take greater pride in their craft. And as co-creators, our students' contributions will be duly recognised and rewarded.

The *Praxis* model also provides an avenue for mentorship and our students will benefit immensely from the unrivalled opportunity of working closely with industry practitioners. Under their tutelage, students will understand fundamental industrial practices and the underlying forces that make them work. By outlining core skills and enhancing access to executive-level thinking, *Praxis* is so much more than essential training – it's a guide to smarter leadership.



With the bigger picture – and you – in mind, the *Praxis* model is designed for the workplace. Today's problems are taken into account and at UCSI University, we maintain the position that one will not trust an industry if one cannot trust its workers. With that, we are committed to supply the best workers not only in the industry, but for it.

By fusing practical training, values and a philosophy based on the age-old adage that practice makes perfect, we believe that the *Praxis* model will prove to be the telling difference between an ordinary curriculum and an inspired experience.

Perseverance

While the *Praxis* model is novel, it must not fizzle out as "just another good idea". Constant reinvention – another hallmark of UCSI University – is pivotal in this case and *Praxis* will evolve to remain ahead of the curve. We will give a contemporary evaluation of *Praxis*, to ask, what should *Praxis* be today? What should it be tomorrow?

Starting ahead of the game is one thing. Staying ahead is another and UCSI University is committed to make the *Praxis* model a mainstay attraction for years to come.

Integrity

Today, far too much centres on the cash nexus and at UCSI University, we emphasise a commitment to exceed all expectations. Rather than chasing the quick buck, students will be nurtured to recognise that service should be prioritised above all else.

Money-making is not – and should never be – the rule of thumb and at the UCSI Group, profit is a reward for a job well done. By having the right exposure – and attitude – to work and entrepreneurship, we are confident that our students will be far more profitable and conscientious in whatever they do.



Excellence

Under the *Praxis* model, academics at UCSI University are practitioners who craft objects, provide exceptional services, respond to today's needs and forecast the world of tomorrow. However, continuity will not be achieved without aspiring practitioners who are keen to learn and who will, in time, fill the boots of the masters.

On this note, *Praxis* is really about the interaction of the two within the UCSI tradition – a journey of unquestionable value where students excel on every stage. With a 25-year track record of success in the industry, UCSI University is committed to the pursuit of excellence and *Praxis* is our platform to take you there.