FACTORS THAT CONTRIBUTE TO FINANCIAL PERFORMANCE OF MULTIMEDIA UNIVERSITY CYBERJAYA CAMPUS

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This applied research is submitted in partial fulfilment of the requirement for the degree of

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CANDIDATE’S DECLARATION

I hereby declare that this paper is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been acknowledged.

In the event that my applied research is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of the Universiti Teknologi MARA.

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The Multimedia University landscape has undergone radical transformations since late 1996. It began with the establishment of private universities followed by the government’s decision to allow private higher educational institutions to run 3+0 franchised programmes and the invitation made to foreign universities to set up branch campuses in Malaysia.

These changes have greatly affected the provision of higher education in Malaysia. Undeniably the changes were a direct result of government policies and interventions that caused the intensified competition. These changes have forced Multimedia University, as one of the private higher educational institutions, to adopt strategic planning and management practices in ensuring their continuous growth or even survival.

The most basic tenet of strategy is the fact that Multimedia University can achieve competitive advantage over rivals if Multimedia University able to distinguish itself in some ways by focusing on resources and capabilities as sources of advantage to stay relevant in the long run. Therefore, the overall goal of this study is to study the resources and capabilities of Multimedia University that form the basis of competitive advantage which in turn affect the financial performance.

To carry out an in-depth study to obtain data, this study employed multi-sources approach and reinforced with evidence-based data collection to ensure academic rigour. In this study, Multimedia University was chosen. In addition, observation on Multimedia University facilities was also undertaken.

On the whole, the findings of this study provide empirical information on the relevance of the concepts of resources and capabilities as sources of core competencies and the impact on service quality and financial performance of Multimedia University.
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