



**FACTORS THAT INFLUENCING QUALITY GRADUATES
AT A PRIVATE UNIVERSITY**

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"DECLARATION OF ORIGINAL WORK"

I, Nor Azira bt Razalli, (810612-14-6110)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 9 DEC 2005

LETTER OF TRANSMITTAL

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Re: SUBMISSION OF PROJECT PAPER

Your attentions are required for the above matter.

In order to fulfill the course requirement for BBA (Hons) Marketing, I would like to submit my project paper entitled "Factors That Influence Quality Graduates at a Private University". I hope this project paper will fulfill the course requirement.

I would like to thank for the guidance that you gave along the preparation of the project paper.

Thank you.

Yours sincerely,



.....
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EXECUTIVE SUMMARY

This research is about “Factors That Influence Quality Graduates at a Private University” was been done at University Tenaga Nasional which located at Bangi, Selangor. This university was formed up in 1994, was known as Institut Kejuruteraan Teknologi Tenaga Nasional (IKATAN). Since 1997, it has been conferred a university status. Universiti Tenaga Nasional (henceforth, UNITEN) is subsidiary of Tenaga Nasional Berhad (TNB), one of the largest utility companies in South East-Asia. It is one of the private universities to be set-up in Malaysia. UNITEN offered academic programmes which more focusing on Engineering, Information Technology, Business Management and other related programmes, which is to prepare its graduates to become knowledgeable and multi-skilled professionals.

There are five objectives of this study. First is to identify whether there is any significant relationship between the management quality and quality of graduates. Second is to verify if there is any significant relationship between academic quality and the quality graduates. Third is to determine if there is any significant relationship between academican quality and quality graduates. Forth is to find out if there is any significant relationship between learning resources quality and quality graduates and the fifth is to provide recommendation to UNITEN and other universities in producing quality graduates. In studying the problems that related to this study, certain important issues being identified. First, on management quality that contributes to the training of quality graduates. This includes identifying the functions of the management and its roles in helping to produce quality graduates at a university. Besides that, it is important for a university to have organized policies, which plays imperative roles in helping graduates