

UNIVERSITI TEKNOLOGI MARA

**A STRATEGIC ANALYSIS OF BLENDED
LEARNING IMPLEMENTATION IN UITM
NEGERI SEMBILAN**

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ABSTRACT

Blended learning is a new methods of learning which focusing on the higher education in Malaysia. More benefit and advantages could be valued for the university, academic staff and students. Universiti Teknologi MARA (UiTM) moving towards the practice methods in order to gain more value and impact of the blended learning. UiTM Negeri Sembilan campus Kuala Pilah and Seremban is a part of the UiTM education system. This research, analyze the strategic plan of the blended learning implementation in UiTM Negeri Sembilan. The SWOT analysis will cover the strategic plan for UiTM Negeri Sembilan to improve the implementation. Data collection collected through the interview session with the top management. The analysis will show the strength, weaknesses, opportunities and threats to come out as the blended learning strategic plans.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Universiti Teknologi MARA (UiTM) is the Malaysian's largest institution of higher learning based on the vision of outstanding scholarship and academic excellence that is capable of providing a leadership in various arenas. UiTM Negeri Sembilan campus Kuala Pilah and Seremban are two of the branches of UiTM in Malaysia which located in Negeri Sembilan.

Moving towards to the new technology and practices in higher education level, UiTM Negeri Sembilan campus Kuala Pilah and Seremban changes and adopt the new style of learning which is to be blended and carry more valuable benefits to the students and lecturers. Transforming the blended learning from the physical (traditional classroom) change the ways of the learning process which brings the needs of rethinks, restructure the learning experience for the lecturers and students. Strategic plan for the blended learning implementation required by the management thus all level will understand and support the implementation. This study conducted to improve the current blended learning implementation by using the strategic analysis model recommended by considering the capability of the campuses.

1.2 RESEARCH BACKGROUND

Process of learning and gaining an information rapidly changes over the centuries from 1990 until 2000, the process of sharing information from one location to another location is easy and convenience for the internet user. In 2015, online learning or virtual class between lecturers and students was norm in the higher education era. Without physically attending the classroom students can learn from home and anywhere they are such as coffee house or shopping mall.