

UNIVERSITI TEKNOLOGI MARA

**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

Master in Forensic Accounting and Financial Criminology

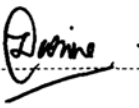
Faculty of Accountancy

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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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ABSTRACT

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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TABLE OF CONTENTS

Candidate's declaration	i
Abstract	ii
Acknowledgements	iii
Table of Contents	iv
List of Tables	vi
List of Figures	vii
List of Abbreviations	viii
 CHAPTER 1: INTRODUCTION	
1.1 Preamble	1
1.2 Development of Private Higher Educational Institutions in Malaysia	2
1.3 Research Problem	4
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Scope of the Study	6
1.7 Organization of the Chapters	7
 CHAPTER 2: BACKGROUND OF STUDY	
2.1 Introduction	8
2.2 A Brief History of Multimedia University	8
2.2.1 Faculty of Engineering	9
2.2.2 Faculty of Computing and Informatics	10
2.2.3 Faculty of Management	11
2.2.4 Faculty of Creative Multimedia	12
2.2.5 Faculty of Engineering and Technology	13
2.2.6 Faculty of Information Science and Technology	14
2.2.7 Faculty of Business and Law	15
2.2.8 Distance Education	16
2.3 Chancellor of Multimedia University	17
2.4 Board of Director of Multimedia University	18
2.5 Management Committee Members of Multimedia University	19
2.6 Organizational Chart of Multimedia University	19
2.7 Facilities Management of Multimedia University	21
2.8 Program Approval, Accreditation and Recognition	21
2.9 Summary	22
 CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	23
3.2 Study Procedure and Justification	23
3.3 Evidence-based Data Collection	24
3.4 Framework for Developing Primary Data Collection	25
3.5 Questionnaire	26
3.6 Qualitative Research Approaches	27
3.7 Secondary Data Collection	28
3.7.1 Sources of Secondary Data	29
3.8 Malaysian Qualification Agency Accreditation	29
3.9 Financial Performance	29
3.10 Summary	30