UNIVERSITI TEKNOLOGI MARA

COMPETENCY OF ASSISTANT REGISTRARS IN STRATEGIC MANAGEMENT IN HIGHER EDUCATION

IMRAN BIN MOHAMED @ ISMAIL

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ABSTRACT

The purpose of this study was to identify the level of knowledge, skills and attitude among the assistant registrars as the middle manager towards strategic implementation in Universiti Teknologi MARA. It is also aim to identify the level of successful strategic implementation and the relationship between knowledge, skills and attitude towards the success of strategic implementation in higher education. Seven hypotheses are tested base on four section of the questionnaire which is effective strategic implementation in higher education, knowledge of assistant registrars, skills of assistant registrars and; attitude of assistant registrars, adapted from various sources. 211 questionnaires were distributed to assistant registrar in grade range of N41 and N44 at Registrar's Office, faculties and branch campuses via group email. 120 of them had answered and returned the questionnaire completely. The data obtained were analysed and interpreted using demographic analysis, descriptive analysis, model adequacy checking for model and statistical analysis for model. The demographic findings revealed that male respondents, those in range from 35 to 39 years old, those having Masters' degree and those who have longer years of service perceived that they have had better skills in strategic management. In addition, the findings from this study support all the seven predetermined hypotheses. Overall, the findings of this study conclude that level of knowledge, skills and attitude in strategic management among assistant registrars is high despite of their different demographic group. Based on the findings, this study also provides recommendations for improvement of practices and future research.

ABSTRAK

Tujuan kajian ini dijalankan ialah untuk mengenalpasti tahap pengetahuan, kemahiran dan tingkahlaku di kalangan penolong pendaftar (selaku pengurus peringkat pertengahan) terhadap pelaksanaan perancangan strategik di Universiti Teknologi MARA. Ia juga bertujuan untuk mengenalpasti tahap kejayaan pelaksanaan perancangan strategik di institusi pengajian tinggi, serta mengkaji hubungan kejayaan tersebut dengan pengetahuan, kemahiran dan tingkahlaku penolong pendaftar di institusi pengajian tinggi. Tujuh hipothesis telah diuji berdasarkan empat seksyen borang kajiselidik selain demografi, yang dipetik dari pelbagai sumber. 211 borang kajiselidik telah diedarkan melalui email kepada 211 orang penolong pendaftar gred N41 dan N44 yang bertugas di Pejabat Pendaftar, fakulti dan kampus cawangan negeri. 120 responden telah melengkapkan boring kajiselidik ini serta mengembalikannya untuk dianalisa. Respon yang diterima telah dianalisa dan diterjemah menggunakan analisa demografi dan deskriptif, serta model-model analisa statistik yang bersesuaian. Dapatan dari analisa demografi mendapati kumpulan responden lelaki, kumpulan umur 35 hingga 39 tahun, kumpulan berpendidikan peringkat Sarjana serta kumpulan yang telah berkhidmat melebihi 16 tahun berpendapat mereka mempunyai pengetahuan, kemahiran dan tingkahlaku yang bersesuaian untuk melaksanakan pengurusan strategik. Selain itu, dapatan kajian ini juga menyokong kesemua tujuh hipothesis yang telah dikenalpasti lebih awal. Secara keseluruhannya, kajian ini mendapati penolong pendaftar di Universiti Teknologi MARA secara amnya, tanpa mengira kumpulan demografi, mempunyai pengetahuan yang luas, kemahiran yang tinggi dan tingkahlaku yang positif terhadap pengurusan strategik Universiti.Berdasarkan dapatan kajian juga, beberapa cadangan telah dikemukakan untuk penambahbaikan dalam amalan dan kajian pada masa depan.

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