

The Employability Skills of Marketing and Finance Graduates

(A Case Study of UiTM Sarawak)

By :

Ida Izumi Bt. Abdollah

Noraida Binti Omar

Mohamad Ghazali Bin Daud

Abg Hamizam Bin Abg Mohar

November 2010

S.NO	TITLE CALL NO.	ICAT SMD	ISBN AUTHOR	VOLUME OFFICER	LOCATION DATE	STATUS
	PLACE/PUBLISHER/YEAR	NOTE AREA				
1.	THE EMPLOYABILITY SKILLS OF MARKETING AND FINANCE GRADUATES (A CASE STUDY OF UiTM SARAWAK)					Marked For Digitization
	113321	ITM	Ida Izumi Abdollah	174172	SWK 04/07/2018	
	Kota Samarahan, Sarawak / Universiti Teknologi MARA. Faculty of Business Management / 2010	UiTM Digitization				

Summary :**Total Titles : 1****Total Copies : 1**

Table of Contents

Contents

Title Page

Table of Content

List of Tables

List of Figures

List of Charts

Chapter One : Introduction	page
1.1 Background of the Study	8
1.2 Employability Skills	12
1.3 Backgrounds of BBA Finance	15
1.4 Backgrounds of BBA Marketing	16
1.5 Value of a Bachelor Degree Program	17
1.6 Significant of the Study	19
1.7 Research Objectives	21
1.8 Limitations of the Study	21
1.9 Definition of Terms	22
Chapter Two : Research Foundation	
2.1 Introduction	27
2.2 The Concepts of Employability	31
2.3 Minimizing Unemployments	32
2.4 UiTM and its Graduates	34

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Due to today's business challenging competitive environments, organizations continue to focus on adaptation, cost reduction, increased productivity, new markets, new products and services as a mean to compete and survive in the industry. Organization choices with regard to recruitment and training are largely being driven by these business strategy directions. In this environment, employees need to play proactive roles to be able to support the increased competitiveness, innovation, flexibility and client focus. Organizations are increasingly seeking a more highly skilled workforce where generic and transferable skills are broadly distributed across the organization. There has been broad agreement that all young people need a set of personal attributes and skills that will prepare them for both employment and further learning. It is also recognized that the ongoing employability of individuals is dependent on them having a set of relevant skills, as well as a capacity to learn and how to learn new things.

Human resources are unique, company can have an advance system but without good human resources, it is impossible to bring up the best in the organization. Stakeholders - the graduates, government, employers and the general public are concern about to have a worker that has "perfect" set of skills to enter the workforce. Employability skills of the human resources become one

1.7 Research Objectives

The objectives of the research are spelled as below :

RO1 – Identify and measures the quality of graduates employability skills acquired throughout their studies.

RO2 – To identify the importance and quality of bachelor graduates employability skills as perceived by those graduates.

RO3 – To suggest and give recommendations towards enhancing the graduates employability skills

1.8 Limitations of the study.

The research will have application to Marketing and Finance Bachelor level qualification, however there may well be other issues in relation to employability skills for non Marketing and Finance Bachelor students as well as those holding certificate and diploma.

It should be noted that many graduates of UiTM Sarawak are seeking employment outside Sarawak, either because they are West Malaysian or Sabahan students returning to their home. Due to such circumstance there are difficulties in getting directly with the graduates as their contact details with the University is no longer valid.