

**THE ACHIEVEMENT OF
UNIVERSITY TECHNOLOGY MARA
CAWANGAN SARAWAK
CLIENT'S CHARTER FROM THE
INDUSTRY PERSPECTIVE:
A CASE STUDY IN KUCHING, SARAWAK**



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ABSTRACT

THE ACHIEVEMENT OF UiTM CAWANGAN SARAWAK (UiTMCS) CLIENT'S CHARTER FROM THE INDUSTRY PERSPECTIVE: A CASE STUDY IN KUCHING, SARAWAK

Many parties have debated the issue of unemployment and quality of graduates because they are worried about the 'skills gap' or the 'mismatch' between the types and quality of graduates produced by the universities and their employability skills. UiTMCS as a learning institution has established work norms and quality standards for its outputs or services to its stakeholders. These norms and standards have been transformed into a written commitment known as the Client's Charter. One of its commitments is to supply manpower that fulfills the needs of industries in the country. The purpose of this study is to determine how far UiTMCS has fulfilled its commitment expounded in the client's charter from the industry perspective. This study examines the performance of UiTMCS graduates in two dimensions, that is, *knowledge and expertise*, and *attitude and conduct*. It will also determine the level of acceptance of the employers towards them. Snowballing and judgmental techniques were employed to identify the subjects, that is, UiTMCS recent graduates who have working experiences of two years and below in the government, statutory bodies and the private sector in Kuching, Sarawak. The data were collected through a set of self-administered questionnaire and were answered by their employers. The findings indicate that the overall performance of UiTMCS graduates was favorable in both the dimensions of *knowledge and expertise*, and *attitude and conduct*. The correlation analysis shows a positive relationship between the dimensions of *knowledge and expertise* and *attitude and conduct*. However, the performance of UiTMCS graduates in the skills relating to the affective domain, that is, *attitude and conduct* was generally better than those skills dealing with technical or academic concerns. Overall, 74.4% of the employers were satisfied with the UiTMCS graduates. It is hoped that this feedback from the industries can be used as performance measure in producing graduates with values that are needed by industries. The feedback can also be used to review the university curricula so that the graduates produced will fulfill the future needs and demands of the market.

CHAPTER 1

INTRODUCTION

1.0 BACKGROUND OF STUDY

In accordance with the requirement of Public Administration Development Circular No. 3 Year 1993, University Technology Mara has come up with its own Client's Charter for its stakeholders. The fundamental purpose of the having the Client's Charter is to ensure that the organization provides efficient services and to fulfill the needs of its clients. The rationale and benefit of having the Client's Charter is to give a continuous guidance to the organization in achieving its commitments as outlined in the Client's Charter.

One of the commitments indicated by University Technology Mara in its Client's Charter is to supply manpower that fulfills the needs of the industries in the country. Thus, it is the mission of this study to investigate the performance of UiTMCS graduates in the workplace as perceived by their employers.

1.1 STATEMENT OF PROBLEM

Due to rapid changes in technologies, nowadays workers not only need to be knowledgeable in their field but also in the knowledge-based economy. The vision of

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

Many parties have debated the issue of unemployment and quality of graduates. One of the issues intensely debated is the ‘skills gap’ or the ‘mismatch’ between the types and quality of university graduates and their employability skills. In other words, the main reason why graduates are not able to find jobs is that they lack the necessary skills such as the communication skills and social skills required by the industry.

The rapid changes of technology and business environment in the era of globalization have led to a need for multi-skilled workers. According to Porter (2002, p.1):

A globally competitive workforce has the knowledge, skills, attitudes and behaviors to continually meet a changing and escalating labor market requirements. Competitive workers have the ability to integrate their academic, technical and practical knowledge and skills to solve real world problems, to continue in formal and informal ways throughout their lifetimes on-the-job, in schools and in their community, work effectively with other people as customers, co-workers and supervisors.

Being an institution of higher learning that produces the workforce for the industries, UiTMCS will have to follow the current trend so that the graduates produced have the required skills.