

WORK-READINESS SKILLS AND COMPETENCIES REGARDED AS IMPORTANT BY UNDERGRADUATES IN ACCORDANCE WITH THE SKILLS AND COMPETENCIES SOUGHT BY THE EMPLOYERS IN KOTA KINARALU

FATHIYA SINTI HAIRUDIN 2012452874

BACHELOR OF BUSINESS ADMINISTRATION
WITH HOROURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEXNOLOGI MARA
KOTA KRYABALU SABAH

DECE 3F9 90_5

ACKNOWLEDGEMENT

Firstly, I would wish to show my gratitude to my supervisor, Dr Noorziah Mohd Salleh for her patience in directing me in this field. Secondly, I am feeling grateful to my parents and my friends in completing this task who have been showering me with their love and concern and help in leading me in managing the research. Last but not least, I would like to reach out my million thanks to Korporasi Pembangunan Desa for allowing me to use some of the data pertinent to this survey and all the employers and undergraduates who have willingly taken part in this survey. Without their help, the final piece of this work would not have been completed.

Table of Content

No	Content	Page
1.	Title Page	i
2.		ii
3.	Declaration of original Work Letter of submission	iii
		iv
4. 5.	Acknowledgement Table of Content	
6.		viii
7.	List of Figures List of Tables	ix
8.	Abstract	
0.	Chapter 1: Introduction	X
9.	1.1 background of the study	1-9
	1.2 Scope of the study	
	1.3 Problem statement	
	1.4 Research objective	
	1.5 Research question	
	1.6 Definition of terms	
	1.7 Limitations of study	
	1.8 Significant of study	
	Chapter 2: Literature Review	
	2.0 Introduction	
	2.1 Work-readiness skills & competencies	
	2.2 Academic and technical skill	
	2.2.1 Numeracy skill	
10.	2.2.2 Decision making skill	
	2.2.3 Written communication skill	
	2.2.4 Problem solving skill	
	2.3 Basic generic and transferable skill	
	2.3.1 Oral communication	
	2.3.2 Interpersonal and teamwork skill	10-21
	2.3.3 Self-discipline	
	2.3.4 Motivation	
	2.3.5 Time management	
	2.3.6 IT skill	
	2.3.7 Confidence	
	2.3.8 Adaptability	
	2.3.9 Self-development	
	2.3.10 Leadership	
	2.3.11 Self-reliance	
	2.3.12 Innovation	

	2.3.13 Negotiation	
	2.4 Theoretical Framework	
	Chapter 3: Research Methodology	
	3.0 Introduction	
	3.1 Research Design	
	3.1.1 Questionnaire	
	3.1.2 Population	
	3.1.3 Sampling Technique	
	3.1.4 Sampling size	
	3.2 Instruments	
	3.2.1 Section A	
1.1	3.2.2 Section B	22-30
11.	3.2.3 Section C	22-30
	3.2.4 Section D	
	3.3 Data collection method	
	3.3.1 Primary data	
	3.3.2 Secondary data	
	3.4 Data Technique analysis	
	3.5 Validity and trustworthiness of data	
	3.6 Implementation of the study	
	3.7 Hypothesis	
	Chapter 4: Data analysis	
	4.0 Introduction	
	4.1 Questionnaire distributed, returned and completed	
	4.2 Reliability of measuring instrument	
	4.3 Demographic profile analysis for undergraduates Student	
12.	4.3.1 Gender	
	4.3.2 Age	
	4.3.3 Race	
	4.3.4 Level of Education	
	4.3.5 Institution	
	4.4 Demographic profile analysis for Employers	31-57
	4.4.1 Gender	
	4.4.2 Age	
	4.4.3 Race	
	4.4.4 Level of Education	
	4.4.5 Type of occupation	
	4.5 Work-readiness factor category analysis for undergraduates	
	4.5.1 Academic and technical skill	
	4.5.2 Basic generic and transferable skill	
	4.5.3 Work-experience skill	
1	4.5.4 Summary of work-readiness factor categorized by	

ABSTRACT

This study was conducted in order to get a better understanding of work-readiness skills and competencies as labelled the most importance to the employers and university students in Kota Kinabalu. In this study, I identify that about 3.1% of our graduates are unemployed, which is most of them have difficulty in finding a job after they finished studying. Although most of our graduates have great academic and technical result, but they still lack in basic skill as the most required from the employers itself. Hence, in this research I would like to know what are the skills and competencies needed in front getting into the employment world. This study is adopted from the journal of Work-readiness in Fasset sector and the set of questionnaire also been adopted from the journal. A total of 309 respondents, which is included the organization and student. The questionnaire has 2 sets which is one for the organization and the other set is for the undergraduate student. For the respondents comprised 133 male and 176 female, were used as a sample for this purpose. Descriptive analysis is one of the method that's been used and the questionnaire is proven to be reliable based on the Cronbach alpha calculation. The recommendation also is given in this study as well as the future research.