



**A COMPARATIVE STUDY ON STUDENT PREFERENCE  
FOR ENROLMENT IN PRIVATE COLLEGES IN KOTA  
KINABALU**

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## 1.0 INTRODUCTION

### 1.1 BACKGROUND OF COMPANY

Established in 1991, Cosmopoint international college of technology (CICT) started up with 1 employer and 2 employees. With the initial service as an IT training centre, the centre expanded tremendously over the last decade. Surpassing the test of time, quality and services, CICT has excelled within itself as one of the pioneer IT company and institution in the country. From a meagre beginning of a training centre to an institution with campuses throughout the nation, CiCT has met the needs of our nation for highly skilled IT workers. In line with its promise to exceed its customer's expectations CiCT consistently reviews and upgrades its courses to suit industry requirements.

Flagging its wings in East Malaysia, Kota Kinabalu campus started in November 2001. Being its twelfth edition, it continues the tradition of quality education to the society of Sabah. CiCT Metro Campus Kota Kinabalu is strategically located at Level 4, Menara MAA, Kota Kinabalu, which is within 15 minutes from the Kota Kinabalu International Airport. One of the characteristics that made CiCT an ideal place is that it has easy access to public transportation. There are shopping complexes, clinics, restaurants, fast food chains, convenient stores, hotels and resorts.

The automatic progression for CICT students after completing their diploma programs or advanced certificates would be to have their credits transferred to Kuala Lumpur Metropolitan University College (KLMU) if they intend to undertake a degree course of their choice. KLMU has been established by the Cosmopoint Group of Companies in 2006 after the approval was received from the Ministry of Higher Education. Cosmopoint have a total of 13 centres located in every state.

10 Courses offered at CiCT College Kota Kinabalu Branch

1. Diploma in E-Business
2. Diploma in E-Secretaryship
3. Diploma in E-Accounting
4. Diploma in Business Management