



**UNIVERSITI TEKNOLOGI MARA**  
**PERAK**

**ABR 795**

**APPLIED BUSINESS RESEARCH**

*Topic*

**“CONTRIBUTING FACTORS OF POSTGRADUATE  
ENROLMENT”**

**THE CASE OF UNIVERSITI TEKNOLOGI PETRONAS (UTP)**

**Prepared by:**

**MOHAMMAD NIZAR MAT NOR (2006153055)**

**MOHD ZAIREE SHAH B MOHD SHAH (2006153041)**

**Advisor:**

**ASSOCIATE PROFESSOR DR AHMAD KAMIL B MAHMOOD**

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## ABSTRACT

Nowadays paper qualification and working experience are among the great expectations from employers. Employees with a first degree qualification found it is inadequate for them to achieve higher career prospect and therefore postgraduate education serves as a mean to stimulate their minds, and enables them to learn new skills and acquire new knowledge.

Postgraduate enrolment in a university is one of the main elements that reflect the university's reputation. The government through the Minister of Higher Education is focusing more on postgraduate education since the wide ranging benefits of postgraduate education has becoming a concern among the graduates and also working professionals. For an individual context, it may contribute in gaining notable financial returns as well as personal and intellectual benefits. For society, well-educated and highly trained professionals contribute to economic and technological development.

This study aims to identify the interest of people to further their postgraduate study at UTP by looking at the factors which contribute to the university's postgraduate enrolment. The methodology applied in this study is a survey questionnaire whereby the population of respondents consists of the final year undergraduate students, postgraduate students as well as the working professional.

At the end of this study, the findings and recommendation are based on the categories of the questionnaires such as financial aspect, career prospect, curriculum, R&D activities and supervisor's role. The findings will benefit the university's planning in conducting their postgraduate studies.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Overview

Education has always been the priority concern of the Malaysian Government, and annually the government has allocated a huge amount of the national budget for education purposes. As government try to make Malaysia as a "Centre of Educational Excellence", it invests lots of resources every year to upgrade and modify existing education system. During 1995 - 1997 the Government has put in place a good framework of legislations on education to develop a world-class quality education system that meets the demands and requirements of the new millennium.

Nowadays the Government of Malaysia in their national mission 2007–2010 has embarked on seven (7) strategic trusts and one of it is to “raise the capacity for knowledge and innovation to nurture a first-class mentality in order to propel the country to be a developed nation” (National Higher Education Strategic Plan, 2007). Several measures were initiated in the Ninth Malaysian Plan and among them were its target for national R&D expenditure of 1.5 percent of gross domestic product by 2010, and approximate RM 5.2 billion as compared to the current 0.63 percent. To support this, the enrolment at the post-graduate level will be expanded to meet the target of 25 per cent of the total enrolment at degree levels in 2010 particularly in Science & Technology Programme.

### 1.1 Background of the Study

With various numbers of local public and private universities in this country offering different fields of postgraduate studies, people who are interested to further their postgraduate study now have the whole listing that they can choose. They can choose the institution which they intend to enroll based on various factors according to their needs and interest. Thus this indirectly has made the universities putting their best efforts in providing the relevant courses together with other benefits in order to be seen as the preferred universities for people to further their postgraduate