

UNIVERSITI TEKNOLOGI MARA

EXAMINING FACTORS AFFECTING LOW STUDENTS'
ENROLLMENT: CASE OF KSKILL TRAINING
CENTRE SDN.BHD.

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ABSTRACT

TVET programmes in the country are offered at certificate, diploma and degree levels by seven ministries including the Education Ministry, which offers the most TVET programmes to the highest number of students. According to the Education Ministry's Malaysia Education Blueprint (Higher Education), an increase in demand is expected for an additional 1.3 million TVET workers by 2020 in the 12 National Key Economic Areas identified under the government's Economic Transformation Programme. Nonetheless, courses offered by Kskill Training Centre Sdn. Bhd (KTCSB) have been experiencing low participation rate from potential students around Sabah. Therefore, this study seeks to analyze the strengths, weaknesses, opportunity & threats faced by KTCSB, identify factors affecting the low enrollment of students in KTCSB and thereafter to provide strategies and recommendations to increase student's enrolment in KTCSB. This study analyzed the current situation of the KTCSB using SWOT analysis, online survey and used focus group interview method which involved 20 randomly selected respondents among KTCSB participants. Finally, specific strategies are suggested to help KTCSB to increase their students' enrollment and further enhance sales.

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