

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES**



**A STUDY OF STUDENT PERCEPTION ON LEVEL OF
MARKETABILITY
(FINAL SEMESTER STUDENT UITM)**

STEPHANY ANAK UGIL

2015165779

NUR INARAH BINTI HASSAN

2015110057

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Stephany

Nur Inarah

Bachelor of Administrative Science (Honours)

Faculty of Administrative Science & Policy Studies

University Teknologi Mara, Kota Samarahan Campus 2.

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INTRODUCTION

1.1 Introduction

For this chapter one focus on the Student Perception on the Level of Marketability for final semester student Diploma and Bachelor Degree in UiTM. This chapter will consists of 7 section such as 1.2 the research background of the UiTM. 1.3 the problem statement that indicated what the problem that related to student perception on the level of marketability. Follow by 1.4 research question and 1.5 research objectives that related with the topic. 1.6 refer to the scope of study which stated the territory, level and time of this study conducted.

1.7 the significant of the study and 1.8 is the definition of the key term that been listed.

1.2 Research Background

1.2.1 UiTM's background (UiTM SAMARAHAN)

Universiti Teknologi Mara (UiTM) has a former name known as RIDA Training Centre since 1956 to 1965. RIDA Training Centre was establishing in year 1956, meanwhile in year 1965 to 1967, it was known as Mara College. However, in year 1967 until 1999, RIDA Training Centre was change the name as known as Mara Institute of Technology. Universiti Teknologi Mara (UiTM) is the largest institution that consist largest number of population of student. The Motto for UiTM can be present such as "Usaha, Taqwa, Mulia" (Endeavour, Religious and Dignified). The main campus is at Shah Alam. UiTM have offers 500 academic program in Diploma and Bachelor Degree level. Apart from that, it can seen the number of student in the year 2015 are 168,865 students and the undergraduates are 73,671 number of the student meanwhile postgraduates around 11,690 students. They are also provided 500 program for firm foundation to postgraduate level.

Universiti Teknologi MARA (UiTM) Sarawak permanent campus is located in Kota Samarahan, a developing area, known better as the 'knowledge hub'. It is among the earliest public higher learning institutions established in Sarawak. UiTM Sarawak began its historical chapter when its first campus began operating on 1 July 1973 at.

CHAPTER TWO

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.0 Introduction

This chapter discusses about the student perception on the level of marketability before they are going to compete each other to get a better position in any organisation based on the level of education that they have achieved right now. The chapter is divided into five sections. Section 2.1 discusses a student perception towards the academic performance. Section 2.2 provides an student perception of the soft skill. Section 2.3 describes the identification of different skills. Section 2.4 explained about the importance of student marketability while Section 2.5 discusses the gap knowledge from the researcher regarding of all the graduates' marketability and lastly Section 2.6 briefly describe about the conceptual framework.

Student marketability can be defined as the student should have a marketable in both criteria such as academic qualification and good skill needed by the employer to be selected as a candidate whereby it was fit with the vacant job requirement (Mohd , Saifuddin and Mazura, 2016). Regarding this student marketability context is to ensure all the final year students noticed the level of marketability that they should have before graduate either there are compulsory having good in CGPA or advanced skill such as soft skill. For the instances, *“Technical skills are important. As well as practical and theories.” The importance of technical skill is when it comes to applying it to real situation*” (Nora, 2017). This is refer to the technical skill are an important.