



UNIVERSITI TEKNOLOGI MARA

**“FACTORS DETERMINING THE CHOICE OF STUDENTS
IN UiTM OFFERED PROGRAMS”**

PREPARED BY

NURUL FASYA BT MOHAMED NOOR

2002498809

SOFFIAN BIN SULIMAN

2002498489

NOOR SHAMIZA BT SHAMSUDIN

2002489743

JOANNA JONATHAN BAJANG

2002498569

MOHD HAFEZ BIN HAMIDON

2002672196

WAN MOHD SAIFUL SOBRY BIN WAN ISMAIL

2002498496

DIPLOMA IN PUBLIC ADMINISTRATION

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

MARA UNIVERSITY OF TECHNOLOGY

SARAWAK BRANCH

NOVEMBER 2004 – MARCH 2005

TABLE OF CONTENT

Submission Letter

Declaration of Work

Acknowledgement

List Of Tables

List Of Charts

List Of Abbreviations

Abstract

CHAPTER ONE

1.0. INTRODUCTION

1 - 10

1.1. Background Of The Study

1.2. Problem Statement

1.3. Objectives Of The Study

1.4. Scope Of The Study

1.5. Hypothesis

1.6. Limitation Of The Study

1.7. Significance Of The Study

CHAPTER TWO

2.0. LITERATURE REVIEW

11 - 21

2.1. History of UiTM Sarawak

ABSTRACT

The study of Factors Determining The Choice Of Students in UiTM Offered Program as a case study is designed to follow the preference of UiTM students towards their courses and how well they can cope with their interest and what can the courses do for them in the future. The study aims are (1) to figure out whether UiTM is the university that they really want to do their courses, (2) to analyse whether they really believe that UiTM is the best university among all other universities, (3) to understand their perception towards UiTM and (4) to prove that UiTM has done an excellent job in managing and producing quality students. This is to prove that UiTM is truly a World Class university and the largest university in Malaysia. We hope that through this research the management of UiTM may find better ways not only to attract students to enrol but also produce quality and excellent students. The school leavers would also expect to find more information and get more encourage in choosing UiTM more than other universities.

CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Generally, in May, most universities will take in new intake of students for their programs. Many school leavers after finishing their study in secondary school may apply to further their studies at either Public Institutions of Higher Learning (IPTA) or Private Institutions of Higher Learning (IPTS). Some of these students may face difficulties to choose which universities to apply and what courses suite them. It has been known that MARA University of Technology is one of the most popular universities chosen by students to further their studies.

MARA University of Technology (UiTM) is one of the prestigious universities in Malaysia, which has many branches and various which cannot be found in other universities. There are 12 branches of UiTM throughout Malaysia offering various faculties and courses.

MARA University of Technology (UiTM) Sarawak is one of the branches, which is located at Jalan Meranek, Kota Samarahan. Roughly, there are about 15 000 students in this campus. This campus provides a lot of facilities to the students in order to attract the school leavers or their parents to choose this university. Among the facilities provided are like hostels, 3 meals a day for the students, a well-equipped library, gymnasium and so forth.

CHAPTER TWO

LITERATURE REVIEW

2.0. LITERATURE REVIEW

2.1. HISTORY OF UiTM SARAWAK

Nowadays, as we move towards the modernization and development of urbanization, it cannot be denied that, education is very important since it has become one of the necessities and is given the priority in life so as to meet with the challenges and competitive that exist in today's world.

Thus, because that ever hostility and awareness, day after day, more and more high learning institutions have been established and formed either privately or by the government itself offering various privileges in terms of courses, registration fees, fields of studies, and others.

In Malaysia itself, there are many high learning institutions both public and private, which are located in every state. Understandably, the traditional, well-established institutions are inundated with applications. For instance, MARA University of Technology, which is also known as UiTM, is regarded as one of the premier institutions, known for its high academic standards.

UiTM is Malaysia's premier institution of higher learning that has experienced a phenomenal growth since its inception in 1956. The University has expanded nationwide with 3 satellite campuses, 12 branch campuses, 6 city campuses, 25 franchise colleges