

UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT CONTRIBUTE TO FINANCIAL
PERFORMANCE OF MULTIMEDIA UNIVERSITY
CYBERJAYA CAMPUS**

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This applied research is submitted in partial fulfilment of the requirement
for the degree of

Master in Forensic Accounting and Financial Criminology

Faculty of Accountancy

December 2013

CANDIDATE'S DECLARATION

I hereby declare that this paper is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been acknowledged.

In the event that my applied research is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of the Universiti Teknologi MARA.

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ABSTRACT

The Multimedia University landscape has undergone radical transformations since late 1996. It began with the establishment of private universities followed by the government's decision to allow private higher educational institutions to run 3+0 franchised programmes and the invitation made to foreign universities to set up branch campuses in Malaysia.

These changes have greatly affected the provision of higher education in Malaysia. Undeniably the changes were a direct result of government policies and interventions that caused the intensified competition. These changes have forced Multimedia University, as one of the private higher educational institutions, to adopt strategic planning and management practices in ensuring their continuous growth or even survival.

The most basic tenet of strategy is the fact that Multimedia University can achieve competitive advantage over rivals if Multimedia University able to distinguish itself in some ways by focusing on resources and capabilities as sources of advantage to stay relevant in the long run. Therefore, the overall goal of this study is to study the resources and capabilities of Multimedia University that form the basis of competitive advantage which in turn affect the financial performance.

To carry out an in-depth study to obtain data, this study employed multi-sources approach and reinforced with evidence-based data collection to ensure academic rigour. In this study, Multimedia University was chosen. In addition, observation on Multimedia University facilities was also undertaken.

On the whole, the findings of this study provide empirical information on the relevance of the concepts of resources and capabilities as sources of core competencies and the impact on service quality and financial performance of Multimedia University.

ACKNOWLEDGEMENTS

I would like to extend my appreciation to Dr. Anuar Bin Nawawi, for his guidance, support, encouragements and useful suggestions in writing up this report. Your thoughts and efforts have resulted in this study being prepared better than the original.

I am grateful to Multimedia University which has made it possible for me to complete this study. I have also received the best academic support service from all the academicians in Faculty of Management and administration staff for their contributions and willingness to share their experience and knowledge.

Last but not least, my deepest thanks to my parents and family for their prayers and support. Finally, I would also like to extent my gratitude to all of those who assisted and supported me in any respect during the completion of this paper. Your endless contribution and encouragement are greatly appreciated.

Thanks and wassalam.

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