



**SUCCESSFUL FACTORS OF CAREER DEVELOPMENT AMONG EMPLOYEES AT
BERNAMA, KUALA LUMPUR**

FARRAH AZRAH BINTI MOHD RAHIM

2016564955

BACHELOR DEGREE OF BUSINESS ADMINISTRATIONS (HONS.)

HUMAN RESOURCES

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA

JUNE 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(HUMAN RESOURCES)

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA KAMPUS

BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, FARRAH AZRAH BINTI MOHD RAHIM, (I/C NUMBER: 960519-04-5124)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 27 JUNE 2019

(FARRAH AZRAH BINTI MOHD RAHIM)

LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration (Hons) International Business.
Faculty of Business Administration
University Teknologi Mara (UiTM)
110 Off Jalan Hang Tuah
75300 Melaka.

June, 2019

Dear Sir,

SUBMISSION OF PROJECT PAPER

Enclosed is the research paper titled **“SUCCESSFUL FACTORS OF CAREER DEVELOPMENT AMONG EMPLOYEES AT BERNAMA, KUALA LUMPUR”** as a partial requirement for the fulfillment of Bachelor of Business Administration with Honours (Human Resource) as per required by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.

Sincerely,

.....

Farrah Azrah Binti Mohd Rahim

2016564955

Contents	
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Background of study.....	1
1.3 Background of Company	3
1.4 Problem statement	4
1.5 Research question	6
1.6 Research objective	7
1.7 Scope of study	7
1.8 Significance of study	8
1.8.1 Organization	8
1.8.2 Employees.....	8
1.8.3 Future Research.....	9
1.9 Definition of terms / concepts	9
1.9.1 Career development	9
1.9.2 Training and development	9
1.9.3 Career Planning.....	9
1.9.4 Career Counselling	9
1.10 Conclusion	10
CHAPTER TWO	11
LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Career Development	11
2.3 Training and Development	13
2.4 Career Planning	15
2.5 Career Counselling.....	16
2.6 Theoretical framework.....	18
2.7 Hypotheses	19
CHAPTER THREE	20
RESEARCH METHODOLOGY	20
3.1 Introduction	20
3.2 Research Design.....	20
3.2.1 Purpose of study	20
3.2.2 Type of Investigation	20

ABSTRACT

Employee is the major role-player to ensure that organization's goals and objective is achieved. Employers play an important role to ensure that employees had achieved something big for their career, thus career development is vital for organization, employers as well employees to enhance everyone working performances and can contribute to organizations. Training and Development, Career Planning and Career Counselling are the major predictors has been identified as the variables that influence Career Development. Therefore, the purpose of this research is to investigate the determinants of Career Development among employees at Bernama, Kuala Lumpur. This research was aimed to achieve the following objectives; investigate the relationship of training and development, career planning and career counselling towards career development among employees. This research also used convenience sampling techniques to obtain the data from the respondents. Total population of this research are 210 employees from the BNC (Bernama News Channel) with sample size of 136 respondents. Likert scale was used to collect data from respondents using online survey (Google Docs). The Cronbach's Alpha of the questionnaire $\alpha = 0.939$ which shows the instrument is reliable. Moreover, the results shows that career counselling is not significant but has positive relationship with career development. While training and development and career planning are significance and has positive relationship with career development. Therefore, the result will help the company to enhance employees' career development in order to increase performance and productivity.