



**CHALLENGES IN RECRUITING INTERNATIONAL
STUDENTS OF NETASIA EDUCATION CENTRE**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, NUR AINA BINTI SHAFIEI, (I.C NUMBER: 841026-01-6454)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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: 20th March 2009

LETTER OF SUBMISSION

20th March 2009

**The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Malacca City Campus
75300 Malacca**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CHALLENGES IN RECRUITING INTERNATIONAL STUDENTS OF NETASIA EDUCATION CENTRE SDN. BHD.**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

.....
(NUR AINA BINTI SHAFIEI)

2006138983

Bachelor of Business Administration (Hons) International Business

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ABSTRACT

Malaysian government has set the target to become Education Hub in 2010 with 100,000 international students study in Malaysia. To support the government target, many recruitment agencies was established. The main area of this study is the challenges that the recruitment agency has to facing in order to recruit international students. The methods used to complete this study are through the company web site, information from the staff, observation and interview also make some additional from the text book and journal.

Recruiting international students are quite interesting and challenging. This is because the organization has to deal with the students that have difference background and language. The organization has to strive in order to maintain its existing in this industry. Besides, the management is not well organized and monitor makes the organization in unstable condition. Despite, organization also should aware with the problems arose and taken several actions to solve the problems before it gives more trouble to the organization. Results found from the study show that the organization have to restructure the organization to brand new one to be competitive enough to strive in this business industry. Organization has to concern about the strategies and plans to sustain the demand and supply of customers to meet the objectives. The issues that come out try to handle it prior might affect the organization image and reputation. Many factors should be considered and actions taken to ensure that the organization could well manage and operate. This is to ensure that the customers will satisfy with the services offer by organization.