



**THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE  
AND LEADERSHIP EFFECTIVENESS AMONG  
MANAGERS IN BERNAMA**

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WITH HONOURS (HUMAN RESOURCE)  
FACULTY OF BUSINESS MANAGEMENT  
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MALACCA CITY CAMPUS**

**JUNE 2015**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Human Resource)**

**Faculty of Business Management  
Universiti Teknologi Mara  
Malacca City Campus**

**June 2015**

## **DECLARATION OF ORIGINAL WORK**



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

1. \_\_\_\_\_ (I/C NUMBER: \_\_\_\_\_)
2. \_\_\_\_\_ (I/C NUMBER: \_\_\_\_\_)

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 degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date:

Signature:

Date:

## LETTER OF TRANSMITTAL

Prof. Madya Dr. Rozman Bin Hj Yusof  
Advisor for Industrial Training Project Paper  
UiTM Kampus Alor Gajah, Melaka  
1<sup>st</sup> July 2015

Dear Sir,

As agreed, you authorized us to undertake a research about “The Relationship between Emotional Intelligence and Leadership Effectiveness among Managers in BERNAMA, and need to submit our project paper to you on 1<sup>st</sup> July 2015. We hereby submit the project paper and hope that you will find everything satisfactorily.

From the questionnaires that we have administered, we found that, the managers in BERNAMA have high level of emotional intelligence and leadership effectiveness. It reflects that managers believe that their leadership role and emotional intelligence skills give positive impact to the organization.

The purpose of this study was to investigate the level of leadership effectiveness and emotional intelligence among managers in BERNAMA and also to study the relationship between emotional intelligence and leadership effectiveness among managers in BERNAMA.

The study concludes that there are positive relationship between emotional intelligence and leadership effectiveness among managers in BERNAMA. Along with this project paper, we suggest a few recommendations regarding to the topic.

Thank you.

Yours sincerely,

.....

(Syazwani Binti Mazuki)  
2012245416

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(Izaidah Binti Seman)  
2012254828

## **ABSTRACT**

The purpose of this study is to investigate the relationship between Emotional Intelligence (EQ) and leadership effectiveness among managers in Malaysian National News Agency (BERNAMA). This study is to look forward about the degree of emotional intelligence that can impact leadership effectiveness among managers in BERNAMA. Emotional Intelligence is one important factor especially to managers in order to handle and know their level of self-management, relationship-management and communication in an organization. The study is to see whether EI can improve the effectiveness of leadership among managers. This study is involving all managers in every department in BERNAMA, who will become our respondent. The researcher used questionnaire and distributes it to the managers in order to collect the information regarding this research.