

### UNIVERSITI TEKNOLOGI MARA

## HUMAN CAPITAL DEVELOPMENT WITH COMPETITIVE ADVANTAGES FOR UITM UNDERGRADUATES IN BANKING INDUSTRIES

MOHD SUKRI BIN YAHYA 2011307109 MOHD IKHWAN BIN AZIZ 2011100565 HAMDAN BIN A.WAHAB 2011986143

# FACULTY OF BUSINESS MANAGEMENT MASTER OF BUSINESS ADMINISTRATION UNIVERSITI TEKNOLOGI MARA TERENGGANU

**JANUARY 2014** 

#### **DECLARATION OF ORIGINAL WORK**



### MASTER OF BUSINESS ADMINISTRATION FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS TERENGGANU

We, Mohd Sukri Bin Yahya (2011307109), Hamdan Bin A.Wahab (2011986143) and Mohd Ikhwan Bin Aziz (2011100565) hereby declare that:

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

Signature

Date

: January 15, 2014

#### **TABLE OF CONTENTS**

CONTENTS	PAGE
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	
ACKNOWLEDGEMENT	
TABLE OF CONTENTS	
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	ix
DEFINITION OF KEY TERMS	x
ABSTRACT	xi
Chapter One - Introduction	
1.0 Introduction 1.1 Human Capital Development 1.2 Background of The Banking Industries 1.3 Problem Statement 1.4 Research Objective 1.5 Research Question 1.6 Scope of the Study 1.7 Significant of the Study 1.7.1 Bank 1.7.2 UiTM 1.7.3 Nation	1 1 3 5 7 7 7 8 8 8
1.8Limitation	9
Chapter Two – The Literature Review Of The Study	
2.0 Introduction 2.1 Literature Review 2.1.1 Competitive Advantage 2.1.2 Knowledge Types of Knowledge	10 11 11 13 14

2.1.4 2.1.5 2.1.6	a) Explicit Knowledge b) Tacit Knowledge Innovative Creativity Interpersonal Skill Human Capital Development	15 16 17 18 19 20
	Demographic a) Gender b) Age c) Locality d) CGPA e) Residential f) Campus	21 21 22 23 23 23 24
2.1.8 2.2 Summar	Research Framework	25 25
Chapter Three – T	he Research Methodology	
3.0 Introduction 3.1 Research	n Method	26 27
3.1.1	0	27
	Target Population	28
	Sampling Design	29
	Sampling Technique	29
3.1.5	Sampling Method	31
	3.1.5.1 Sampling size	31
	3.1.5.2 Unit of Analysis	32
3.1.6	Data Collection Method	32
	3.1.6.1 Primary Data	32
	a) Research Instrument	33
	b) Measuring Instrument	36
	3.1.6.2 Secondary Data	36
	a) Journal	36
	b) Internet Research	36
	c) Book	37
317	Pilot Study	37
3.1.8	•	39
3.1.9		40
0.1.0	3.1.9.1 Frequencies Distribution	40
	3.1.9.2 Reliability Test	41
	3.1.9.3 Hypothesis Testing	41
	3.1.9.4 Regression Analysis	
	•	42
	3.1.9.5 Analysis of Variance	43
	3.1.9.6 T- Test of Independence Simplex	43
3.2.0	3.1.9.7 Cross Tabulation Analysis (Chi Square) Summary	44 44

#### **ABSTRACT**

Nowadays there is many bank in the Malaysia market, they were very competitive in order to sustain and stable in the Malaysia financial market. To continually growth in the market, they must have a strong team which consisted of talented and competitive staffs. The aim of this research is to investigate the relationship between human capital development as measure by knowledge, innovative, creativity and interpersonal skill and the competitive advantage in the banking industries. This research also attempts to examine the most determinant factors that will influence competitive advantage for those who are interested working in banking industries. A question survey was conducted to UiTM Shah Alam (main campus) together with Puncak Alam, UiTM Dungun, Terengganu and UiTM Malacca using mainly quota sampling method. Data were gathered from 709 respondents for hypothesis testing. Descriptive statistic were reported, followed by reliability analysis, Pearson Correlation, T-test, multiple regression, Kruskal Walis, ANOVA and correlation analysis. Finding showed that all of the elements human capital developments have significant relationship with competitive advantage whereby knowledge appears to have the highest strength of correlation. Differences in program among the respondents contribute to the significant of perception toward competitive advantage. Thus, the study suggests that UiTM should upgrade module of study which it can be a one of a main factor that can resolve the said problem. Future research might consider taking other dimensions of competitive advantage suggested by other researchers in order to explore the multiple dimensions of competitive advantage.

Keywords: Competitive advantage, human capital development, knowledge, innovative, creativity, interpersonal skill, banking.