THE EFFECTIVENESS OF TRAINING PROGRAM IN MULTISKILLS TRAINING CENTRE

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LETTER OF SUBMISSION

6 JULY 2015

The head program,

Bachelor of Business Administration with Honors (Marketing),

Faculty of Business Management,

UNIVERSITY OF TECHNOLOGY MARA,

93200 Kota Samarahan,

Sarawak.

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT669)

Attached is the project paper titled "**THE EFFECTIVENESS OF TRAINING PROGRAM IN MULTISKILLS TRAINING CENTRE**" to fulfill the requirement as needed by the faculty of Business Management, University of Technology Mara.

Thank you,

Yours sincerely,

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CHAPTER 1

INTRODUCTION

1.0 TRAINING: AN OVERVIEW

Training is the process to improve and teaching an individual or an organization (Goldstein & Ford 2002). In order to survive in this competitive and fast change environment, many of organizations regardless of size and type are more emphasizing on the use of Human Resource Capital. Organizations are facing difficulty in terms of acquiring a talented new quality employee, ongoing improvement on the operation, advents of advance technology and retention of workers who are motivated in attain a good life experience. These criteria will likely to influences the success of any organization.

To become a dynamic organization and survive in this changing environment, one of instrument that able in aiding company to gain competitive advantages is training. Training can help in achieving organizational objectives as it is one of the ways to improve the ability of employee. Thus, effective training program is necessary in attaining important goals for the company.

Training is essential for the growth of the organization. The effectiveness of the organization depends on the competence of the employees. (Noe, 2002) stated that in any company although in neither private nor public sectors, training are tools used to advance in industry. The advancement not just because of the enhancement of technology nor production but it is also for the improvement of the human resources.

CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTIONS

This chapter covers the literature review of training. The purpose of literature review is to know thoroughly about training. This chapter also discusses about the definition of training, the importance, types, components and the effect of training.

2.1 TRAINING

In human resource, training plays a vital role in developing an employee. Flippo (1971) defined training as an "act of increasing the knowledge and skill of an employee for doing a particular job". Nowadays, many organizations invest on training as it helps on development of individual employee as well as the organization. Usually, training consists of several program behaviors where trainee are learned and applied in the real environment works. It is the widely used method to gain experience and knowledge.

According to the Armstrong (2001), "training is systematic development of the knowledge, skills and attitudes required by an individual to perform adequately a given task or job". Similarly, Beach (1980) viewed that "training is an organized procedure by which people learn knowledge and/or skills for a definite purpose".

Even though training is imperative in certain aspect, not all organizations are providing training to their employees. Through the survey conducted by Lynch and Black (1996), it is founded 89% of U.S. employees had received no training. The survey also founded that training are more likely to be offered in high performance organizations that having practices such as Total Quality Management and