

**CENTRE OF STUDIES FOR QUANTITY SURVEYING  
FACULTY OF ARCHITECTURE, PLANNING & SURVEYING  
UNIVERSITI TEKNOLOGI MARA  
SARAWAK**

**STRATEGIES ON ENHANCING MARKETABILITY AND  
EMPLOYABILITY OF QUANTITY SURVEYING'S  
GRADUATES FROM FACULTY OF ARCHITECTURE,  
PLANNING AND SURVEYING (FSPU), UITM  
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Dissertation submitted in partial fulfilment of requirement for the award of  
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## AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduates, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

Fresh graduates' rate of unemployment is high due to lack of skills for the job application. Part of the criteria of the job application are soft skills, technological skills and personal qualities and people skills. This research aimed to investigate how the faculties can create strategies to increase the employability and marketability of the graduates. The research focused on the graduates and lecturers of the Department of Quantity Surveying UiTM Kampus Samarahan, and employers in Sarawak construction industry. The study was done based on questionnaires and observation within the scope stated. The data were presented in tabulation of frequency and percentage methods. The research found that the graduates the strategies created by the faculty were able to increase the work readiness of the industry. Apart from that, it was found that there are six attributes that were important to be practiced by the graduates, consisting of team work skills, integrity skills, problem solving skills, ICT skills, critical thinking skills and decision making skills. As a conclusion, the department, and the graduates themselves have important role in ensuring that they are able to be employed in construction industry.

**Keywords:** Marketability, Employability, Strategies

# TABLE OF CONTENTS

<b>AUTHOR'S DECLARATION</b>	
<b>ABSTRACT</b>	i
<b>ABSTRAK</b>	ii
<b>TABLE OF CONTENTS</b>	iv
<b>LIST OF FIGURES</b>	ix
<b>LIST OF TABLES</b>	x
<b>LIST OF CHARTS</b>	xi
<b>LIST OF ABBREVIATIONS</b>	xii
<b>CHAPTER 1 INTRODUCTION</b>	
<b>1.0 INTRODUCTION</b>	1
<b>1.1 BACKGROUND OF RESEARCH</b>	1
<b>1.2 AIM AND OBJECTIVES OF THE RESEARCH</b>	2
<b>1.3 PROBLEM STATEMENTS</b>	3
<b>1.4 SCOPE AND LIMITATION</b>	4
<b>1.5 CHAPTERS OUTLINE</b>	4
<b>1.5.1 Chapter 1 : Introduction</b>	4
<b>1.5.2 Chapter 2 : Literature Review</b>	4
<b>1.5.3 Chapter 3 : Research Methodology</b>	5
<b>1.5.4 Chapter 4 : Data Analysis and Findings</b>	5
<b>1.5.5 Chapter 5 : Conclusion and Recommendation</b>	5
<b>1.6 RESEARCH PROCESS</b>	5

# CHAPTER 1

## INTRODUCTION

### 1.0 INTRODUCTION

This chapter comprises and explain the background of research and the overview of the dissertation. Besides, the chapter also explains the aim, objectives, problem statements, scope and limitation, research outline, and research flow of the overall research.

### 1.1 BACKGROUND OF RESEARCH

Unemployment issue is a global issue, in which the youth unemployment (those aged 15 to 24 years old) rate are assumed to be 13 percent globally (Ibrahim and Mahyuddin, 2017). Previous researchers stated an amount of 10.8 percent of youth unemployment which was considered to be a high rate in China and Malaysia (Teng. Weili *et al.*, 2019). Malaysian Ministry of Education reported, about 53 percent of the 273,373 graduates in 2015 secured employment within six months of graduation, 24 percent of graduates were laid-off and 18 percent engaged in tertiary studies (Shanmugam, 2017). The reasons cited for only 53 percent securing employment, were the "mismatch between the training provided at universities and skillsets required by employers (Teng. Weili *et al.*, 2019). Besides, it is also stated that most university curriculum does not reflect the current skill requirements (Shanmugam, 2017).