

**Effectiveness of Lifelong Learning : A Case
Study of Academic Staff at the Faculty of
Business Administration, UNITAR**

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ABSTRACT

EFFECTIVENESS OF LIFELONG LEARNING : A CASE STUDY OF ACADEMIC
STAFF AT THE FACULTY OF BUSINESS ADMINISTRATION, UNITAR.

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The main purpose of this study was to examine the effectiveness of lifelong learning to the academic staff at the Faculty of Business Administration, UNITAR. Primary data was collected using questionnaire About 45 respondents out of 47 participated in this study. Data collected was analyzed by utilizing the SPSS computer software program. The results indicated that there are many areas of the effectiveness gained from lifelong learning. The findings show that lifelong Learning contributes to knowledge competency in many discipline, teaching materials, lecturer note and course plan. A few teaching delivery methods such as method for Face to Face, Online tutorial method , group activity, creative learning and reward participation were utilized. publications and research papers produced

CHAPTER ONE

1.0 INTRODUCTION

This chapter gives an introduction to the study conducted. The chapter describes, purpose of the study, its objectives, its significant, its scope, organization of project paper and definition of terms.

1.1 Purpose of the research

The purpose of this study is to determine the effectiveness of lifelong learning to the academic staffs of the Faculty of Business Administration, Universiti Tun Abdul Razak Sdn Bhd.. This case study is carried out among lecturers to meet the research objectives. the case study is done to get the feedback on the effectiveness of lifelong learning to the lecturers from a few aspects to achieve the objectives of the research.

1.2 Objectives of the research

1. To determine the effectiveness of lifelong learning to the academic staff.
2. To determine what areas that lifelong learning contributes to the effectiveness of teaching delivery.