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**QUALITY PERFORMANCE OF
MARA UNIVERSITY OF TECHNOLOGY
SAMARAHAN CAMPUS (UiTMCSKS)
2001**

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ABSTRACT

In the light of the Total Quality Management initiatives undertaken by the MARA University of Technology (UiTM) system, MARA University Of Technology, Sarawak Branch, Samarahan Campus (UiTMCSKS) found it necessary to measure and determine its performance. This research attempted a self-evaluation of the UiTMCSKS's performance in the year 2001 in order to determine its quality standard and the standard of services rendered to its students and staff according to UiTM Client's Charter. Part of the self-evaluation was done through a survey conducted on students and staff of the campus. The survey utilized questionnaires designed to measure the standard of services rendered to its students and staff according to UiTM Client's Charter. A total of 860 students and 195 staff responded. The other part of the self-evaluation was based on the eight criteria laid out in the ROKUM. Scoring systems used in the Malcolm Baldrige "2000 Education Criteria For Performance Excellence" model was utilized to assign scores. The performance index was derived by using statistical methods. Results showed that UiTMCSKS has achieved a ROKUM quality index of 5 out of 7. This score indicates that quality initiatives are actively implemented in the campus although there is room for further improvement. Among the recommendations made was that self-evaluation be carried out on a yearly basis using the guidelines and methodology from this research.

Chapter 1

INTRODUCTION

In the first three-quarter of the last century, higher education was mostly reserved for the elite, who should study the theoretical aspects of concepts, preferably from textbooks in order to later serve the needs of industry and technology. The quality of students was guaranteed by the strict assessments that they went through at the primary and secondary levels. However, there was a shift from this traditional elitist system of higher education to a 'mass' system in the last three decades in countries like the United Kingdom and North America and for Malaysia in the last decade.

The accelerated demand for higher education had triggered the mushrooming of institutions of higher learning from 44 in 1991 to currently 676 (Education Guide 7th Edition, 2000) all bent on providing varieties of field of studies. Since, the education business is a lucrative one, competition from the providers had lowered entry requirements. Lowered entry requirements however, should not be shortchanged for sub-quality education. Hence, the recent years has brought about awareness for quality education as one major factor to ensure enrolment, retention and the standing of a particular institution of higher learning.

1.1 Background of the Problem

Concern about quality in education emerged because of the following key reasons:

- (i) *Rapid expansion of student numbers against an ever-increasing public expenditure worries,*

Chapter 2

LITERATURE REVIEW

This chapter reviews the various literatures relevant to the research on measurement of quality performance in a higher learning institution. The chapter commences with background information, such as brief history, courses offered, students' enrollment and the need for quality in UiTMCSKS. Following the background information is the discussion on the various literatures on performance measurement and quality in higher education. The discussions include the various quality-related models particularly the Balanced Scorecard, European Foundation for Quality Management (EFQM) Excellence Model, Malcolm Baldrige Quality Assessment and ROKUM. The chapter concludes with a review on benchmarking.

2.1 MARA University of Technology, Sarawak Branch (UiTMCS)

2.1.1 Brief History

UiTMCS is one of the 14 branch campuses of UiTM, which started as an institute from 14 October 1967 until August 1999 when it was elevated to the status of a university. UiTMCS started in July 1973 with an intake of 94 students pursuing courses in Diploma in Accountancy, Diploma in Business Management, Diploma in Public Administration, Diploma in Wood Technology and Diploma in Estate Industrial Management. It was placed in three temporary locations namely Batu Lintang (from inception date to June 1987), Semenggok (from July 1987 to May 1989) and Semariang (from June 1989 to June 1997) before it moved officially to the present permanent site at Kota Samarahan on 26 March 1997 ready for the semester