

UNIVERSITI TEKNOLOGI MARA

**A STRATEGIC ANALYSIS OF BLENDED
LEARNING IMPLEMENTATION IN UITM
NEGERI SEMBILAN**

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ABSTRACT

Blended learning is a new methods of learning which focusing on the higher education in Malaysia. More benefit and advantages could be valued for the university, academic staff and students. Universiti Teknologi MARA (UiTM) moving towards the practice methods in order to gain more value and impact of the blended learning. UiTM Negeri Sembilan campus Kuala Pilah and Seremban is a part of the UiTM education system. This research, analyze the strategic plan of the blended learning implementation in UiTM Negeri Sembilan. The SWOT analysis will cover the strategic plan for UiTM Negeri Sembilan to improve the implementation. Data collection collected through the interview session with the top management. The analysis will show the strength, weaknesses, opportunities and threats to come out as the blended learning strategic plans.

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