

**PERCEPTIONS OF CLASSROOM LEARNERS  
AND DISTANT LEARNERS, IN THE BBA PROGRAM,  
REGARDING TOTAL EXPERIENTIAL LEARNING**



**BIRO PENYELIDIKAN DAN PERUNDINGAN  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM, SELANGOR  
MALAYSIA**

**PREPARED BY:**

**KAMEL TAUFIQ ABDUL GHANI  
CHE FARIDAH CHE MAHMOOD**

**APRIL 2003**

Tarikh : 30 April 2003  
No. Fail Projek :

Ketua  
Biro Penyelidikan dan Perundingan (BRC)  
Universiti Teknologi MARA  
40000 **SHAH ALAM**  
Selangor Darul Ehsan

Tuan

**LAPORAN AKHIR PENYELIDIKAN “PERCEPTIONS OF CLASSROOM  
LEARNERS AND DISTANT LEARNERS, IN THE BBA PROGRAM,  
REGARDING TOTAL EXPERIENTIAL LEARNING”**

Perkara di atas adalah dengan hormatnya dirujuk.

Bersama-sama ini disertakan 3 (tiga) naskah Laporan Akhir Penyelidikan yang lengkap untuk makluman dan tindakan pihak tuan.

Sekian, terima kasih.

Yang benar

**KAMEL TAUFIQ ABDUL GHANI**  
Ketua  
Projek Penyelidikan

## **ABSTRACT**

The fundamental objective of this descriptive research is to highlight full-time and part-time Bachelor of Business Administration (BBA) students' attitudes towards and perceptions of total experiential learning. As learning requires a collaborative effort between student and teacher, this survey hopes to serve as a tool to better comprehend the behaviour of UiTM's customers – its students. Understanding the characteristics and perceptions of learners would thus enable UiTM to fine tune the programs towards fulfilling the customers' needs and delivering an effective academic program, especially the BBA program.

Data was gathered via a self-administered survey. An equal representation of students from both programs – part-time and full-time for BBA program was obtained. Findings indicated that some perceptual similarities did exist between conventional classroom learners and distant learner regarding total experiential learning. Results from this descriptive survey would help educators to better serve it customers particularly as UiTM has embarked on the Web-based – E-PJJ.

## ACKNOWLEDGEMENT

Our deepest gratitude and special thanks goes to those directly as well as indirectly involved with the completion of this project. Your contribution, encouragement and support are greatly appreciated.

They are, among others:

Prof. Dr. Haji Mohd Sahar bin Sawiran  
(Director, UiTM Cawangan Johor Kampus Segamat)

Assoc. Prof. Dr. Hajjah Faridah Haji Hassan  
(Dean of Business Management Faculty, UiTM)

Assoc. Prof. Arun Mohamad  
(UPP Coordinator, UiTM Cawangan Johor Kampus Segamat)

En. Daud bin Marsam  
(Coordinator of PJJ Program, UiTM Cawangan Johor Kampus Segamat)

Pn. Norhadaliza Abdul Rahman  
(Head Program of BBA, UiTM Cawangan Johor Kampus Segamat)

Encik Md. Ikram bin Mahadzir  
Puan Jasbir Kaur a/p Mohan Singh  
(Lecturer, UiTM Cawangan Johor Kampus Segamat)

En. Khairul Anuar bin Haji A Rahim  
(Executive Officer in the Academic Affairs Department (HEA)  
UiTM Cawangan Johor Kampus Segamat)

and

*All UiTM Staffs*

## LIST OF TABLES

	Page
TABLE A: Background of Respondents	24
TABLE B: Respondents' Perception on Pursuing Higher Education	26
TABLE C: Opportunities or Experiences Respondents Hoped To Gain While Pursuing Higher Education	28
TABLE D: Respondents' Perception of UiTM as Their Choice of Institution of Higher Learning	29
TABLE E: Respondents' Prior Knowledge of UiTM	31
TABLE F: Perception Of Respondents Towards UiTM As Their Chosen Institution	32
TABLE G: Respondents' Perception of the BBA Program	33
TABLE H: Traditional Classroom Learners' Rating of Attractiveness Towards the BBA Program	34
TABLE I: Distant Learners' Rating of Attractiveness Towards the BBA Program	35
TABLE J: Traditional Classroom Learners' Rating On Instructors' Preparedness and Teaching Methods	36
TABLE K: Distant Learners' Rating On Instructors' Preparedness and Teaching Methods	37