

UNIVERSITI TEKNOLOGI MARA

“FACTOR THAT INFLUENCE CAREER CHOICES OF UNIVERSITY AND  
COLLEGE STUDENT BASED ON GENDER.”

SYLVIA L. SIPAYANG  
2007298758

BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)  
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
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## **ABSTRACT**

*The purpose of this study is to see the factor that influence the University and College students career choices based on gender. The research objectives are to examine the factor that associates with career choices based on genders among the University and College students and to know the difference factor of career choices based on genders among the University and College students. This study showed that there are five major factors that can influence the students in university and college students in choosing career. There are; parent's influence, gender traditional dominated career, skills and interest, level of education and information and exposure. This research found that there is association between the factors and the student's career choices based on gender. Therefore, it also found that there is lack of difference in career choices based on the student's gender.*

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