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**PAD 340**

**RESEARCH METHODOLOGY**

**RESEARCH TOPIC:**

**UNEMPLOYMENT AMONG UiTM GRADUATES**

**: CASE STUDY IN KOTA SAMARAHAN**

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## **EXECUTIVE SUMMARY**

Our research about unemployment among UiTM graduate in Kota Samarahan. From this research, we have used the questionnaire method where we have distributed 150 samples to get the respondents, which are graduates of UiTM Samarahan Campus and the public around this area.

We only choose Kota Samarahan as the location to get the response for our questionnaire. From that, we know the factors related to this problem. So, we try to identify the weaknesses and strengths of that problem among the UiTM graduates in Samarahan Campus.

Besides that, many of the respondents tell us they can complete their diploma level. Then we also have found that other respondents can continue their study to the higher qualification which is degree level. So we hope from our research and the overcoming of unemployment among graduates in UiTM Samarahan Campus.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of study

Malaysia is now said to be at the mid-point in its journey towards Vision 2020 and is transforming to become a developed nation during the second phase of a fifteen year period. Everything we see in this world today has changed tremendously in terms of technological development, and most work needs to operate globally in order to survive the competition which exists in the world these days. This change has created an impact on the nature of work where a high level use of technology is a necessity to compete in the global arena.

Hence, a more flexible workforce with advanced technical skills coupled with well developed generic skills such as creative thinking, problem solving and analytical skills, is greatly needed by the employer in industry in order to meet the challenges faced by business. The increasing unemployment rate among the graduates in Malaysia is a worrying trend. For many years, the issue cropped up again and again, made the news headlines, and even hit the parliament. The days have passed when a degree scroll can become your automatic passport to employment. Higher education is no longer a symbol of career success. This may sound painful for graduates but let's face it. It is reality, no matter how harsh it may appear. In this research, we will find the causes why there is a lot of unemployment among graduate. That's why we came with this research in order to overcome and decrease the rate of unemployment among them. It will have a lot of challenges in order to complete this research.