



**PERCEPTIONS ON EFFECTIVENESS OF THE INTERNSHIP PROGRAM
AMONG UiTM BUSINESS STUDENTS**

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ABSTRACT

This study examines perceptions on effectiveness of the internship program among UiTM students. There is a need to determine whether the students' learning experience in industrial internship program is effective based on the students' perception of the two main aspects which contribute to the effectiveness of the industrial internship program.

The study covered a sample of 181 respondents drawn from a total population of 320 final year students of UiTM (Melaka) City Campus. The sample was selected through simple random sampling technique. Primary data were collected through the use of questionnaires.

Besides, the findings of the Pearson Correlation analysis show that all independent variables (the internship unit support and host company support) are significantly positive related to the effectiveness of industrial internship program. In addition, the host company support is the most variable that related to the effectiveness industrial internship program.

Finally, the most important independent variable in the regression model was the host company support as it had the highest Beta value of independent and dependent variables move in the same direction. It indicates that the host company support would lead to the effectiveness of industrial internship program and vice versa.

TABLE OF CONTENTS

TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	II
LETTER OF TRANSMITTAL	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENTS	V
LIST OF FIGURES	IX
LIST OF TABLES	X
LIST OF ABBREVIATIONS	XI
ABSTRACT	XII
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Questions	5
1.4 Research Objectives	5
1.5 Significant of Study	6
1.6 Scope of Study	8
1.7 Limitations	9
1.8 Definition of Terms	10
1.8.1 Effectiveness	10
1.8.2 Internship Program	10
1.8.3 Practical Training	10
1.8.4 Industrial Attachment	10
1.8.5 Industrial Placement	11

1.8.6	“Gap Year” Program	11
1.8.7	Departmental Support	11
1.8.9	Host Company Support	11

CHAPTER 2: LITERATURE REVIEW

2.0	Introduction	12
2.1	Effectiveness of Internship Program	13
2.2	The Internship Unit Support	19
2.3	The Host Company Support	23
2.4	Development of Research Framework	28
2.5	Hypotheses Development	29

CHAPTER 3: RESEARCH METHODOLOGY

3.0	Introduction	31
3.1	Research Design	31
3.2	Population	32
3.3	Sampling Technique	33
3.4	Sample Size	33
3.5	Data Collection Method	33
3.5.1	Primary Data	34
3.5.2	Secondary Data	34
3.6	Questionnaire Design	35
3.6.1	Section A: Respondents’ Demographic and Personal Information	36
3.6.2	Section B: Evaluating the Students’ Learning Experiences During Internship Program	36
3.6.3	Section C: Identifying the Helpfulness And Guidance By The University Internship Unit	36
3.6.4	Section D: Exploring the Host Company Support	37