UNIVERSITI TEKNOLOGI MARA

SARAWAK CAMPUS

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR IN ADMINISTRATIVE SCIENCE (HONOUR)

(AM228)

APPLIED RESEARCH PROJECT (ADS555)

LECTURERS INFLUENCES' ON STUDENTS' MO TIVATION TO LEARN AT KOTA SAMARAHAN HIGHER LEARNING INSTITUTION

NAME OF STUDENT:

CHRISTINA JAU   2009814614

AGNES LASAH   2009648364

LECTURER SUPERVISOR:

ELIZABETH CAROLINE AUGUSTINE

DECEMBER – MAY 2011

List of contents

CHAPTER 1
INTRODUCTION

1. 1 Introduction

Being a lecturer is one of most challenging and important career nowadays. This is due to the change of many aspects which affect the way of how to deliver and make lecture more understandable. It is not an easy task to make people lesson and even to attract people to be listen on what we want to tell. In order to provide efficient end effective education, it is essential for lecturer to understand their student as a learner. Current climate in higher educational is rightly promoting greater participation and student diversity, leading to larger and less homogenous classes. Therefore, more formalized means to understand student as a learner may be required.

Through this, the lecturer may able to understand students' expectation of learning, teaching and assessment. Not only that, they also can understand conceptions of learning, epistemological beliefs, and their reflective thinking abilities. As to gain on the investigation of student requirement, it is essential for the lecturer to understand the needs of their students in order to construct more effective learning environment for their many diverse students. At the same time, greater student diversity makes it more imperative that lecturer understand not just the knowledge and skills base on their student at point of entry, but also the student as learner.

Bachelor of Administrative Science(Hons)

CHAPTER 2
LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1   Literature review

This chapter will provide a review of the literature on employee's motivation and absenteeism and also the conceptual framework of the study.

2.2.   Lecturer's attribute on student's motivation to learn

Nonis and Hudson (2004) stated five dimensions of students' perceptions of effective teaching which include rapport, classroom interaction, enthusiasm, clarity and learning. Berk (2005) derived twelve strategies to measure effective teaching which include student ratings, pear ratings, self-evaluation, videos, student interviews, alumni ratings, employer ratings, administrator ratings, teaching scholarship, teaching awards, learning outcome measures and teaching portfolios. Miron and Segal (2004) state the university student rated their lecturer by their ability to transmit knowledge rather than according to the university's criteria of research and publication. They added that good lecture and effective instruction were used interchangeably although they are not identical. On the teaching method issues, Walberg (1999) defined teaching-centered approach as direct teaching which emphasizing systematic sequencing of lessons, a presentation of new content and skill, guided students practice, feedback and independent practice by student.

Bachelor of Administrative Science(Hons)

CHAPTER 3:

RESEARCH METHOD

3.1   Research design

For the purpose of this study, the research design will be cross-sectional survey. The research demands for information from the degree students of different semester, programs and faculties at UiTM and UNIMAS. Types of approach are using distribution of questionnaire survey.

3.2   Unit of analysis

This study will address the issues of lecturer influences in motivating student to learn in public higher institutions in Sarawak which are UiTM and UNIMAS.

3.3   Sample size

The sample size for the purpose of this study is 150 of which the target group is the students who are taking Bachelor from variety programs in UiTM and UNIMAS.

3.4   Sampling technique

The type of sampling that used in this study is cluster sampling. The students from faculty will be put into small unit according to their programs and we just focused on those who are taking Bachelor level only. This study is also used of purposive sampling. We choose Bachelor students because there are mature

Bachelor of Administrative Science(Hons)