

**INFLUENCE OF UNIVERSITY STUDENTS' DEMOGRAPHICS
AND THEIR LEARNING STYLES:**

**A STUDY OF UUM'S STUDENTS IN BANK RAKYAT RESIDENTIAL
COLLEGE**

MA LEI

**MASTER OF HUMAN RESOURCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA.**

DEDICATION

This dissertation is expressly dedicated to my father, Ma Zhan Ming who gives us with the most precious asset in life, knowledge. I know that he would be the happiest father in the world to know that his son has successfully completed his master thesis. May Allah place the blessing to him and to my mother, Ma Yan Lan, for her continuous blessings and prayers and whose love and guidance throughout my life can never be repaid.

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ABSTRACT

This paper investigates the relationship between students' demographics factors and the learning style preferences of students. By linking Kolb' model of learning style preferences to the students demographics differences of individual learners the researcher develop a study by data collected from 100 students from different nation backgrounds enrolled in different courses at university in Utara Malaysia. The finding show that learning style preferences differ across nationalities, gender, race, educational background and that these preferences are affected by a number of cultural values. We also find important differences in the learning styles of male and female students and between local and exchange students. The results are of importance to teachers and managers active in the education and development of individuals from different academic background and for researcher's influences in the influences of academic improvements on learning style preferences.

CHAPTER 1

INTRODUCTION

1.1 Introduction

A university education is a defining role in the well-being and success of people in today's society. University education is important in all countries thought the world. In today's educational system, a person has the ability to grow as a member of his or her society and culture, gain knowledge for a career in the "real world" and mature both spiritually and physically (Lunsford, Andrea A, 2000). It is, therefore a good education that can help them face such challenges and learn some of the most important life lessons from everyday experiences.

Many people seek a higher university education to prepare themselves for a career. They can spend thousands of dollars in education, hoping for higher standards of living and substantial jobs to support their families. The most effective education, therefore is to provide people with individual programs pertaining to their interests and careers. Education in Malaysia is overseen by two government ministries where by the Ministry of Education for matters up to the secondary level and the Ministry of Higher Education for tertiary education (Wikipedia, 2006).

Universiti Utara Malaysia (UUM) is one of the public university where providing higher education to the students. UUM is known as the management university with specific mission of providing a leadership role in management education in Malaysia.

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representative of the population. Therefore, a small sample size is one of the major limitations of this study. Thus the generalizability of the results to other Universities may be restricted. Secondly, the time constraint on the researcher had also affected the data collection process.

5.8 Conclusion

Chapter 5 has presented the findings of this study which had analyzed the relationship and the influence of students' demographics and their learning style. The study also had found that there was a significant difference between the relationship and the influence of students' demographics and their learning styles. Overall, the result of this study had indicated that there was a significant relationship and impact on students' demographics and their learning style.

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