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FACTORS AFFECTING CAREER CHOICE AMONG UNDERGRADUATE IN SCHOOL OF BUSINESS MANAGEMENT IN UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH

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MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
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FACTORS AFFECTING CAREER CHOICE AMONG UNDERGRADUATE IN SCHOOL OF BUSINESS MANAGEMENT IN UNIVERSITI UTARA MALAYSIA, SINTOK, KEDAH

By
NURUL SHUHADA BINTI MD NOOR

Thesis submitted to
Othman Yeop Abdullah Graduate School of Business,
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In Partial Fulfillment of the Requirement for the Master of Science (Management)
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ABSTRACT

One of the critical aspects of an individual’s life is career choice as a career chosen will determine the role pattern need to be played by the individual in the society in the future and the career choice is one of the important processes in life. The aim of this study is to investigate the factors that influencing the career choice of the students. This study is to focus on undergraduate students of Schools of Business Management (SBM) in Universiti Utara Malaysia, Sintok, Kedah. Undergraduate students were chosen because the right upon graduation, they were the one who will be dealing with the decision on career choice. A total number of 350 students responded to the questionnaire, Statistical Package software for Social Science (SPSS) Version 22.0 was used to analyze the collected data. Reliability analysis, multiple regression and correlation were applied to this study. Pearson correlation analysis results showed that the influence of parents, personal interests and career adaptability consider have a positive relationship to career choices. Moreover, the results of regression analysis showed that the career adaptability exerted great influence on the career choice than parents and personal interest considerations. Recommendations for further study in the future in order to investigate other important factors that influence students’ career choice.
ABSTRAK

ACKNOWLEDGEMENT

Alhamdulillah, I am thankful and praise to God with His permission and blessing, and after all the efforts and hardwork that have gone through, i have manage to finish the dissertation/project paper on “Factors affecting career choice among undergraduate students in School of Business Management” on time.

First, I would like to thank Dr Khairol Anuar bin Ishak as a supervisor for the huge amounts of help, guideline and encouragements regarding this project. He is the great aid in helping me to get the right materials and all his advice to finish this project. I also want to acknowledge to all panels that handled the presentation and give a good and important comment.

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<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
</tr>
<tr>
<td>SBM</td>
<td>School of Business Management</td>
</tr>
<tr>
<td>US</td>
<td>United State</td>
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<td>Generation Z</td>
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CHAPTER 1

INTRODUCTION

1.1 Introduction

Nowadays, students have dilemma in choosing their career when they finish their studies. Malaysian fresh graduate’s students have difficulties in getting the right job after graduating. In addition, they need to compete with working experience and graduates from other university. So, the unemployment rate becomes higher from years to years due of this issue. Thus, career selection is one of the important choices students will make in determining their future plans. This decision will impart them throughout their lives. The essence of who the student is will revolve around what the student want to do with their lifelong work.

A lot of students in university believe that their future is a glorious adventure in which they are bound to succeed. Many of them have the idea that they would be able to work in the public or private establishments as soon as they complete their degree. Some have planned to become lawyers, engineers, medical doctors, accountants and so on. The career chosen has a significant impact on the life of any person because if they fail to choose they fail to get the job.

Students in university are always worried about what they will do with their lives and what kind of adult they will become. Fresh graduates are concerned about early entry into the occupational world and finding productive and
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