

**MARKET SURVEY FOR PROGRAMMES TO BE OFFERED****PART I : CONTENT OF PROGRAMME, ITS RELEVANCE TO NEEDS OF ORGANISATIONS****[Please tick ( / ) where applicable]**

State the type of organisation / industry :

i. Locally owned organisation / industry ii. Foreign owned organisation / industry **a. Fulfillment of Theory and Concept**

1. Does the programme fulfill the basic theories required in the related discipline?

 Fully Partially None

2. Are the theories used relevant to the current situation?

 Yes No

3. Do the subjects contribute to the strength of the programme?

 Yes No

4. Does the proposed programme cover all relevant subjects?

 Yes No

If no, please indicate other additional areas that need to be covered by the programme?

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5. Is there any subject that is not relevant in the programme?

Yes

No

If yes, what are the subjects that need to be omitted / deleted?

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6. State whether the programme fulfils these criteria:

	Fully	Partially	None	Remark (if any)
a. Basic Theory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Current Concept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Legal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Use of ICT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Use of Quantitative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Market / Industry Relevant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Is this programme sufficient in term of?

a. Length of study  Yes

No

If no, please suggest the appropriate length of study duration. Please explain your suggestion.

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b. Duration of practical training  Yes

No

If no, please suggest the appropriate duration of practical training. Please explain your suggestion.

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**PART II: CAREER OPPORTUNITIES**

a. Do you think that graduates of this programme are suitable to work in your organisation? If yes, please indicate the areas.

- e.g. i. Finance  
ii. Personnel Management  
iii. Health  
iv. Others (Please specify)

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

b. Please indicate relevant jobs for the graduate of this programme in your organisation.

- e.g. i. Marketing Executive  
ii. Company Secretary  
iii. Management Executive

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

c. State the number of posts in your organisation that can be filled by graduates of this programme.

- 1 – 3 posts
- 4 – 6 posts
- 7 – 9 posts
- Others. Please specify : \_\_\_\_\_

d. What is the appropriate income for graduates of this programme?

- Less than RM 1,000.00
- RM 1,001.00 – 1,500.00
- RM 1,501.00 – 2,000.00
- RM 2,000.00 – 2,500.00
- Others. Please specify : \_\_\_\_\_

e. Is this programme suitable to be enhanced to a higher level?

- Yes
- No

If yes, please tick the appropriate level (s)

- First Degree Level
- Master Degree Level
- Doctorate Level

### **PART III: OTHERS**

#### **1. Sponsorship**

a. Has your organization sponsored any students in this field / area?

- Yes

No

b. Would you encourage your staff to undergo this course?

Yes

No

If no, please state the reason (s)

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## 2. Outcome of the Programme

a. In your opinion, will this programme be able to produce the right graduates for the labour market?

Yes

No

If yes, please elaborate.

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If no, please elaborate.

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