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**A QUALITATIVE STUDY ON THE EFFECTIVENESS OF THE  
LEADERSHIP AND MANAGEMENT SKILLS COURSE  
AMONG IIUM STUDENTS**



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**MASTER OF HUMAN RESOURCE MANAGEMENT**

**UNIVERSITI UTARA MALAYSIA**

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LEADERSHIP AND MANAGEMENT SKILLS COURSE  
AMONG IIUM STUDENTS**



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**Thesis Submitted to  
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Universiti Utara Malaysia  
In Partial Fulfillment of the Requirement for the  
Master of Human Resource Management**



**Pusat Pengajian Pengurusan  
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## ABSTRACT

This qualitative study was carried out to study the effectiveness of the Leadership and Management course which contributed to the development of skills among a group of students in IIUM. It was aimed to examine significant learning methods, the knowledge, skills and aptitude (KSA) that students acquired from the learning experiences, and the effectiveness of the course. The study was conducted using semi-structured interviews. Data were immediately transcribed after each interview and analysed by comparing each interview data to find common themes that emerged. Data collected were analysed manually using Excel. Results showed that the most significant learning method which students learned to develop their leadership and management skills was through their group projects. The most cited KSA which they acquired from the course included communication skills, teamwork and thinking skills. The students agreed that the course was very effective in developing their characters and self-confidence, among other impacts. Future studies should be conducted amongst all students undertaking this course to determine the effectiveness of the course as a whole.

Keywords: Effectiveness, learning methods, KSA (knowledge, skills & aptitude)

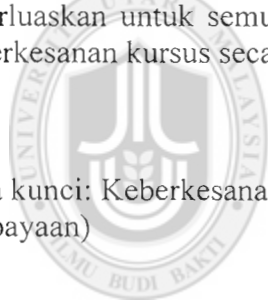


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## ABSTRAK

Tujuan kajian ini dijalankan adalah untuk mengkaji keberkesanan Kursus Kepimpinan dan Pengurusan dalam menyumbang kepada pembangunan kemahiran di kalangan satu kumpulan pelajar IIUM. Kajian ini juga bertujuan untuk menyelidik kaedah pembelajaran yang signifikan, pengetahuan, kemahiran dan keupayaan (KSA) yang diperolehi pelajar, dan keberkesanan kursus yang dijalankan. Kajian dijalankan melalui temubual “*semi-structured*”. Data yang dikutip dimasukkan terus dalam computer selepas setiap temubual dan analisis dijalankan dengan membandingkan data dari setiap temubual yang dibuat sehingga tema tertentu terbentuk. Data dianalisa melalui Excel secara manual. Hasil kajian menunjukkan pelajar mendapati kaedah pembelajaran yang paling signifikan dalam membangunkan kemahiran kepimpinan dan pengurusan mereka adalah melalui projek secara berkumpulan. Manakala dapatan menunjukkan KSA yang diperolehi pelajar yang paling banyak dinyatakan adalah kemahiran komunikasi, kerja berpasukan dan kemahiran berfikir. Pelajar bersetuju bahawa kursus ini sangat berkesan dalam membangunkan diri mereka sendiri dan keyakinan diri, selain impak-impak yang lain. Cadangan yang diusulkan adalah agar kajian seperti ini diperluaskan untuk semua pelajar yang mengambil kursus ini untuk memastikan keberkesanan kursus secara menyeluruh.

Kata kunci: Keberkesanan, kaedah pembelajaran, KSA (pengetahuan, kemahiran & keupayaan)



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*May Allah Bless Us, Insya 'Allah...*



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## LIST OF ABBREVIATION/NOTATIONS/GLOSSARY OF TERMS

IIUM	International Islamic University Malaysia
OIC	Organization of the Islamic Conference
MOHE	Ministry of Higher Education
NHESP	National Higher Education Strategic Planning
CCAC	Co-Curricular Activity Centre
S-DEV	Student Development Division
CCLM 2051	Leadership and Management Skills



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# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

This qualitative study was carried out to examine the effectiveness of the Leadership and Management course (CCLM2051) in the development of skills among students in IIUM.

Advanced technology in education, for instance, impose some changes in the learning process. The changes were needed especially among the younger generations. Teaching and learning methods require continuous improvement to keep abreast with the changes and to meet the needs for the new generations. The example of learning methods used in IIUM includes problem-solving based activities, group discussion, games and group project activities.

Students acquire knowledge through various methods to satisfy various learning style. Some learners hear and learn best by seeing while somehow better through acting and reflecting; cognitive rationally and instinctively; remembering and imagining and drawing analogies and building mathematical models; steadily and in fits and starts.

Pask (1977) stated that knowing one's learning style or methods in learning is important. Trainers should, therefore, make learners aware of their learning styles. Learners often take for granted that their ways of learning as habitual. They may not even recognize their own styles and not to mention others styles of learning. By



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