DETERMINANTS OF THE CHOICE OF PRE-UNIVERSITY PROGRAMMES IN A PRIVATE COLLEGE

BY

THOU KOK CHENG

EGE 98012

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ABSTRACT

This research report aims to identify the factors affecting the choice of courses and the decision making on the choice of college and course, based on a survey conducted in a private college in Malaysia.

The survey shows that the course taken by students varies by gender, medium of instruction from previous schools and whether Science or Arts stream.

Mother's education level and father's occupation are two important determinants on decision making in choosing a college. The ways students learnt about a college was found to be another factor affecting the decision making.

The decision making in choosing the course of study is also found to be significantly influenced by the parent's education level and the medium of instruction from the previous schools attended.

The report concludes with some recommendations, in areas related to the marketing strategies to the private institutions. Suggestions are made to the relevant authorities to monitor the quality and standard of education offered by these institutions.

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