

Title of Thesis	Marketability of business graduates in Miri
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ABSTRACT

In recent years, the value of tertiary educations has been highly recognized by all parties in every places of the world as one of the medium of measurements of employments and social status. Due to this, the increment of fresh graduates worldwide had been increasing yearly. However, fresh graduate's related problem had rises proportionately with their numbers worldwide including Malaysia. In Miri City of Sarawak which is part of Malaysia, fresh graduates encounter different problems such as unemployment, small job markets and low salary offered.

This research is aimed to identify the fresh graduate's status from business studies in Miri and various challenges faced by them after graduation. This encompasses the employment types that are chosen by fresh graduates, sectors and industries that are favored and salary offered to fresh graduates, income level of fresh graduates in Miri, academic results vis-à-vis salary and job positions of fresh graduates, and lastly, the employability of fresh graduates.

The research is conducted in quantitative manner. This is to ensure that the findings and presentation of data is easily understandable by all parties. On the other hand, the nature of the research is leaning towards social science study. However, the findings of the research are helpful and related to human resource management (HRM) and marketing as well. Income

level and salary could be used by different companies and employers for HRM to improve social status and income of fresh graduates. In contrary, marketers could use the findings of the research to identify the buying power of fresh graduates and introduces products aimed at this group of people.

Lastly, the research highlights the major findings from this research with proper analysis of the data collected. Besides that, proper and critical recommendations as made to assist fresh graduates to enhance themselves in various manners and factors to improve their employability. Furthermore, various areas are highlighted for future in-depth research to be conducted to identify and improve fresh graduate's employability and social status.