

DECLARATION OF ORIGINAL WORK

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“I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledge.”

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DECLARATION BY SUPERVISOR

I hereby declare that I have checked this project and in my opinion,
this project is adequate in terms of scope and quality for the award of the degree of
Bachelor of Technology Management with Honours (High Technology Marketing).

Signature :.....

Supervisor's Name :.....

Date :.....

DEDICATION

On this page I would like to thank you on my parents, my beloved father En Md Yunos Bin Bentong and my mother Pn. Hamidah Binti Khamis and who helped and supported me whiles me doing this research in completing this project either directly or indirectly. For my father and my mother was at home I hope all the efforts given encouragement in the face of environmental challenges and trials at the university. I also would like to give this dedication to my beloved sister and brother because be so supporting and very helpful when I face the difficult situation. By finish this PSM (Project Sarjana Muda) means one step nearly to be graduation students. I also hope this research can be used for the future researcher.

ABSTRACT

Nowadays, the development of online learning is advancing, parallel to the growth of technology in education. The usage of Course Management System (CMS), or more known as E-learning in UTeM, is not new anymore in Malaysia. Therefore, this research was conducted to find out the effectiveness in E-learning portal (Ulearn) a case at Universiti Teknikal Malaysia Melaka (UTeM). Eventhough it is beneficial to the students and lecturer, some of them still do not utilise the E-learning portal (Ulearn) as their medium in teaching and learning. The research was conducted by distributing questionnaires to 100 respondents among lecturer and student at UTeM. Within this research are Fakulti Pengurusan Teknologi dan Teknousahawan (FPTT) as a faculty of management, Fakulti Teknologi Maklumat (FTMK) as a faculty of ICT, and Fakulti Kejuruteraan Elektrik (FKE) as a faculty of engineering. The questionnaire comprised of three main parts including personal information of the respondents, adoption of E-learning portal (Ulearn) and also the effectiveness in E-learning portal (Ulearn). The items in the questionnaire used the five-Likert Scale and data was analysed using the SPSS software. A descriptive analysis of frequency, percentage, mean and reliability were used for every item in the questionnaire. In general, the result of the study shows that the objective of this research is achieved. However, there are a few student do not use this portal as medium in teaching and learning. University should do some alternative or improvement to attract students and lecturer to use this portal.

ABSTRAK

Dewasa ini, perkembangan pembelajaran secara dalam talian begitu pesat selaras dengan kemajuan teknologi dalam bidang pendidikan. Penggunaan Sistem Pengurusan Kursus (CMS), atau lebih dikenali sebagai E-learning di UTeM, bukanlah satu perkara baru di Malaysia. Justeru, kajian ini dijalankan bagi mengetahui keberkesanan dalam penggunaan portal E-pembelajaran (Ulearn) di Universiti Teknikal Malaysia Melaka. Walaupun ianya bermanfaat kepada para pelajar dan pensyarah, masih ramai lagi dikalangan mereka yang tidak menggunakan E-learning sebagai cara untuk pengajaran dan pembelajaran. Kajian ini dijalankan dengan mengedarkan borang soal selidik kepada 100 responden yang terdiri daripada kalangan pelajar dan pensyarah di UTeM.. Sepanjang kajian ini di jalankan kan, fakulti yang terlibat ialah Fakulti Pengurusan Teknologi dan Teknousahawan (FPTT) yang mewakili fakulti pengurusan, Fakulti Teknolgi Maklumat (FTMK) yang mewakili fakulti ICT dan yang seterusnya Fakulti Kejuruteraan Elektrik (FKE) yang mewakili fakulti kejuruteraan. Borang kaji selidik tersebut mengandungi tiga bahagian utama termasuklah maklumat latar belakang responden, penggunaan E-learning dan juga keberkesanan dalam penggunaan E-learning. Item-item di dalam soal selidik itu menggunakan skala5-Likert dan data telah dianalisis menggunakan perisian perisian SPSS. Analisis deskriptif frekuensi, peratusan min, dan kebolehppercayaan telah digunakan untuk setiap item dalam borang soal selidik. Secara amnya, hasil kajian menunjukkan bahawa objektif kajian tercapai. Namun, masih terdapat segelintir pensyarah dan pelajar yang tidak menggunakan portal ini, oleh itu pihak universiti perlu mencari alternatif atau pembaharuan untuk menarik minat pelajar dan pensyarah untuk menggunakan portal ini.

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LIST OF ABBREVIATIONS

UTeM	=	Universiti Teknikal Malaysia Melaka
CAL	=	Computer Assisted Learning
NICTs	=	New Information and Communication Technologies
ODL	=	Open and Distance Learning
OUM	=	Open University Malaysia
MMU	=	Multimedia University
UNITAR	=	University Tun Abdul Razak
UPSI	=	Universiti Pendidikan Sultan Idris
FPTT	=	Fakulti Pengurusan Teknologi dan Teknousahawan
FTMK	=	Fakulti Teknologi Maklumat
FKE	=	Fakulti Kejuruteraan Elektrik
PBP	=	Pusat Bahasa dan Pembangunan Insan
ICT	=	Information and Communication Technology
LMS	=	Learning Management System
MSC	=	Malaysia Corridor Raya
UMS	=	Universiti Malaysia Sabah
UPM	=	Universiti Putra Malaysia
UITM	=	Universiti Teknologi MARA
USM	=	Universiti Sains Malaysia
SPSS	=	Statistical Package for Social Science System

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The introductory section gives a picture and the issues arise in this study. In this section, a brief introduction given as well as the objectives of this bachelor study together with its limitations of the study. Research and survey for this thesis will focused on the portal (Ulearn) at Universiti Teknikal Malaysia Melaka. This chapter is the general outlook of the research, which titles “The Effectiveness in E-learning Portal (Ulearn) at Universiti Teknikal Malaysia Melaka (UTeM)”. As we know, educational processes underwent several of changes throughout the last century. Technology would rework the act of teaching, whether or not lecturers or students are ready for the inevitable change as explained by (McKenzie, 1998). According to (McKenzie, 1998) when faced with new technology, students or lecturers would possible adopt one in all two approaches they would either embrace it or they would dismiss it. In different words, either lecturers or students can find out how to use new technology, or they would ignore it and put them at disadvantage compared to their more technologically literate peers.

Online learning is an educational concept, which implies using local, extended networks, or the Internet to spread information, to communicate, and to support any other kind of educational interaction between students and teachers. Many other terms, such as e-learning, virtual learning, distance learning, tele-learning are also used when discussing education (teaching and learning) with the aid

of a computer (CAL, standing for Computer Assisted Learning). Although not strictly synonymous, all these terms address the issues of Web-based learning or the use of NICTs (New Information and Communication Technologies), and share the aim of improving flexibility in location and time management for learners. The concept of blended learning implies a mixture of traditional teaching and online education.

The term “E-learning” as an example, has generated many differences of definitions. According to (Carry and Willis, 2001), who broadly define E-learning as any form of learning that utilizes a computer or technological network for delivery, interaction and facilitation. E-learning actually has the ability to re-invent itself continuously, significantly when it is applied in several cultural contexts. Digital educational delivery knows few, if any, boundaries. E-learning has the ability to bridge cultures and open doors to new ways of thinking. E-learning also is the acquisition and use of knowledge distributed and facilitated primarily by electronic means. The form of learning currently depend on networks and computers, but will likely evolve into systems consisting of a variety of channel examples wireless, satellite and technologies such as cellular phone and personal digital assistants as they are developed and adopted. E-learning can be the form of courses as well as modules and smaller learning object. E-learning may incorporate synchronous or asynchronous access and may be distributed geographically with varied limits of time (Wentling, Waight, Fleur, Wang, and Kanfer, 2000).

1.1 Background of Study

E-learning is at least one of the foremost powerful tools that support a spread of learning environments and traditional college itself. Now, E-learning becomes more necessary with each passing day. Internet and computer media should learn to get the cable to drive distributed so can learn to stay pace with the speed of modification. E-learning very the power to reinvent itself repeatedly, particularly once applied in many cultural contexts. Providing digital education understand little

or no or no boundaries. E learning is the ability to bridge cultures and open doors to new ways of thinking.

E-learning refers to the use of electronic devices for learning in term of the American Society of Training and Education. It includes the delivery of content via electronic media such as the internet, audio or video, satellite broadcast, interactive TV, CD-ROM, content of E-learning including online learning, virtual classrooms and digital collaboration. According to (Gauravchadra and S.M. Nafaykumail, 2002)Rosenberg (2001, p.28) define E-learning as the ‘use of internet technologies to deliver a broad array of solutions that enhance knowledge and performance’.

E-learning is defined for our purpose here as the use of any of the new technologies or applications in the service of learning or learner support. It is important because E-learning can make a significant difference to how learners learn, how quickly they master a skill, how easy it is to study and, equally important, how much they enjoy learning. Such a complex set of technologies will make different kinds of impact on the experience of learning. First is cultural where by students are comfortable with E-learning methods, as they are similar to the forms of information search and communications methods they use in other parts of their lives. The next is intellectual, interactive technology offers a new mode of engagement with ideas via both material and social interactivity online. On the other hand is social, which mean the reduction in social difference afforded by online networking fits with the idea that students should take greater responsibility for their own learning. The last one is practical, we can see E-learning offers the ability to manage quality at scale, and share resources across networks with its great flexibility of provision in time and makes it good for widening participation

There has been a spectacular development in the use of E-learning in the past few years, and the consequently, computer- mediated communication has attracted more attention. When E-learning introduced, it had created excitement among researchers and practitioners. Many educators and researchers had hoped for E-learning, believing that it would provide more access to information and communication, and would ultimately lead to a new revolution in education.

In Malaysia, E-learning was introduced through open and distance learning (ODL) programs. Distance learning is not a new recent phenomenon to Malaysians. Many individuals, especially for full time worker and aspire to be successful in their career development have enrolled for external degrees offered by reputed universities in the 1960's or earlier.

Mainly universities, colleges and business enterprises are undertaking E-learning initiatives in Malaysia. The main players of E-learning are private and public institutions of higher education as well as local and multinational corporations. Malaysia's first open university - Open University Malaysia (OUM) is the main academic institution that leverages on E-learning to deliver its programs. Apart from OUM, other institutions that embrace E-learning includes Multimedia University (MMU), University Tun Abdul Razak (UNITAR) and Universiti Pendidikan Sultan Idris (UPSI).

Recent year, E-learning portal become necessary for the university, it is because lots of profit to obtain from the university staffs, students and lecturers. Therefore, UTeM also applied E-learning Portal (Ulearn) in their system. E-learning Portal (Ulearn) in UTeM established many years before and the purpose of this portal is to assist students and lecturers to communicate with each other. E-learning portal also provides more benefit for student and lecturer that used this website. Regarding to the financial perspective side of view, the E-learning portal potentially decrease the usage of source for the university, such as to minimize lectures space, less electricity usage, trainers and others.

E-learning has been used very effectively in university teaching for enhancing the traditional forms of teaching and administration. Students take many courses in universities now to find their tools to get the lectures notes and selected digital resources in support of their study. They have personalized web environments in which they can join discussion forums with their class or group, and this new kind of access gives them much greater flexibility of study. Part time students can more easily access the course and this in turn supports the objectives of wider participation, removing the traditional barriers to study. We can emphasize the importance of network technologies for enabling both campus and distant students to learn through social interaction and collaboration. Just as the historical inventions of

the printing press, the postal service, and libraries opened up access to and participation in the medium of the written word. E-learning could do more. The interactive computer will give students an alternative ways on writing as a form of active participation in knowledge building. It can model real-world systems and transactions, and can therefore create an environment in which learners can explore, manipulate, and experiment. The features of the digital environment is fully controlled by the program so, that it can be designed to offer as much or as little freedom to the learner as is appropriate to their level of mastery.

There is also a financial impact. Networks and access to online materials offer an alternative to place-based education, which reduces the requirement for expensive buildings, and the costs of delivery of distance learning materials. However, learners still need people support, so the expected financial gains are usually overwhelmed by the investment costs of a new system and the cost of learning how doing it. We cannot yet build the case for E-learning because based on the cost reduction argument better placed to argue for investment to improved value than to save costs.

1.2 Problem Statement

Utilizing technology can generate many benefits for people especially in online learning, which has become a trend in Malaysia. Yet, people are still finding unusual for the teaching process compared to the conventional classroom teaching. By using online learning, both students and teachers will get equal opportunity to hone their skills. For example, in Malaysia there are many higher institutions that promote long-distance education such as UNITAR (which is well known as the first virtual university in Malaysia), Multimedia University and Open University Malaysia (Raja Hussain, 2004). Thus, online learning is convenient ways for the institutions attract new students who may be from various places around Malaysia and have their own schedule for their study.

In fact, E-learning is a well-known system in Malaysia and is part of the online learning process. Besides that, it functions as an add-on to the present face-to-face delivery mode. (Raja Hussain, 2004) reported that the E-learning system was established in the year 2000 for a few higher institutions but currently has spread widely because of the development of science and technology in Malaysia. Moreover, it is very convenient for self-access learning and is a very useful organizer as there are many courses taken by each student.

Not only that, communication in the web-based instructional design encourages users to use English because web designer also use English as the medium to deliver its content. As (Garrison and Anderson, 2003) rationalized, a good example of a communication tool is in the form of discussion board that employs textual and graphics channel which leads to the practice of language and towards the end, the students will be able to learn the language naturally. Consequently, the students should grab this opportunity to use E-learning as a platform for them in improving their English language.

On the other hand, is the level of the E-learning portal usage by the students and lecturers. As we can see now almost all universities in Malaysia have applied E-learning into their system, it is because we can see that in the era of modern and globalization, countries around the globe are aware toward the importance of applying E-learning in teaching and learning method because it can give a big impact to the university and country itself. However, not all students and lecturers are maximizing the usage of the online learning even though the information of the technology in Malaysia has been spread widely. It is not easy to create public awareness to this issue. The problems that universities will be facing are both their student and lecturer using this medium or applying this system. Researcher sees that it is one of the major problems may face afterward.

The second problem that universities will faced is the students itself. Engaging learners have actively been one of the key factors in determining the success of an E-learning program. Online learning requires a very high degree of self-motivation, which is researcher, found to be lacking among our learners. Learners find it difficult to migrate from the traditional learning mode to the new E-learning mode. Other than that, students also face the problem in terms of language.

It can be seen that some student have problems in English language. The extensive use of English in E-learning contents is also one of the factors that have hindered the effectiveness of E-learning especially in non-English speaking countries like Malaysia. Many students will enrol in E-learning programs because the main student's problem is that they are lack of confidence in English contents. The other problem is engaging content require a rich combination of multimedia components. However, due to bandwidth and connectivity limitations, downloading of engaging content to the learners will be slow. This creates frustration and boredom among learners and affects the ease of learning.

1.3 Research Questions

The research question is the problems that we wish to study. It identifies the evaluation criteria of research objectives. In this research, it has three questions that researcher want to analyse.

- i. What is the effectiveness of this E-learning portal (Ulearn) at UTeM?
- ii. What are the degree usage of E-learning portal (Ulearn) in UTeM from student and lecture perception?
- iii. Which are the frequent faculty that is using this portal?

1.4 Research Objective

Research question and research objectives are related, where's arising of research question will produce a research objective. Research objective functions are to form the project to achieve success. The research objectives that will arise are:

- i. To investigated the effectiveness of E- learning portal (Ulearn) at UTeM.
- ii. To evaluated the degree usage of E-learning portal in UTeM from student and lecturers perception.

- iii. To identify which faculty that should regularly use this portal.

1.5 Scope of Study, Problems and Limitations

1.5.1 Scope

This research will conduct at Universiti Teknikal Malaysia Melaka (UTeM). The aim of this study is to investigate the effectiveness of E-learning portal (Ulearn) at UTeM from students and lecturers perception. The respondents are between the lecturer and student, the total population for this research is 100 respondents that use this portal. It is done by distributing questionnaire to student from three faculties. The faculties that involves are Fakulti Pengurusan Teknologi dan Teknousahawan (FPTT) as the faculty of management, Fakulti Teknologi Maklumat (FTMK) as the faculty of ICT, and Fakulti Kejuruteraan Elektrik (FKE) as the faculty of engineering. The researcher will compare between usages of faculties toward E-learning portal. From the survey, the researcher can get the data and information for this project. The sample size for this study is 100 respondents. View on element or point that needs to consider in obtaining the objectives of this study, would be based by the literature review stage. Literature review would also help to support the validity of the information and data obtained.

1.5.2 Problems and limitations

There are some obstacles or limitation that the researcher has to face when doing research, the barriers that face is as follows: