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RESEARCH ARTICLE

EFFECTIVENESS AND IMPACT STUDY OF STUDENT IN ENTERPRISE PROGRAM (SIEP) WEE YU GHEE.

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Abstract

To increase entrepreneurial skills and promote entrepreneurial culture among students, Universiti Malaysia Kelantan embarks on its signature program called 'Student In Enterprise Program', commonly known as SIEP. This program requires students to complete a minimum of 10day attachment at any chosen small and medium enterprise, in their first, second and third year of studies. SIEP is a contemporary beyondclassroom initiative which aims at developing entrepreneurship competencies among students. It integrates different learning pedagogies attained through observations, inquiries, hands-on experience, real life case studies and simulation. This research is done to gauge students' perception on SIEP; examine program effectiveness as well as determine the impact brought about by SIEP. Data was collected from students across multiple disciplines from different faculties. Significantly, findings show majority of the respondents reported positively on the attributes, skills and functional knowledge attained after SIEP. Several feedback was gathered over the administration of pre-SIEP and post-SIEP and some practical recommendations were forwarded by the students.

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Introduction:-

Student In Enterprise Program, also known as SIEP is one of the experiential learning activities initiated by Universiti Malaysia Kelantan (UMK). SIEP has been implemented since the establishment of UMK in year 2007. SIEP requires students of all faculties to gather work experience by seeking short term attachment with any small and medium enterprises (SMEs) located within their residential during their semester break. The attachment should last for a minimum of 10-14 days or even longer, depending on the mutual consent between the student and the manager or owner of SME.

Having completed a full cycle of SIEP whereby the first batch of UMK graduates was conferred in UMK Inaugural Convocation held in September 2011, this research aims to achieve the following objectives:

- To gather students' feedback pertaining to
 - (i) Registration, administration and procedures followed before SIEP attachment;
 - (ii) Experiences gained during SIEP attachment; and
 - (iii) Thoughts, feelings and lessons learnt after SIEP attachment.
- To determine the effectiveness and impact brought about by SIEP; and
- To forward constructive suggestions addressing rooms for improvement

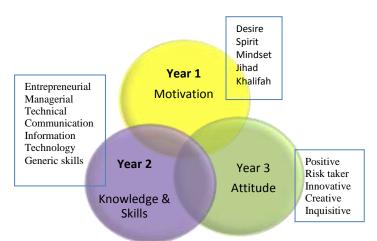
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Background:-

SIEP is a contemporary beyond-classroom program which aims at developing entrepreneurship competencies among students. It integrates different learning pedagogies attained through observations, inquiries, hands-on experience, real life case studies and simulations. Students are required to register for SIEP during their Year 1, 2 and 3 semester breaks. Registration includes completing registration form distributed by the respective Faculty and getting the permission from SME of their choice. Each SIEP is unique and relevant because different assignments are imposed on the students as they progress through their years of study. Overall, the learning objectives could be summarised as follows:



During Year 1 SIEP attachment, students should be aware of prerequisites knowledge about entrepreneurship and get acclimatized with enterprising and entrepreneurial culture. Year 2 SIEP exposes them to various opportunities and get prepared for the business world. Year 3 SIEP completes them further with sets of managerial and technical skills in entrepreneurship which lead them to possible business start-up upon graduate. The learning outcomes expected of students are:



Students are provided a logbook to record all duties and responsibilities which take place during their SIEP attachment. Upon completing the cycle of each SIEP, students are required to produce a report and this will be assessed by their academic advisors.

Assessment criteria for SIEP includes the following:

- Report and feedback from the employer (10 %)
- Individual written report (50%)
- Daily logs (10%)
- Oral presentation (30%)

Individual report has to be written in English and should consist of the following contents: Introduction, SIEP Learning Objectives, Learning Outcomes, Discussion and Recommendations. Oral presentation is conducted when students return from their semester break, usually in the third week when all reports are submitted to the respective academic advisors. The presentation is assessed based on the following criteria:

• Contents (10%)

- Language proficiency (5%)
- Expression of ideas/ Appearance/ Entrepreneurial Attributes (10%)
- Ouestion and answer (5%)

Since employer is the best party in assessing student's performance at work, there are only two grades awarded for SIEP, namely PASS (50% and above) or FAIL (49% and below). Every student who completes SIEP on time and submit the required reports as well as present reasonable findings in class would easily attain a 'PASS' every semester. Though rare, students who attain 'FAIL' for any SIEP attachment would have to re-register and complete it in their next semester break.

Research Methodology:-

To address the research objectives stated earlier, the researchers decided to design survey instrument to gauge students' perceptions and examine their feedback on SIEP related learning experiences. A focus group discussion was held among twelve students representing all the faculties who have completed at least two cycles of SIEP and these selected students were of mixed genders, different year of studies, multi-disciplinary and multi-ethnic.

The outcome of discussion led to the formulation of survey instrument which can be seen in Appendix A. Section A of the questionnaire asks for the demographic details of the student; this is followed by Section B which examines the administrative and procedures before SIEP attachment; Section C gathers their learning and working experience during SIEP attachment and Section D gauges the learning outcomes and their overall perceptions and satisfaction towards SIEP program. Lastly, Section E compiles the attributes, skills and functional knowledge gained through SIEP. After conducting pilot test which involved twenty students, data collection was executed based on cluster sampling (by faculty and year of study).

Summary of Findings:-

To ensure there is an internal consistency among the items shown in the summated scale, the reliabilities for all the constructs are measured through Cronbach alpha (Nunnally, 1978). To be considered as reliable, these measures should hold an alpha coefficient in the range of 0.60, beyond 0.70 (Nunnally, 1978; Churchill, 1991; Litwin, 1995) or exceeding 0.50 (George & Mallery, 2003). All measures in this study have high reliabilities above 0.60.

Items	Cronbach Alpha
20 items on Pre-SIEP	0.865
20 items on SIEP Attachment	0.845
19 items on Post-SIEP	0.938

A total of 364 students participated in this study. There were 107 males and 257 females of which 291 are Malay, 61 are Chinese, 7 are Indians and 5 others. These respondents were in Year 2, 3 and 4 and were students of Faculty of Entrepreneurship and Business (173), Faculty of Agro and Natural Resources (143) and Faculty of Creative Technology and Heritage (48), as shown in Table 1.

Significantly, students' overall perceptions towards SIEP can be concluded as positive, referring to the moderately high mean score of above 3.00, on the likert scale of 1 being strongly disagree and 5 being strongly agree. The summary of mean score can be seen in Table 2. Breakdown of the mean score and comparison among the three Faculties could be seen in Appendix B.

Table 1:- Characteristics of Respondents

		Frequency	Percent
Gender	Male	107	29.4
	Female	257	70.6
Ethnic	Malay	291	79.9
	Chinese	61	16.8
	Indian	7	1.9
	Others	5	1.4
Year of study	Year 2	117	32.1
	Year 3	158	43.4
	Year 4	65	17.9
	Missing data	24	6.6
Faculty	Faculty of Entrepreneurship and Business	173	47.5
	Faculty of Agro Industry and Natural Resources	143	39.3
	Faculty of Creative Technology and Heritage	48	13.2

Table 2:- Mean Score of Students' Feedback for Pre-SIEP, during SIEP and Post- SIEP items

Descriptive Statistics

	Usable Data = N	Minimum	Maximum	Mean	Std. Deviation
Mean PreSiep	209	1.20	4.50	3.5227	.48153
Mean Siep	212	1.80	4.65	3.4903	.48169
Mean PostSiep	217	1.00	4.63	3.4795	.60800

Most importantly, researchers were pleased to discover that majority of the respondents reported positively on the attributes, skills and functional knowledge attained after SIEP. In terms of attributes, 70.3% reported that they became more knowledgeable; 60.2% contended that they were more entrepreneurial and 51.1% concluded they became brave and dared to take risk through SIEP. This can be seen in Figure 1. Among the top skills acquired were communication (82.14%); time management (60.99%) and networking (50.5%). Lastly, the functional knowledge gained include management (58.5%) and entrepreneurship (58.5%) being the highest, followed by operation (54.4%) and marketing (45.9%). Details of these findings could be seen in Table 3, 4 and 5.

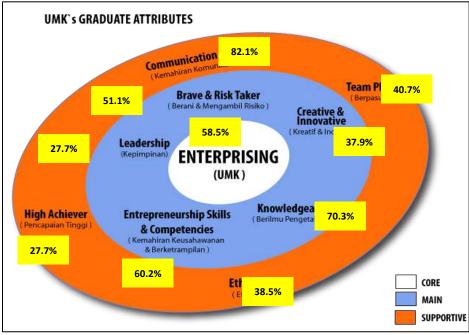


Figure 1:- Attributes Gained Through SIEP

Table 3, 4 and 5:- Attributes, Skills and Functional Knowledge Acquired From SIEP

Descriptive Statistics: n = 364					
Attribute	Frequencies	Percentage			
Brave and risk taker	186.00	51.1			
Achievement-oriented	101.00	27.7			
Ethical	140.00	38.5			
Team Player	148.00	40.7			
Knowledgeable	256.00	70.3			
Entrepreneurial	219.00	60.2			
Proactive	140.00	38.5			

Descriptive Statistics: n = 364						
Skill	Frequencies	Percentage				
Communication	299.00	82.14				
Leadership	101.00	27.7				
Creative and Innovative	138.00	37.9				
Enterprising	140.00	38.5				
Networking	184.00	50.5				
Problem Solving	170.00	46.7				
Time Management	222.00	60.99				

Descriptive Statistics: n = 364					
Functional Knowledge	Frequencies	Percentage			
Management	213.00	58.5			
Marketing	167.00	45.9			
Finance/ Accounting	107.00	29.4			
Operation	198.00	54.4			
Information Technology	101.00	27.7			
Human Resource	165.00	45.3			
Entrepreneurship	213.00	58.5			

Conclusion:-

Overall findings show that there is no negative feedback with regards to SIEP according to students from all the three faculties. Nonetheless, students did voice their concerns over several issues:

- It is not easy to find company for SIEP attachment;
- Monetary and non-monetary allowance are not provided by company (external factor which is not in the realm of UMK's responsibilities)
- Most supervisors do not invite to join the company after graduate (this is understandable since the attachment is quite short in period: only 10 14 days)
- Students find 10-14 days period of attachment as adequate, thus it should not be extended or prolonged.

Overall, findings show positive feedback given by students over the registration, administration and procedures before SIEP attachment; pleasant experience gained during SIEP attachment; satisfactory remark given for report writing and assessment done after SIEP; as well as the many attributes, skills and knowledge successfully acquired after SIEP program. Corrective measures and rooms for improvement include the following:

- Assist students to locate SMEs which are favorable to SIEP attachment. Each faculty could create a database of SMEs which has accepted SIEP attachment according to different states and post such data on the faculty website; students could then refer to and apply for in their coming semester. Such database will help link and strengthen the university-industry linkages.
- Although no negative feedback was given by students, the many aspects on Pre-SIEP and Post-SIEP could be further improved, as indicated by the mean scores which are beyond 3.00 but have yet to reach 4 and 5.

Alternatively, a more comprehensive qualitative research could be done inviting more opinions from students and examining their concerns in a more systematic manner, leading to the many constructive ways to improve SIEP.

References:-

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- 3. Nunnally, J. C. (1978). Psychometric theory (2nd ed.). New York, NY: McGraw-Hill.

APPENDIX A

Examining the Effectiveness and Impact of Student In Enterprise Program (SIEP)

Dear Student,

Thank you for participating in this research. The objectives of this study are to examine the implementation of SIEP in University Malaysia Kelantan, level of effectiveness and the impacts SIEP has brought about throughout the past four years. Your honest opinion is most appreciated and all responses will be kept private and confidential, used for academic purposes only. There is no right or wrong answers. Please kindly tick or circle the answer which best describes you.

Section A: Demographic Details

Please tick (/) the answer which best describes you.

1. Gender						
Male []	Female []					
2. Ethnic						
Malay []	Indiar	n []				
Chinese []	Other	s [] P	lease	state		
3. Year of Study						
Year 2 []	Year	3 []			Year 4 []
4. Faculty						
Faculty of Entre	preneurship and	Business	[]		
Faculty of Agro Industry	and Natural Res	ources	[]		
Faculty of Creative Techn	nology and Herit	age	[]		
5. Field of study:						
(for example: Bachelor	of Entrepreneur	ship (Tou	rism)	1		
6. State of Origin:			_ (for	exar	nple: Selan	igor)

Section B: Pre-SIEP

Kindly circle the number which best describes your opinion.

Bil	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I have a copy of SIEP guidebook.	1	2	3	4	5
2	I understand the instructions given in	1	2	3	4	5
	SIEP guidebook.				-	_

_	b		1 _	T -		1 _
3	I understand the objectives of SIEP	1	2	3	4	5
4	I am aware of the numerous objectives formulated for different phases of SIEP	1	2	3	4	5
5	I understand the numerous assignment/ tasks stipulated by SIEP	1	2	3	4	5
6	I understand the variety of skills to be achieved through participation in SIEP	1	2	3	4	5
7	I register for SIEP by submitting Borang A (as given in the guidebook)	1	2	3	4	5
8	I have no problem in registering for SIEP every semester	1	2	3	4	5
9	I understand the mechanism and assessment (submission of logbook, report and presentation) formulated for SIEP	1	2	3	4	5
10	I know the marks allocated for each of the assessment (logbook, report, presentation)	1	2	3	4	5
11	I know the person-in-charge/ coordinator overlooking SIEP in the Faculty	1	2	3	4	5
12	I look for placement or attachment (i.e. company which I can work for) on my own without anyone assistance	1	2	3	4	5
13	I decide on the company/ enterprise which I want to work for	1	2	3	4	5
14	I choose a company/ enterprise which is located near my place of residence	1	2	3	4	5
15	I do not mind travelling to a company/ enterprise located quite far from my residential area for SIEP	1	2	3	4	5
16	It is easy to find a company/ enterprise for SIEP attachment	1	2	3	4	5
17	I rely on family/ relatives/ friend's recommendations in looking for company/ enterprise which can take me in for SIEP	1	2	3	4	5
18	I have problem looking for company/ enterprise which can take me in for SIEP	1	2	3	4	5
19	Company/ enteprise involved in SIEP allows me to work for a minimum of 10 days	1	2	3	4	5
20	Company/ enterprise involved in SIEP expects me to work for more than 10 days	1	2	3	4	5

Section C: SIEP Attachment

Kindly circle the number which best describes your opinion.

Bil	Statement	Strongly	Disagree	Neutral	Agree	Strongly
		Disagree				Agree
1	I always enjoy working in the company I	1	2	3	4	5
	choose for SIEP.					
2	I am never absent for work during SIEP	1	2	3	4	5
3	Sometimes, I feel I choose the wrong	1	2	3	4	5
	company/ enterprise for SIEP					
4	I learn a lot during SIEP	1	2	3	4	5
5	I acquire many skills and knowledge	1	2	3	4	5
	during SIEP					
6	I am afraid to go to work	1	2	3	4	5
7	The company/ enterprise provides	1	2	3	4	5

	monetary allowance					
8	The company/ enterprise provides non-monetary allowance (free meal)	1	2	3	4	5
9	The supervisor / owner guides me well during SIEP	1	2	3	4	5
10	Colleagues are willing to coach me at work	1	2	3	4	5
11	I do not learn anything in the company/ enterprise	1	2	3	4	5
12	I write my diary or logbook on daily basis	1	2	3	4	5
13	I write and fill in the logbook only after SIEP attachment	1	2	3	4	5
14	The supervisor/ owner does not really welcome me	1	2	3	4	5
15	The supervisor/ owner is satisfied with my work performance	1	2	3	4	5
16	The supervisor/ owner requests me to extend the period and work for more than 10 days	1	2	3	4	5
17	The supervisor/ owner invites me to join their company/ enterprise after I graduate	1	2	3	4	5
18	The supervisor/ owner gives useful feedback on how I can improve my work performance	1	2	3	4	5
19	SIEP is very exciting	1	2	3	4	5
20	SIEP enriches my learning experience	1	2	3	4	5

Section D: Post-SIEP

Kindly circle the number which best describes your opinion.

Bil	Statement	Strongly	Disagree	Neutral	Agree	Strongly
		Disagree				Agree
1	I have no problem producing SIEP report	1	2	3	4	5
2	I complete my logbook and submit on time	1	2	3	4	5
3	I make sure the supervisor/ owner of the company fill up the evaluation form	1	2	3	4	5
4	SIEP coordinator assigns relevant examiner to assess my SIEP report and presentation	1	2	3	4	5
5	I am always satisfied with my SIEP performance	1	2	3	4	5
6	I am satisfied with the grades given for SIEP	1	2	3	4	5
7	I am satisfied with the feedback given by my examiner	1	2	3	4	5
8	I try to improve the grade attained for SIEP every semester	1	2	3	4	5
9	The period for SIEP (10 days – 14 days) is too short	1	2	3	4	5
10	Students should be proactive and work for more than 10 days for SIEP	1	2	3	4	5
11	I gain many skills and knowledge through SIEP program	1	2	3	4	5
12	SIEP has given me very valuable work	1	2	3	4	5

	experience					
13	I appreciate and treasure SIEP because I	1	2	3	4	5
	acquire hands-on experience					
14	I become more confident after SIEP	1	2	3	4	5
15	SIEP prepares me well for joining the	1	2	3	4	5
	workforce later					
17	SIEP prepares me well for my industrial	1	2	3	4	5
	training					
18	Overall, SIEP is a good program	1	2	3	4	5
19	Universiti Malaysia Kelantan should	1	2	3	4	5
	continue to implement SIEP					
20	All universities in Malaysia should	1	2	3	4	5
	consider implementing SIEP besides					
	industrial training at the end of final year					

Section E: Attributes, Skills and Functional Knowledge Gained through SIEP

Which of the following attributes, skills and functional knowledge do you gain after joining SIEP? You may tick more than one.

Attributes	Skills	Functional Knowledge
Brave and risk taker	Communication	Management
Achievement-oriented	Leadership	Marketing
Ethical	Creative and Innovative	Finance/ Accounting
Team Player	Enterprising	Operation
Knowledgeable	Networking	Information Technology
Entrepreneurial	Problem Solving	Human Resource
Proactive	Time Management	Entrepreneurship

For	attributes,	skills	and	functional	knowledge	gained	other	than	those	stated	above,	please	state
You	are invited			ommendation	ons s you have f	for SIEP	. You	may a	lso sug	gest ho	w SIEP	can be	further
1mpi	roved.												

THANK YOU FOR YOUR PARTICIPATION

APPENDIX B
Comparison of Mean Score among Faculties (Pre-SIEP items)

PreSIEP (Item 1 to 10)	FEB	FASA	FTKW	Overall Mean
I have a copy of SIEP guidebook.	4.2023	4.1888	3.5000	4.0495
I understand the instructions given in SIEP guidebook.	3.7630	3.6241	3.2391	3.6500
I understand the objectives of SIEP.	3.6628	3.4859	3.4468	3.6182
I am aware of the numerous objectives formulated for different phases of SIEP	3.3743	3.3286	3.1395	3.3256
I understand the numerous assignment/ tasks stipulated by SIEP	3.4327	3.2606	3.2083	3.3773
I understand the variety of skills to be achieved through participation in SIEP	3.6416	3.4545	3.1875	3.5405
I register for SIEP by submitting Borang A (as given in the guidebook)	4.2543	3.5070	3.4468	4.0769
I have no problem in registering for SIEP every semester	3.7558	3.3357	3.3750	3.6697
I understand the mechanism and assessment (submission of logbook, report and presentation) formulated for SIEP	3.7110	3.3846	3.2708	3.6171
know the marks allocated for each of the assessment (logbook, report, presentation)	3.6358	3.3427	3.2292	3.5450

PreSIEP (Item 10 to 20)	FEB	FASA	FTKW	Overall Mean
I know the person-in-charge/ coordinator overlooking SIEP in the Faculty	3.4220	3.5944	3.3958	3.4099
I look for placement or attachment (i.e. company which I can work for) on my own without anyone assistance	3.6570	3.5563	3.4167	3.6018
I decide on the company/ enterprise which I want to work for	3.9075	3.7622	3.4583	3.8063
I choose a company/ enterprise which is located near my place of residence	4.0405	3.7746	3.5435	3.9318
I do not mind travelling to a company/ enterprise located quite far from my residential area for SIEP	3.1965	2.9790	3.0417	3.1577
It is easy to find a company/ enterprise for SIEP attachment	2.7457	2.5035	2.9792	2.7973
I rely on family/ relatives/ friend's recommendations in looking for company/ enterprise which can take me in for SIEP	3.1561	3.1049	3.2708	3.1847
I have problem looking for company/ enterprise which can take me in for SIEP (recoded)	2.9249	2.5944	2.9375	2.9234
Company/ enterprise involved in SIEP allows me to work for a minimum of 10 days	3.3988	3.2606	3.0417	3.3198
Company/ enterprise involved in SIEP expects me to work for more than 10 days	3.6647	2.9577	3.2708	3.5766

Comparison of Mean Score among Faculties (During SIEP items)

During SIEP (Item 1 to 10)	FEB	FASA	FTKW	Overall Mean
I always enjoy working in the company I choose for SIEP.	3.6453	3.2324	3.5000	3,4641
I am never absent for work during SIEP	4.1279	3.5461	3.6042	3.8310
Sometimes, I feel I choose the wrong company/ enterprise for SIEP	3.2733	3.1135	2.9574	3.1694
l learn a lot during SIEP	3.8663	3.6241	3.5833	3.7341
I acquire many skills and knowledge during SIEP	3.8012	3.5674	3.6957	3.6955
I am afraid to go to work	3.7500	3.4894	3.0417	3.5540
The company/ enterprise provides monetary allowance	2.6395	1.9930	3.2708	2.4696
The company/ enterprise provides non-monetary allowance (free meal)	2.7283	2.2676	3.3542	2.6309
The supervisor / owner guides me well during SIEP	3.5814	3.1831	3.1875	3.3729
Colleagues are willing to coach me at work	3.4971	3.2643	3.1667	3.3629
produces and the common and fill the product of the common		1-12-12-12-12-12-12-12-12-12-12-12-12-12	1.0000000000000000000000000000000000000	100000000000000000000000000000000000000

During SIEP (Item 11 to 20)	FEB	FASA	FTKW	Overall Mean
I do not learn anything in the company/ enterprise	3.9595	3.6268	3.2766	3.7403
I write my diary or logbook on daily basis	3.8555	3.6479	3.3125	3.7025
I write and fill in the logbook only after SIEP attachment	3.0349	3.2183	3.1915	3.1274
The supervisor/ owner does not really welcome me	3.8671	3.2553	3.2083	3.5414
The supervisor/ owner is satisfied with my work performance	3.8208	3.4429	3.3125	3.6066
The supervisor/ owner requests me to extend the period and work for more than 10 days	3.6879	2.8873	3,4375	3.3416
The supervisor/ owner invites me to join their company/ enterprise after I graduate	3.0347	2.7183	3.2708	2.9421
The supervisor/ owner gives useful feedback on how I can improve my work performance	3.5434	3.2042	3.4583	3.3994
SIEP is very exciting	3.2890	2.8169	3.1875	3.0909
SIEP enriches my learning experience	3.5988	3.3214	3.4565	3.4721

Comparison of Mean Score among Faculties (Post SIEP items)

PostSIEP (Item 1 to 10)	FEB	FASA	FTKW	Overall Mean
I have no problem producing SIEP report	3.1965	2.8803	2.9375	3.0386
I complete my logbook and submit on time	3.9133	3.3662	3.2553	3.6133
I make sure the supervisor/ owner of the company fill up the evaluation form	3.9769	3.7254	3.3542	3.7961
SIEP coordinator assigns relevant examiner to assess my SIEP report and presentation	3.4302	3.4000	3.1250	3.3778
I am always satisfied with my SIEP performance	3.4220	3.1338	3.3125	3.2948
I am satisfied with the grades given for SIEP	3.3410	3.0141	3.2083	3.1956
I am satisfied with the feedback given by my examiner	3.4046	3.2979	3.2917	3.3481
I try to improve the grade attained for SIEP every semester	4.0520	3.8014	3.3333	3.8591
The period for SIEP (10 days - 14 days) is too short	2.9249	2.3050	3.1667	2.7155
Students should be proactive and work for more than 10 days for SIEP	3.1098	2.5000	3.2292	2.8871
	-			9

PostSIEP (Item 11 to 19)	FEB	FASA	FTKW	Overall Mean
I gain many skills and knowledge through SIEP program	3.7341	3.3873	3.3542	3.5482
SIEP has given me very valuable work experience	3.7267	3.4155	3.3542	3.5552
I appreciate and treasure SIEP because I acquire hands-on experience	3.6474	3.3380	3.2917	3.4793
I become more confident after SIEP	3.5145	3.3404	3.3404	3.4238
SIEP prepares me well for joining the workforce later	3.6185	3.3310	3.3617	3.4724
SIEP prepares me well for my industrial training	3.5896	3.2887	3.2083	3.4215
Overall, SIEP is a good program	3.5607	3.2254	3.3750	3.4050
Universiti Malaysia Kelantan should continue to implement SIEP	3.4535	3.0634	3.3958	3.2928
All universities in Malaysia should consider implementing SIEP besides industrial training at the end of final year	3.5434	3.1489	3.4167	3.3729