

DEVELOPMENT OF AN INTEGRATED GRADUATE PORTAL
(IGP) FOR GRADUATE MARKETABILITY

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DEDICATION

I dedicate this thesis to my parents who have always been encouraging and supporting me since the beginning of my studies.

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ABSTRAK

Kebolehpasaran graduan telah menjadi satu isu penting kerana banyak graduanyang mempunyai masalah untuk diambil bekerja setelah tamat pengajian mereka di universiti. Ini adalah kerana ketidakbolehan mereka untuk menonjolkan diri mereka daripada saingan mereka dalam menunjukkan kemahiran mereka yang boleh dipasarkan kepada majikan yang berpotensi dan fungsi terhad yang ada dalam portal pekerjaan yang sedia ada.

Tesis ini pertama sekali mengenalpasti keperluan pengguna daripada semua pemegang taruh yang telah dikenalpasti, dan keduanya, berdasarkan penemuan ini, telah membangunkan satu portal yang menggabungkan fungsi integrasi yang dipanggil Integrated Graduate Portal (IGP). Akhir sekali, tesis ini menilai penggunaan IGP ini dalam memudahkan proses kebolehpasaran graduan. Matlamat portal ini adalah untuk memudahkan proses kebolehpasaran graduan dengan menonjolkan kebolehan-kebolehan dan kemahiran graduan melalui penggunaan portfolio elektronik (e-portfolio) kepada majikan dan juga bagi mengurangkan jurang komunikasi dan kerjasama di antara majikan, graduan dan universiti mereka.

Dua fasa tinjauan telah dijalankan untuk kajian ini. Tinjauan pertama dijalankan untuk mengenalpasti dan mengumpul keperluan pengguna daripada semua pemegang taruh yang dikenalpasti (graduan, majikan, pensyarah dan pentadbir). Keperluan ini telah dianalisa dan dipilih dengan berhati-hati sebelum merangkumkan mereka ketika pembangunan portal. Apabila prototaip IGP telah dimajukan, tinjauan kedua telah dijalankan untuk menilai penggunaan IGP untuk memudahkan proses kebolehpasaran graduan. Keputusan penilaian menunjukkan bahawa IGP yang dibangunkan berpotensi untuk membantu dalam memudahkan proses kebolehpasaran graduan. Fungsi integrasi seperti e-portfolio graduan, maklumat keperluan kerja majikan, pengesahan kebolehan graduan oleh pensyarah dan kerjasama antara graduan, majikan dan universiti di dalam IGP adalah bahagian-bahagian berguna yang mungkin dapat membantu graduan dalam memudahkan proses kebolehpasaran mereka.

Kesimpulannya, penggunaan IGP diharap dapat membantu graduan untuk memudahkan proses kebolehpasaran mereka dan menghubungkan jurang komunikasi

di antara graduan, majikan, pensyarah dan university, seterusnya dapat meningkatkan interaksi dan kerjasama di antara semua pemegang taruh.



ABSTRACT

Graduate marketability has become an important issue as many graduates have problem in getting employed after completion of their study in the university. This is as a result of their inability for them to be able to showcase their achievements and market their skills to prospective employers.

This thesis firstly identifies the user requirements from all identified stakeholders, and secondly, based on these findings, develops a portal prototype that incorporates the integrated features called the Integrated Graduate Portal (IGP). Finally, the thesis evaluates the use of the IGP in facilitating graduate marketability. The aims of this portal are to facilitate graduate marketability by showcasing graduates contents and skills through the use of electronic portfolio (e-portfolio) to employers and to reduce the communication gap between the employers, graduates and their university.

Two phases of survey were conducted for this study. The first one was conducted to identify and gather the user requirements from all identified stakeholders (graduates, employers, lecturers and administrator). These requirements were analyzed and carefully selected before incorporating them during the development of the portal. Once the prototype of IGP was developed, the second survey was conducted to evaluate the use of IGP to facilitate graduate marketability. The evaluation results showed that the IGP may help in facilitating graduate marketability. It was found that integration features such as graduates' e-portfolios, employers' job requirements information, verification of graduates' content by lecturers and collaboration of graduates, employers and university in the IGP are features that may aid graduates in facilitating their marketability.

In conclusion, it is hoped that the use of the IGP may help the graduates to facilitate their marketability and bridge the communication gap between the graduates, employers, lecturers and university, therefore improving the interaction and collaboration between all stakeholders.

TABLE OF CONTENTS

AUTHOR DECLARATION.....	ii
BIODATA OF AUTHOR.....	iii
DEDICATION.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRAK.....	vi
ABSTRACT.....	viii
TABLE OF CONTENTS.....	ix
LIST OF TABLES.....	xiv
LIST OF FIGURES.....	xv
LIST OF PUBLICATIONS.....	xvii
CHAPTER ONE.....	1
INTRODUCTION.....	1
1.1 Introduction.....	1
1.2 Research Objectives.....	4
1.4 Significance of the Research.....	4
1.5 Scope of the Research.....	4
1.6 Research Methodology.....	5
1.7 Thesis Organization.....	5
1.8 Conclusion.....	6
CHAPTER TWO.....	7
LITERATURE REVIEW.....	7
2.1 Introduction.....	7
2.2 Problems with Graduate Marketability.....	8
2.3 Facilitating Graduate Marketability.....	10
2.3.1 E-portfolio and its use for graduate marketability.....	12
2.4 Requirement Analysis.....	15
2.4.1 Definition of Requirement analysis.....	16
2.4.2 User Requirements.....	16
2.4.3 User Involvement.....	17
2.4.4 Requirement Specifications.....	19
2.5 Relevant Works and their differences with the proposed Integrated Portal.....	20
2.5.1 Ready4work Portal.....	20

2.5.2	Centre of Entrepreneurial Development and Graduate Marketability Portal (CEM)	21
2.5.3	JobCentrum Portal	21
2.5.4	Commercial Job Portals (Jobstreet and Monster)	22
2.6	Conclusion	24
CHAPTER THREE		25
RESEARCH METHODOLOGY		25
3.1	Introduction	25
3.2	Research Methodology	25
3.2.2	Population	27
3.2.3	Sampling	28
3.3	Surveys	29
3.4	Instrumentation	29
3.4.1	Questionnaire Design	31
3.4.1.1	User Requirements Questionnaire Design	31
3.4.1.1.1	Graduates Survey	31
3.4.1.1.2	Employers Survey	32
3.4.1.1.3	Lecturers Survey	33
3.4.1.1.4	Administrator Survey	34
3.5	System Development Methodology	34
3.6	Evaluation Questionnaire Design	35
3.7	Procedure for Data Collection	36
3.8	Procedure of Data Analysis	36
3.9	Conclusion	38
CHAPTER FOUR		40
USER REQUIREMENTS ANALYSIS AND RESULTS		40
4.1	Introduction	40
4.2	Introduction to the Integrated Graduate Portal (IGP)	40
4.2.1	Role of Stakeholders in the proposed IGP	41
4.2.2	Potential Benefits of the proposed IGP to All Stakeholders	42
4.2.2.1	Potential Benefits to Graduates	42
4.2.2.2	Potential Benefits to Lecturers	44
4.2.2.3	Potential Benefits to University	44
4.2.2.4	Potential Benefits to Employers	44
4.3	Data Collection	45

4.4	Result of User Requirements Questionnaires	41
4.4.1	Demographics and General Information	41
4.4.1.1	Graduate Respondents.....	41
4.4.1.2	Employer Respondents	42
4.4.1.3	Lecturer Respondents.....	43
4.4.1.4	Administrators Respondents	44
4.4.2	Priority Selected Tasks IGP Should Support	44
4.4.3	Priorities Selected for General Behavior of the Portal.....	46
4.4.4	Priorities Selected For Graduates Possessed Skills.....	50
4.4.5	Priorities Selected For Required Skills To Be Possessed By Graduates.....	51
4.4.6	Priorities Selected For Employer Requirements	54
4.4.7	Priorities selected for Result of Required Content/Documents from Lecturers... ..	55
4.4.8	Priorities Selected For Data Sharing Among All Users.....	56
4.4.9	Priorities Selected For Functionality To Assist Collaboration.....	58
4.4.10	Priorities for Setting Up Collaboration.....	60
4.4.11	Mechanisms for Being Kept Up To Date.....	62
4.4.12	Coverage and Applicability.....	64
4.4.13	Priorities Selected For Graduates' E-portfolio Content	65
4.4.14	Open Ended Comments	67
4.5	Identification of User Requirements for all stakeholders	68
4.5.1	Tasks the IGP Should Support	69
4.5.2	General Behavior Of The Portal	70
4.5.3	Required Skills to Be Possessed By Graduates.....	70
4.5.4	Employer Requirements.....	71
4.5.5	Required Content/Documents from Lecturers	71
4.5.6	Data sharing among all users	72
4.5.7	Functionality To Assist Collaboration	72
4.5.8	Setting up Collaboration	73
4.5.9	Mechanisms for Being Kept Up To Date.....	73
4.5.10	Graduates' E-portfolio Content.....	74
4.6	Functional Requirements of the IGP	74
4.6.1	Graduates	75
4.6.2	Employer	75
4.6.3	Lecturer	76
4.6.4	Administrators.....	77

4.7	Non-Functional Requirements	78
4.7.1	Usability	79
4.7.2	Privacy	79
4.8	Conclusion	79
CHAPTER FIVE		83
DESIGN, IMPLEMENTATION AND DEVELOPMENT OF INTEGRATED GRADUATE PORTAL (IGP)		83
5.1	Introduction	83
5.2	Design	83
5.2.1	Users of the Integrated Graduate Portal	85
5.2.2	Use Case Diagram	85
5.2.3	System Functionality (Features and Characteristics)	87
5.2.4	Components of the IGP	88
5.2.5	Interface Design of the Integrated Graduate Portal	89
5.2.6	Required Integrated Graduate Portal Features Implementation	92
5.2.6.1	General Requirements for All Stakeholders	92
5.2.6.1.1	Group	92
5.2.6.1.2	A What's new Column	92
5.2.6.1.3	Create User Relationships	93
5.2.6.1.4	Forum	93
5.2.6.1.5	Online Chat	94
5.2.6.1.6	Private Messaging	94
5.2.6.1.7	Collation/digest of e-mail groups	94
5.2.6.2	Graduates' Requirements	94
5.2.6.2.1	Browsing and Applying to Job Vacancies	95
5.2.6.2.2	Resume	96
5.2.6.2.3	Selection of Possessed Skills	96
5.2.6.2.3	Add E-portfolio Contents	97
5.2.6.3	Employers Requirements	98
5.2.6.3.1	Adding Job vacancies	98
5.2.6.3.2	Job Requirements Page	99
5.2.6.3.3	Browsing applicants resume	100
5.2.6.4	Lecturers Requirements	101
5.2.6.4.1	Add Reference Letters	102
5.2.6.4.2	Add Attestation Letters	102

5.2.6.5 Administrators Requirements.....	103
5.3 Conclusion	104
CHAPTER SIX	106
EVALUATION RESULTS OF INTEGRATED GRADUATE PORTAL (IGP)	106
6.1 Introduction	106
6.2 End-User Testing	106
6.2.1 Presentation and Creation of E-portfolio Contents	108
6.2.2 Available Job Requirements Information	110
6.2.3 Verification of Graduates' by Lecturers	111
6.2.4 Selection of Possessed Skills	112
6.2.5 Usage of Private Messaging.....	113
6.2.6 Interface	114
6.2.7 Search Facility.....	115
6.2.8 Facilitation of Graduates' marketability through the interest to use Integrated Graduate Portal	117
6.3 Conclusion	118
CHAPTER SEVEN	119
CONCLUSION	119
7.1 Introduction.....	119
7.2 Summary of Results	119
7.3 Further Work.....	121
7.4 Conclusion	121
REFERENCES	123
APPENDIX A	131
APPENDIX B	139
APPENDIX C	146
APPENDIX D	153
APPENDIX E	158
APPENDIX F	160

LIST OF TABLES

Table 3.1: Sections in the Employers User Requirements Survey	33
Table 3.2: Sections in the Employers User Requirements Survey.....	33
Table 3.3: Sections in the Lecturers User Requirements Survey.....	33
Table 3.4: Sections in the Administrators User Requirements Survey.....	34
Table 3.5: 5-point Likert Scale	37
Table 4.1: User Group and Number of Respondents	41
Table 4.2: Demographics for Graduate Respondents	42
Table 4.3: Demographics for Employers Respondents.....	43
Table 4.4: Demographics for Lecturers Respondents.....	43
Table 4.5: Demographics for Administrators Respondents	44
Table 4.6: Tasks the IGP should support for administrators.....	46
Table 4.7: General behaviour of the IGP for administrators.....	50
Table 4.8: Other Suggested Features for IGP by graduate, employer and lecturer respondents	68
Table 4.9: User Requirements for Tasks the IGP should support for graduates, employers and lecturers.....	69
Table 4.10: User Requirements for Tasks the IGP should support for administrator.....	69
Table 4.11: User Requirements for general behavior of the IGP for all stakeholders	70
Table 4.12: Required Skills to be possessed by graduates.....	71
Table 4.13: Requirements for the Employers	71
Table 4.14: Required Content/Documents from Lecturers.....	72
Table 4.15: User Requirements for Stakeholders	72
Table 4.16: User Requirements for functionality to assist collaboration for All Stakeholders	72
Table 4.17: User Requirements for setting up collaboration for all stakeholders.....	73
Table 4.18: User Requirements for being kept up to date in the IGP for all stakeholders.....	73
Table 4.19: User Requirements for e-portfolio contents for Graduates.....	74
Table 4.20: Functional requirements for graduates in the IGP.....	75
Table 4.21: Functional requirements for employers in the IGP.....	76
Table 4.22: Functional requirements for lecturers in the IGP.....	77
Table 4.23: Functional requirements for administrators in the IGP	80

LIST OF FIGURES

Figure 2.1: User Requirement Analysis Process..... 17

Figure 4.1: Concept of the Integrated Graduate Portal 41

Figure 4.2: Tasks the Integrated Graduate Portal should support 46

Figure 4.3: General behavior of the Integrated Graduate Portal 48

Figure 4.5 (a): Required Skills to be possessed by Graduates 53

Figure 4.5 (b): Required Skills to be possessed by Graduates 54

Figure 4.6: Priorities selected for Employer Requirements 55

Figure 4.7: Required Content/Document From Lecturer 56

Figure 4.8: Data sharing among all users..... 58

Figure 4.9: Functionality To Assist Collaboration..... 60

Figure 4.10: Setting Up Collaboration 62

Figure 4.11: Mechanisms for being kept up to date..... 63

Figure 4.12: Stakeholders perception of the requirements set 64

Figure 4.13 (a): Graduates’ E-portfolio Content..... 66

Figure 4.13 (b): Graduates’ E-portfolio Content..... 67

Figure 5.1: Users of the Integrated Graduate Portal (IGP)..... 85

Figure 5.2: Use Case Diagram for Integrated Graduate Portal 86

Figure 5.3: Components of the Integrated Graduate Portal 89

Figure 5.4: Screenshot of IGP Homepage..... 91

Figure 5.5: Screenshot of What’s New Column 93

Figure 5.6: Screenshot of User Relationship Page..... 93

Figure 5.7: Screenshot of Private Message Page 94

Figure 5.8: Screenshot of Application to vacancy page 96

Figure 5.9: Screenshot of Possessed Skills Selection Page..... 97

Figure 5.10: Screenshot of E-portfolio Content 98

Figure 5.11: Screenshot of Job Requirement Page 100

Figure 5.12: Screenshot of All Applicants’ Resumes 101

Figure 5.13: Screenshot of Create Reference Letter Page..... 102

Figure 5.14: Screenshot for Creating Attestation Letter..... 103

Figure 5.15: Screenshot of the Administrator’s Permission Page..... 104

Figure 6.1: Presentation of E-portfolio Content in the IGP 108

Figure 6.2: Graduates Content Available in the IGP 109

Figure 6.4: Available Job Requirements Information..... 110

Figure 6.7: Possessed Skills Selection by graduates 113

Figure 6.8: Usage of Private Messaging in IGP 114

Figure 6.9: Interface of IGP 115

Figure 6.11: Job Vacancies Search by Graduates 116

Figure 6.12: Facilitation of graduate marketability through the interest to use Integrated Graduate Portal 117

LIST OF APPENDICES

Appendix A 131

Appendix B 139

Appendix C 146

Appendix D 153

Appendix E 158

Appendix F 152



LIST OF PUBLICATIONS

- Salako, T.A, A. Khairi, I. Shahrudin & Zul Hilmi Bin Abdullah. Dec 2013. "Development of Integrated Portal (IP) As an E-Tool for the Enhancement of Job Marketability". *Journal of Computer Science and Information Technology*. Vol. 1 (2). p. 1 – 10.
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