

Soft Skill Levels of Diploma Business Students in Private Higher Educational Institutions Malaysia: A Review and Approach during COVID-19 Pandemic

Tan Cheng Yoke, Abdul Jalil Ali, Abdul Ghani Kanesan Abdullah

Keywords:

Keywords: Soft Skill, Private Higher Educational Institutions, Educational Administration, Embedded Model



Abstract:

The study aims to examine the soft skill levels of diploma business students in the private higher learning institutions based in the northern region of Peninsular Malaysia. A cross sectional descriptive study was conducted to assess the soft skill development from 429 business students located in three northern states of Peninsular Malaysia. A set of self-administered questionnaires, which comprised of 53 items, was distributed through stratified random sampling method. The results advocated high level of teamwork while moderate levels of achievements only for communication, critical thinking and problem solving, ethic and professional moral. At the moment of COVID-19 pandemic, graduates with all the stated essential soft skills are much needed to succeed in the struggles. Meanwhile, a shift from conventional teaching methods towards digital or virtual learning approaches are getting much more in common. Therefore, educationists are encouraged to pick up new delivery techniques despite some challenges faced in teaching delivery for effective learning outcomes, during and even after COVID-19 pandemic.