

**P -712 The Teaching And Learning Approaches Of Prophet Muhammad (Peace Be Upon Him)**

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Globalization has brought about many drastic changes in our life including in education. The explosion of information and communication technologies, advancement in educational researches and practices have compelled teachers to be more sensitive to change. They need to consistently improve their teaching quality. The traditional lecture method of 'talk and chalk' and the 'trial and error' method are inadequate to produce excellent students today. Although many teachers have been exposed to different theories and methods of teaching and learning, the outcomes have not been promising. This paper discusses the approaches, strategies and methods such as halaqah, lecture, demonstration and story telling, that have been used by the Prophet Muhammad (pbuh) to obtain a generation of unique, God-conscious individuals and some proposition on how to obtain optimum results in learning.

**P -727 Factors Affecting Students' Choice Of Islamic Institution: A Survey Of International Students At International Islamic University Malaysia**

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Students' choice of higher educational institution which its values align with the student and the parents' religious background has been given much attention these days. This study therefore examined some of the factors affecting international students' choice of Islamic educational institution such as International Islamic University Malaysia. The examined factors in this study were religious academic programme, Islamization of knowledge, Islamic culture and environment, Muslim parent, the image and reputation of the institution, institutional facilities, cost of study and financial aid. A total number of 311 international students were surveyed using a convenient sampling method. A Principal Component Analysis was used to identify the underlying factors of international students' choice of IIUM. Also, descriptive statistics such as percentages and mean and Independent sample T-test were used to analyze other research questions. The result of the Principal Component Analysis shows that seven factors affect international students' choice of IIUM with the exception of Religious Academic Programme. However, Islamization of knowledge and Islamic environment and culture were the most influential factors identified by the international students. It was found also that there are no significant differences between international male and female students in their influential factors of IIUM except in the image and reputation of the institution, institutional facilities and cost of study. Finally, the result shows that non-religious factors such as the cost of study, image and reputation and institutional facilities play a greater role in international student's choice of IIUM. Thus, the researcher will like to suggest that both the religious and non-religious factors identified by the international students should be given much more attention by continuing improving it.