

Governance and Leadership in Higher Education

Editors

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INSTITUT PENYELIDIKAN PENDIDIKAN TINGGI NEGARA
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The Role of Values in Determining Graduates' Employability and Satisfaction of Academic Programmes

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NOOR AZLAN MOHD. NOOR, DANIAL MOHD. YUSOF AND AINOL MADZIAH ZUBAIR

Introduction

The primary reason for pursuing tertiary education among some quarters is to train for a career (Isaacson and Brown, 2000). Hebel (2003) stated that universities should provide and support programmes that help adults finish a degree or that retrain them for better jobs. He said that universities should, instead of only meeting the demands of preparing workforce, focus mainly on getting undergraduate students ready for careers. The respondents in Hebel's research showed a set of expected university priorities including offering a general education to undergraduate students, preparing adults for jobs, and helping elementary and high schools to teach children better. The important component of university education should go beyond developing competencies, but also to develop responsible citizens who have respect for others, and values the need to prepare life for future generations. Zemsky (2003) pointed out that the pursuit of universities should not only be for market advantage, in that universities and colleges become the dispensers of degrees but they also must play the role of providing communities of educators who originate important knowledge, debate ideas, and impart good values to be benefited by students and others. Although some people do not encourage the business of teaching values, Petress (2003) said that values are essential to learning and it is a part of knowledge. He argued that there are three kinds of knowledge – conceptual knowledge, skill knowledge and being knowledge, in which values are a keen portion. He further added that values permeate knowing and are essential to be addressed explicitly. Teachers have the responsibility to encourage and assist students to consider values in their lives seriously. Galletti (1999) has also stated that teachers have a very important goal to achieve, that is, to ensure that students become responsible citizens.