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[pic] UNIVERSITI TEKNOLOGI MARA (UiTM), PUNCAK ALAM CAMPUS FACULTY OF BUSINESS MANAGEMENT REPORT WRITING (BEL 422) BENEFIT AND EFFECT OF SMARTPHONE AMONG UNIVERSITY STUDENT PREPARED BY: NOOR AZRIN BT MOHAMMAD NASIR (2011788791) SITI NUR DALILAH GHAZALI (2011901079) NORFAZLIANA JAAFAR (2011761585) ATIQAHT BT ISHAK (2011303935) PREPARED FOR: MADAM NOR SYAHRIZA BINTI SHAHABANI. SUBMISSION DATE: 21st DECEMBER 2012 [pic] UNIVERSITI TEKNOLOGI MARA (UiTM), PUNCAK ALAM CAMPUS CENTRE OF APPLIED MANAGEMENT STUDIES FACULTY OF BUSINESS MANAGEMENT RESEARCH STUDY REPORT BENEFIT AND EFFECT OF SMARTPHONE AMONGST UNIVERSITY STUDENT PREPARED BY: NOOR AZRIN BT MOHAMMAD NASIR (2011788791) SITI NUR DALILAH GHAZALI (2011901079) NORFAZLIANA JAAFAR (2011761585) ATIQAHT BT ISHAK (2011303935) PREPARED FOR: DATO' DR. HENRY GOLDDING HAND SOME (President of Public Relation Division, UiTM) SUBMISSION DATE: 21st DECEMBER 2012 TERM OF REFERENCE On the 21st december 2012, Dato' Dr. Henry Goldding Hand Some, President of Public Relation Division, Universiti Teknologi MARA has instructed Noor Azrin Bt Mohammad Nasir, Siti Nur Dalilah Ghazali, Norfazliana Jaafar and Atiqah Bt Ishak Executives of Project in the Public Relation Division to conduct a study and prepare a report on ' Benefit And Effect Of Smartphone Amongst University Student', The purpose of the report is to discover the benefit of using smartphone amongst university students and identify what are the effects of using smartphones. A report on the above matter starts from 10th September 2012, together with recommendations is to be submitted by 21st December 2012. ABSTRACT In

dealing with today's world, students need to make sure that they are aligned with current technology not only in the term of socializing, but also to their study lives. Surprisingly, the uses of smartphone are compulsory in order to make them be updated with current ICT especially in dealing with their study lives at campuses. (1) To find out whether the smartphone can benefit the university students in their learning method and daily routine, thus, enhance their knowledge and keep them up to date in line with the current technology. (2) To investigate about the effect of using smartphone among university students in their studies. Fifty five (55) university students from Universiti Teknologi MARA (UiTM) were randomly selected to participate in this case study. There were forty seven (47) female students and eight (8) male students. They are students that come from several range of age who are furthering their studies in Puncak Alam campus. Most of the students are between twenty one (21) until thirty (30) years old. In addition, there were five (5) lecturers also randomly selected to participate in this case study. They were three (3) male lecturers and two (2) female lecturers between twenty one (21) until thirty (30) years old and above. A set of questionnaire were designed to gain primary data from the respondents about their smartphone usage patterns. From the research conducted, it can be seen that the uses of smartphone give many benefits amongst the university students. In a nutshell, some suggestions have been made in reflects to the hardships found in this research study and recommendation for future research have also been included in the final part of the report.

ACKNOWLEDGEMENT As Salam, in the name of God, the most gracious and the most merciful, thanks to God because of the bless, our group project

assignment has been finished successfully. Eventually, our success in preparing this report is not just only belonging to us but was succeed by the help from many sides. We would like to regard our highly appreciation and thanks to our most lovely and very helpful lecturer, Madam Nor Syahriza binti Shahabani. Third, our appreciation goes to our families especially our parents. Without their prayers and emotional support, we will not be able to stand where we are right now and thus will not finish our group project successfully. Besides that, we are also not forgetting our fellow friends, who gave us advices and ideas throughout the completion of this report. Last but never be least, we would like to extend our million thanks to anyone who either directly or indirectly has taking part while we were preparing this report. This group project assignment will not succeed without

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