

**KEY SUCCESS FACTORS OF ENTREPRENEURSHIP EDUCATION
TOWARDS UNDERGRADUATE STUDENTS OF FACULTY OF
TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP (FPTT)**

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UNDERGRADUATE STUDENTS OF FACULTY OF TECHNOLOGY
MANAGEMENT AND TECHNOPRENEURSHIP (FPTT)

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This report is submitted as partial requirement for the fulfillment of the Degree of the
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I declare that had read this work and in my opinion which the project was adequate from the scope and quality for the award of the Degree of the Bachelor in Technopreneurship with Honours.

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APPROVAL

“I declare this thesis entitled ‘Key Success Factors of Entrepreneurship Education Towards Undergraduate Students of Faculty of Technology Management and Technopreneurship (FPTT)’ is my own work except the summary and excerpts of each of which I have mentioned the source”

Signature :

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Date : 17 JUNE 2013

DEDICATION

To Hj. Ghasali bin Hj. Mohd Yunus (my beloved father), Hjh. Kamariah binti Hj. Yaakub (my lovely mother), my family, my lecturers and my best friends; we made it!

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ABSTRAK

Dalam usaha untuk terus hidup dalam kompleks dan cabaran ekonomi yang dinamik, penglibatan dalam pendidikan keusahawanan boleh merangsang pengetahuan keusahawanan pelajar, pengalaman dan kemahiran. Oleh itu, fakulti berperanan penting dalam merangsang dan mendorong penglibatan pelajar dalam menceburi bidang keusahawanan. Kajian mengenai Faktor-faktor Kejayaan Utama Pendidikan Keusahawanan terhadap Pelajar Ijazah Pertama Fakulti Pengurusan Teknologi dan Teknousahawanan (FPTT) adalah berkaitan dengan faktor-faktor yang menggalakkan penglibatan pelajar ijazah dalam keusahawanan . Faktor-faktor yang boleh mempengaruhi niat pelajar untuk menjadi seorang usahawan ialah peranan fakulti dalam menggalakkan keusahawanan, kurikulum keusahawanan dan kandungan dan peranan model. Objektif utama kajian ini adalah untuk mengenal pasti dan mengkaji hubungan antara faktor-faktor kejayaan utama dan niat untuk menjadi seorang usahawan terhadap pelajar ijazah FPTT. Set soal selidik diedarkan kepada pelajar ijazah FPTT dari kursus BTMI, BTMM, dan BTEC dari tahun pertama sehingga tahun keempat. Kajian ini menggunakan kaedah tinjauan deskriptif iaitu dengan menggunakan soal selidik. Analisis kajian ini telah dijalankan dengan menggunakan Pakej Statistik untuk Sains Sosial (SPSS) program komputer yang membantu mempercepatkan angka statistik seperti menjana jadual kekerapan, statistik deskriptif dan banyak lagi. Kajian ini mendapati, semua faktor kejayaan pendidikan keusahawanan menunjukkan pengaruh kepada niat pelajar untuk menjadi seorang usahawan.

Kata kunci: Pendidikan keusahawanan, faktor-faktor kejayaan, usahawan

ABSTRACT

In order to survive in complex and dynamic economics challenges, involvement in the entrepreneurship education can stimulate students' entrepreneurial knowledge, experiences and skills. Therefore, faculty is a vital role in stimulating and motivating the students' involvement. The study of Key Success Factors of Entrepreneurship Education towards Undergraduate Students of FPTT is related to the importance faculty role which promotes the involvement of undergraduate students in entrepreneurship program acceptance. The factors that could influence on the intention student to become an entrepreneur are the role of faculty in promoting entrepreneurship, entrepreneurship curriculum and content and role models. The main objective of this research is to identify and examine the relationship between key success factors and the intention to become an entrepreneur towards undergraduate students of FPTT. The questionnaire were chosen from undergraduate students of FPTT which are BTMI, BTMM, BTEC students from first year until forth year. This study uses descriptive survey method, using questionnaires. The analysis for this study was carried out by using Statistical Package for Social Sciences (SPSS) a computer program that helps to accelerate the statistical figures such as generating frequency tables, descriptive statistics and many more. The study showed that all key success factors of entrepreneurship are influenced to become an entrepreneur towards undergraduate students.

Keyword: Entrepreneurship education, key success factors, entrepreneur

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NOMENCLATURE

ANOVA	Analysis of Variance
BTEC	Bachelor of Technopreneurship
BTMI	Bachelor of Technology Management (Technology Innovation)
BTMM	Bachelor of Technology Management (High Technology Marketing)
CGPA	Cumulative Grade Point Average
FPTT	Faculty of Technology Management and Technopreneurship
HEI	High Education Institution
IHL	Institution of Higher Learning
IT	Information Technology
R&D	Research and Development
SPSS	Statistical Package for Social Sciences
STPM	Sijil Tinggi Pelajaran Malaysia
UK	United Kingdom
UMK	Universiti Malaysia Kelantan
UNESCO	United Nations Educational, Scientific and Cultural Organization
UTeM	Universiti Teknikal Malaysia Melaka
UUM	Universiti Utara Malaysia

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Entrepreneurship is one of the growing areas in Malaysia and overseas. Entrepreneurial endeavor is not only by adults but also young people, especially among students of higher education institutions (IPT). This is because, entrepreneurial programs held at institutions of higher learning such as universities, colleges and polytechnics and were able to attract, and increase the acceptance of students about entrepreneurship. Entrepreneurship is increasingly playing an important role in determining the progress of students is furthermore wise to take the opportunity to open his own business while in the study.

Many public universities such as Universiti Utara Malaysia (UUM), Universiti Malaysia Kelantan (UMK) and Universiti Teknikal Malaysia Melaka (UTeM) has been offering entrepreneurship programs in addition to subjects related to the field of entrepreneurship. It exists to foster and adopt the characteristics and their development in the students to become entrepreneurs who are creative, innovative and competitive.

Entrepreneurial Development Policy, Institutions of Higher Education was launched on 13 April 2010 which aims to promote education and entrepreneurship development more structured and holistic (<http://www.mohe.gov.my>). Entrepreneurship programs conducted among university students in order to apply exposure values and entrepreneurial skills which cover leadership, creativity, innovation, competitiveness, resilience, self-reliance, risk taking countless and the ability to identify and provide opportunities.

This can be seen through entrepreneurship programs conducted at UTeM under FPTT to the students so that the vision, mission and objectives are achieved. The success of this program depends on the role of faculty or university in promoting entrepreneurship in realizing the programs that can strengthen entrepreneurship among graduates. Additionally, entrepreneurship curriculum and content structure that conducted by lecturer also plays an important role as a key to success in entrepreneurship education FPTT. The key success factors in FPTT entrepreneurship education also determined by the ability of lecturer and friend at university to be role models for students to become an entrepreneur.

This study is carried out to determine key success factors of entrepreneurship education towards undergraduate students FPTT.

1.1.1 History of FPTT

December 2000, Universiti Teknikal Malaysia Melaka (UTeM) was incorporated, is the 14th Institution of Higher Learning (IHL) in Malaysia. The Faculty of Technology Management & Technopreneurship (FPTT) was established on 19th March 2009 and has started its operations at the City Campus, in the heart of the World Heritage City of Historic Melaka (<http://www.utm.edu.my/fppt>).

FPTT has certainly created a history for being the sixth faculty to offer programs at Bachelor Degree level at UTeM. The faculty combines a technology and business approach in enhancing the knowledge and skills of human capital. The

FPTT curriculum was developed to address issues and challenges in managing the force of globalization, quick pace of technological changes, market and competition, product complexity, force of production cost, high cost and risk of research and development, and government regulations and market diversity. (<http://www.utm.edu.my/fptt>).

Thus, FPTT plays a fundamental role in creating professionals at technology-oriented companies, employees at large firms, founders of start-ups with knowledge in the areas of technology management and technopreneurship. By diversifying the courses into both functional and practice-based, graduates will be competent with the skills in technical marketing, leadership and communication and managing technical human resources.

A unique characteristic is that the program incorporates internship, requiring students to do industrial attachment for 18 weeks. This provides students with invaluable working experience even before they graduated. The combination of classroom lectures and real life exposure improve the employability of the graduates.

FPTT management team is headed by a Dean, assisted by two deputy deans and three departmental heads together with principal assistance registrar. The three departments are:

- i. Department of Technology Management
- ii. Department of Technopreneurship
- iii. Department of Post-graduate Studies

1.1.2 FPTT Courses

- i. Bachelor of Technology Management (Technology Innovation) with Honours (BTMI)

The included planning, optimization, design, operation and control of technological products, processes and services, a better definition would be the management of the use of technology for human advantages. The Bachelor in Technology Management program is unique in that it combines the development of essential business principles and skills with an emphasis on the fundamental role that technology plays in managing the business enterprise. This specialized knowledge of technology as a problem solving tool and change driver allows technology management graduates to develop into more effective managers and leaders, and to adapt more readily to changes in the marketplace.

The learning aim of this program is to equip entrepreneurial, business, management students with science, technology or engineering and communication knowledge and skills, together with vocationally oriented skills, that will increase their attractiveness and value to industry. Learning outcomes on completing of their degree, students will have developed a comprehensive and well-founded knowledge in their discipline and a range of transferable professional skills. BTMI is a program that develops individuals who can manage Research and Development (R&D) organization or the innovation activities of any business.

ii. Bachelor of Technology Management (High Technology Marketing) with Honours (BTMM)

The Bachelor in Technology management program is only one of its kinds in that it combines the development of essential business principles and skills with an emphasis on the fundamental role that technology plays in managing the business enterprise. The world social and economic experience, increased globalization of economy, necessary the revision of traditional approaches to “supplier-customer” relationship, and forced consumerization growth is penetration of high technologies in all spheres of technopreneurship activity has radically changed.

These relationships should achieve a completely different level in order to become a real source of revenue growth and decrease in costs of new clients acquisition in the long-term, within the environment of stiff competition and higher customer demands. To succeed in business it is crucial for any company particularly on high-tech markets such as telecommunications, media and information technology (IT) to build long-term client relationships and to retain customers.

iii. Bachelor of Technopreneurship with Honours (BTEC)

This course discusses issues and concept such as framing of ventures in terms of people, opportunity, deal and context. Student will be capable of technology, management and technopreneurship knowledge. This specialty of this program lies within the 24 subjects presented which totally focus on developing the students to be the real technopreneur (<http://www.utm.edu.my/fppt>).

BTEC students will participate in two business plan subjects, one which is specializing in the technology-based business venture and related to general business venture. This will help students to start up business while still pursuing their degree or upon graduation. The BTEC students will be assisting in seeking business partners and venture capital to turn their business ideas into reality.

1.1.3 FPTT Vision and Mission

Vision:

To be one of the world's leading innovative and creative technical universities.

Mission:

To produce highly competent professionals through quality and world class technical university education based on application-oriented teaching, learning and research with smart university-university partnership in line with national aspirations.

1.1.4 FPTT's Objectives:

- i. To present academic program in management, technology and technopreneurship.
- ii. To nurture graduates who are able to be self-employed or intelligent workers.
- iii. To be a regional center of reference in technology management and technopreneurship.

- iv. To generate national wealth creation through research and new venture capital.
- v. To pursue dynamic participation in lifelong learning.

1.2 Problem Statement

Entrepreneur is an important career in this country. Government aims to make the field of entrepreneurship as a major contributor to new employment opportunities, and help the development of the national economy in the 21st century. This is because, according to statistics released by the Department of the Malaysian statistics, the unemployment rate among graduates is 76,200 which are 3.1% in May 2013(www.statistics.gov.my). Therefore entrepreneurship education conducted by universities is very important in promoting and implementing the values of entrepreneurship among graduates.

Entrepreneurship curriculum more comprehensive and effective it is necessary to provide early knowledge to students. The lecturers are dedicated and innovative in their teaching approach is also important in motivating students. In addition, do not miss the most about the role of individuals in the university lecturers and friends are as role models to help motivate the tendency toward entrepreneurship. Researchers conducting research to examine which factors influence a student's interest in entrepreneurship and trade.

Researchers also want to identify the extent of entrepreneurship education factors that cause students interested in entrepreneurship. This study is based on factors such as the role of the faculty or university in promoting entrepreneurship curriculum has been learned, the role of the lecturer during the teaching and learning session in college and beyond college, and peer influences that are closely related in the life of a student.

1.3 Research Objectives

There are four objectives that need to be achieved to complete these studies which are to:

1. Determine the role of faculty in promoting entrepreneurship is the key success factor of entrepreneurship education towards undergraduate students of FPTT.
2. Identify the entrepreneurship curriculum and contents are the key success factor of entrepreneurship education towards undergraduate students of FPTT.
3. Examine the role models are the key success factor of entrepreneurship education towards undergraduate students of FPTT.
4. Make recommendations for the key success factors of entrepreneurship education towards undergraduate students of FPTT to become an entrepreneur.

1.4 Research Questions

1. Does the role of faculty in promoting entrepreneurship is the key success factor of entrepreneurship education towards undergraduate students of FPTT to become an entrepreneur?
2. Does the entrepreneurship curriculum and contents are the key success factor of entrepreneurship education towards undergraduate students of FPTT to become an entrepreneur?