

SUPERVISOR DECLARATION

“ I hereby declare that I have read this thesis and in my opinion this report is sufficient in terms of scope and quality for the award of the degree of Bachelor of Technology Management (Technology Innovation)

Signature :

Supervisor's name :

Date :

EFFECTIVENESS OF INNOVATION ENTREPRENEURSHIP TRAINING
PROGRAM IN DEVELOPING YOUNG ENTREPRENEUR AMONG UNIVERSITI
TEKNIKAL MALAYSIA MELAKA (UTeM) STUDENTS

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Report submitted in fulfillment of the requirement for the degree of Bachelor of
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DECLARATION

“ I hereby declare that the work in this report is my own except for summaries and quotations which have been duly acknowledged.”

Signature :

Author :

Date :

DEDICATION

To my parent Mr. Wan Sulong Bin Wan Ismail and my loving mother Mdm. Faridah Binti Haron for nursing me with affections and love, to my brother and sisters I love you all and to my friends I love you all sincerely.

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In the name of Allah the Most Gracious Most Merciful,

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ABSTRACT

Malaysia being developing nation has a high rate of unemployment among the young graduates emerging from the universities. This issue has triggered the Malaysia government's efforts to transform the country into a knowledge-based economy, where entrepreneur was defined as one of the key element. One of the challenges faced by the government is how to change the mind of students to venture into business than seeking jobs. The study examines the effectiveness of entrepreneurship education in developing young entrepreneur among the Universiti Teknikal Malaysia Melaka (UTeM). This study develop a theoretical framework based on the problem define, the independent variable of trainer and delivery, training methodology, personality trains and stakeholder support system factor acted as mediating variable. This study used quantitative analysis,. Final questionnaires were distribute to undergraduate student in the final years at Universiti Teknikal Malaysia Melaka (UTeM) students. The data collected was analyzed through SPSS.

Keywords: Entrepreneurship education, entrepreneurship ecosystem, Personality traits

ABSTRAK

Malaysia merupakan sebuah negara yang sedang membangun. Namau, pada masa yang sama mempunyai kadar pengangguran yang semakin meningkat dalam kalangan graduan muda yang baru menamatkan pengajian. Perkara ini telah meningkatkan usaha kerajaan untuk mengubah negara menjadi sebuah negara yang mempunyai ekonomi berasakan pengetahuan. dimana usahawan ditakrifkan sebagai salah satu elemen utama dalam usaha ini. Walau bagaimanapun, salah satu cabaran yang dihadapi oleh kerajaan adalah bagaimana untuk menukar minda pelajar untuk menceburi bidang perniagaan berbanding kerja di sektor awam. Tujuan kajian ini adalah untuk mengkaji keberkesanan program latihan keusahawanan dalam membangunkan usahawan muda di kalangan pelajar Universiti Teknikal Malaysia Melaka (UTeM). Kajian ini membentuk satu teori kerja berdasarkan masalah yang telah dikenalpasti. Pembolehubah kajian terdiri daripada kaedah pengajaran, jurulatih dan cara penyampaian, personaliti dan sokongan dari pihak-pihak berkenaan, untuk menguji pembolehubah bersandar iaitu membangunkan usahawan muda. Kajian ini menggunakan kaedah kuantitatif,. Soal selidik kajian dibangunkan dan diedar kepada pelajar tahun akhir lulusan ijazah seijana muda, Universiti Teknikal Malaysia Melaka. Dan Data yang dikumpul dianalisis melalui perisian SPSS.

Kata kunci : pendidikan keusahawanan, ekosistem keusahawanan, ciri-ciri personaliti

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In this chapter, the researcher covered the background of the research which explain the current and frequent situation. Furthermore, in this chapter, the researcher explained the objectives of the study to be used as a yardstick in this study. Besides that, in this chapter also covered the scope of the study to be implemented so that it is more geared to achieve the study objectives.

1.2 Background of the Study

This study is to determine the effectiveness of innovation entrepreneurship training program in developing young entrepreneur among Universiti Teknikal Malaysia Melaka (UTeM) students. According to statistic from the Malaysia Insider (2015) the number of unemployment graduates at Malaysia around 161 000 out of 400 000 graduates. This situation based on the unstable economic in Malaysia right now. Entrepreneurship is seen as a possible solution to global competition and corporate downsizing which has contributed to the problem of unemployment, especially among the graduates in Malaysia, (Ragayah & Smith 2005; Ooi 2008).

Entrepreneurship would help graduates to develop their own careers and expand the job market by easing the current unemployment problem, (Norasmah, 2004). The necessity to develop young entrepreneur among Universiti Teknikal Malaysia Melaka (UTeM) students, force universities to change their educational learning strategies. The variety of entrepreneurship learning strategy has become an effective approach to develop young entrepreneur. The university can utilize the idea of entrepreneurship training program to generate and to facilitate any exchanges intended to student needed. There are many definitions of entrepreneurship available but according to (Kuratko & Hodgetts, 2009) Entrepreneurship It is a dynamic process of vision, change and creation; the willingness to take risks; to formulate an effective venture team; the creative skill to marshal needed resources; the fundamental skill of building a solid business plan, and finally to recognize the opportunity.

Entrepreneurship training program students capable learn about the theory and practical in business field. All of which are important. The teaching style needs to be adapted with external sources such as attending seminars and exhibitions, inviting a successful entrepreneur to give a speech, organizing an entrepreneurial activities and so others. The purpose of teaching entrepreneurship is to give the students an exposure

towards a better understanding of the concept of entrepreneurship and to nurture interest and awareness in business and to help them discover possibilities of various opportunities out there in business world (M. Mansor and N. Othman, 2011).

Basically in Malaysia, there are three levels of education which is primary, secondary and tertiary. In order to foster an entrepreneurial mind-set among the young Malaysian generation, the need for the inclusion of entrepreneurship education as subject in the curriculum of all Malaysian primary, secondary schools and tertiary education institution. At every level aim to build the intention students in entrepreneurship. Besides that, entrepreneurship education gives lot of benefits to students to learn and understand about the entrepreneur. For example, after graduate student already has knowledge or already has their own business plan, at that time they easily to implement what they already learn in university.

1.3 Problem Statement

Entrepreneurship has dramatically developed throughout the world. Many educational institutions take entrepreneurship subject become compulsory to all students.

Undeniable, some entrepreneurship training program find it difficult to convince students to participate. Hence, the organizers have to reveal and provide more information about the program and invite the successful entrepreneur to obtain the student's trust.

Besides that, most students are skeptical about entrepreneurship program. Self-sabotaging mindsets that undermine entrepreneurs (Campbell, 2015). Some of student

already set at their mind that their lack of commitment, lack of self regulation, lack of time management and structure and lack of patience, (Campbell, 2015). A negative mind success killer entrepreneurship intention.

Furthermore, some students are reluctant to start the business because of the raising capital for startup business (R.S.Kanchana, 2013). All entrepreneurs will at some point feel overwhelmed with the many responsibilities that fall on their shoulders (R.S.Kanchana, 2013).

1.4 Research Question

Nowadays, the entrepreneurship training program is an important learning, to ensure that the students have intention to develop or create own business during study or after graduate. The study questions of this study are:

- 1) What are the factors that influence to develop young entrepreneur among UTeM students?
- 2) What are the most influencing factor to develop young entrepreneur among UTeM students?
- 3) What are the relationship between the factor that influence the develop young entrepreneur among UTeM students?

1.5 Research Objectives

There are three objectives that need to be achieved to complete this study which are:

- 1) To examine the factor that influence to develop young entrepreneur among UTeM students.
- 2) To investigate the most influence factor to develop young entrepreneurs among UTeM students.
- 3) To determine the relationship between the factor to develop young entrepreneurs among UTeM students.

1.6 Scope of Study

The scope of this study is to concentrates on undergraduate UTeM students. In addition, this study helps in identifying the effective of the entrepreneurship training program in terms of the dimensions in developing young entrepreneur, develop first class citizen as a strategy for growing and success of entrepreneur in university.

1.7 Limitations of Study

This study is limited in the several ways. First is in cooperate respondents. The respondents in the study will probably did not give cooperate during answering the questioner. So, the data could be not reliable. Besides that, it also limited in term of honesty of the respondents. This is because they did not know about the

entrepreneurship program, will be probably not honest when they are answering question during the survey. The researcher also faced limitation in term of resources.

1.8 Significance of Study

The significance of this study is to define the kind of training approach, entrepreneurship ecosystem, personality traits in developing young entrepreneur and Stakeholder support system factors that develop young entrepreneur among UTeM student. In entrepreneurship program students will be able to relate the theory student's learn in class. It is important because from this entrepreneurship program will help student be more proactive, initiative, perseverance and other positive manner. This research study help in investigating the awareness of the students towards entrepreneurship program.

1.9 Summary

This chapter gives an overview about the research background on the effectiveness of the entrepreneurship training program and highlight the problem statement which the factor and strategies involve in developing young entrepreneur among UTeM students .This chapter also presents the research questions and objectives as the guideline for the study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review is a depth evaluation from the previous research which has been summarizing in a particular area of research that allows anybody to refer and read the research. According to Shuttleworth, (2009), a good literature review expands upon the reasons behind selecting a particular research.

This study begins with a review of the literature on the parent theories namely; entrepreneurship, entrepreneurship education and entrepreneurship training program. It later moves on to the discussion of the research problem, what kind of entrepreneurship training program, factor that influence and program/ initiatives done by UTeM to development young entrepreneur among UTeM students. The secondary data emerging from the literature review identified the research issues and the hypotheses developed for the study.

2.2 Definition of Entrepreneurship

According to business dictionary, entrepreneurship is the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with land, labor, natural resources and capital can produce profit. Entrepreneurial spirit is characterized by innovation and risk-taking, and is an essential part of a nation's ability to succeed in an ever changing and increasingly competitive global marketplace. only broadly to specific economic activities, describing a process of opportunity recognition to create value and act upon that opportunity Schoof (2006). Klapper *et al.* (2010)

2.3 Entrepreneurship Education

The entrepreneurship education is a range of skills and attributes that can be developed through educational program that try to develop in the participants the intention to perform entrepreneurial behaviors or some elements that affect that intentions such as entrepreneurial knowledge, desirability of entrepreneurial activity, or its feasibility (Linan 2004).

The needs to establish the entrepreneurial education in Malaysia seems to be a mission which needs to be accomplished since entrepreneurial field is viewed as a field which able to enhance the economy growth of the country. The importance of entrepreneurship education is derived from the importance of the entrepreneurs to the economic system (M. Mansor ad N. Othman, 2011). Realizing the importance of entrepreneurs in the development of the knowledge-based economy in Malaysia, efforts

have been taken to nurture entrepreneurship at all levels (Cheng, et al, 2009).

The purpose of teaching entrepreneurship is to give the students an exposure towards a better understanding of the concept of entrepreneurship and to develop interest and awareness in business and to help them discover possibilities of various opportunities out there in business world, (M. Mansor and N. Othman, 2011). In Malaysia, there are three levels of education which is primary, secondary and tertiary. The explanation for the three levels of entrepreneurship educations is as follows:

2.3.1 Primary Education Level

At the primary education level, to capture the attention of students the educators should used the right approach and method, the educator's job to show the right route by developing the entrepreneur spirit among the students. because at this level it very easy to influenced student because their not have other problem to think.. Besides that, the educators could organize a simple activity to student during their teaching period. From the activity able to make them aware of other choices of career and draw intentions to become an entrepreneur.

2.3.2 Secondary Education Level

Secondary Education Level, in this level students need to be taught in depth on what exactly an entrepreneur. In this level the students already able to think by themselves. The educators in this level need to come out with approaches that able to manipulate their mind in choosing entrepreneurship as a job in the future or others. In addition, there are variety types of activities suitable to implementing in this level such as a mentor- mentee programme, the entrepreneurial event day and other.

2.3.3 Tertiary Education Level

At this level, students must learn both theory and practical styles of teaching equally. In order to improve teaching quality, lecturers should not only practice appropriate teaching methods but also encourage the application of skills in a practical program. It because many theory learned in the classroom have different situation in the real world.

The lecturer also need to treated students and make them interest in entrepreneurship. Besides that, through the practical approach the student able to identify their strengths and weaknesses after become the real entrepreneur. The lecturer or educator should give some freedom and opportunity in enhancing and develop their creativity, ideas and so forth so they able to be more confident and independent later on in the future. In order to improve teaching quality, lecturers should not only practice appropriate teaching methods but also encourage the application of skills in a practical program or mini business project on campus (N. Nasrudin and N. Othman, 2012).