

‘Saya akui bahawa telah membaca
Karya ini dan pada pandangan saya karya ini
Adalah memadai dari segi skop dan kualiti untuk tujuan penganugerahan
Ijazah Sarjana Muda Teknousahawanan

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Tarikh: 20 June 2014

**Potong yang tidak berkenaan*

THE MODERATING ROLE OF ENTREPRENEURSHIP EDUCATION PROGRAMS
TO STIMULATING STUDENTS' ENTREPRENEURIAL INTENTION IN
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

TAN MING HOON

Laporan ini dikemukakan sebagai memenuhi sebahagian daripada syarat
penganugerahan Ijazah Sarjana Muda Teknousahawan

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Saya akui laporan ini adalah hasil kerja saya sendiri kecuali ringkasan dan petikan yang tiap-tiap satunya saya telah jelaskan sumbernya

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DEDIKASI

Untuk ibu bapa, pensyarah dan kawan-kawan tersayang

PENGHARGAAN

Penulis ingin merakamkan penghargaan ikhlas kepada penyelia Encik Albert Feisal, atas bimbingan dan dorongan yang diberi sepanjang menjalani Projek Sarjana Muda ini.

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Abstrak

Program Pendidikan Keusahawanan adalah bertujuan untuk memupuk pelajar menjadi seorang usahawan pada masa depan. Kajian ini mempunyai dua kajian objektif iaitu mengkaji kesan program pendidikan keusahawanan terhadap niat keusahawanan pelajar dan membandingkan kecenderungan keusahawanan pelajar di Universiti Teknikal Malaysia Melaka. Data kajian ini telah dikumpulkan daripada soal selidik kuantitatif berstruktur dan respon adalah dibentukkan dalam 4- skala Likert. Responden terdiri daripada 200 pelajar di Universiti Teknikal Malaysia Melaka. Penyelidik telah menjalankan analisis data dengan menggunakan korelasi separa dan kaedah sampel bebas T-Test. Hasil Kajian ini telah menunjukkan bahawa Program Pendidikan Keusahawanan akan mempengaruhi hubungan signifikan antara pembolehubah bebas dan pembolehubah bersandar. Selain itu, Kumpulan pelajar yang menyertai Program Pendidikan Keusahawanan telah menunjukkan niat keusahawanan yang tinggi berbanding dengan kumpulan pelajar yang tidak menyertai Program Pendidikan Keusahawanan. Penyelidik ingin mengesyorkan penyelidikan selanjutnya untuk mengkaji kriteria lain yang akan memberi kesan terhadap kecenderungan keusahawanan pelajar dan mengembangkan lokasi penyelidikan ke Universiti lain.

Kata Kunci : Program Keusahawanan Pendidikan, Niat Keusahawanan, Sikap, Norma Subjektif, Kawalan Kelakuan Persepsi

Abstract

The Entrepreneurship Education Program seeks to provide students with the direction to stimulating them to self-employment in futures. By applying the theory of planned behavior, which is an attitude, subjective norms and perceived behavior control, this study have two major purposes which are to investigate the effect of Entrepreneurship Education Programs to the students' entrepreneurial intention in Universiti Teknikal Malaysia Melaka and make a comparison among students' entrepreneurial intention. Data onto this study was collected from structured quantitative questionnaires and responses were made on a 4 - Likert scale ranging from strongly disagree to strongly agree. The sample composed of 200 students in Universiti Teknikal Malaysia Melaka. The researcher was conducted a data analysis by using the partial correlation, and independent sample T-Test method. The results shown Entrepreneurship Education Programs have influenced the strength of a significant relationship between independent variables and a dependent variable. Besides, the comparison means, among group of students who are joining Entrepreneurship Education Programs is higher than a group of students who do not join the Entrepreneurship Education Programs. The researcher would like to recommend further research to study others criteria that will impact on students' entrepreneurial intention and expand the research location.

Keywords: Entrepreneurship Education Programs, Entrepreneurial Intention, Attitude, Subjective norms, Perceived Behavior Control

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LIST OF SYMBOLS

UTeM	-	Universiti Teknikal Malaysia Melaka
Att.	-	Attitude
SN	-	Subjective Norms
PBC	-	Perceived Behavior Control
EEP	-	Entrepreneurship Education Programs

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Entrepreneurs contribute to the development of business enterprises, by creatively utilize the existing resources in surrounding is regarded as a significant factor in job creation and economic growth. (N. R. Babwah & A. Babwah,2013) According to Kong (2009), “In Malaysia, SMEs account for 99.2% of all business and companies and formed a backbone of industrial growth while providing employment for about 56% of the total employment.” According to OECD (2013), SME productivity in Malaysia is still lagging behind, Thus, Malaysia government is putting a lot efforts to enhance develop the training program. “The Government is allocating RM50mil for this one-stop center, which consists of an integrated database related to entrepreneurs, intellectual property registration and patenting and funding facilities, among others.”(Hafsah, 2009) So, the trend of study in entrepreneurship, increasing and is quickly becoming one of the growing fast sub-disciplines within the field of economics, management, finance and law. (Mcclintock, 2013)

“The number of Entrepreneurship Education Programs and courses is sharply increasing in recent years at each education level.” (Christian, Milford & Dirk, 2010) This situation also happens University in Malaysia. The important roles of entrepreneurship in the economy have aroused Universiti Teknikal

Malaysia Melaka (UTeM) to inspire students to become entrepreneurs by providing Entrepreneurship Education Programs to university students. Thus, Entrepreneurship Education Programs could be one of the ways to increase the intention of students to become an entrepreneur in the future.

1.2 Research Questions

Malaysia's Prime Minister observed in his budget speech on 28 September 2012, every year about 180000 students graduate with diplomas and degree, but then Deputy Human Resources Minister, Datuk Maznah Mazlan points that some 76200 graduates in Malaysia were unemployed. (OECD, 2013) Malaysia government has recognized that it is importance of entrepreneur to developing knowledge and innovation as entrepreneur to contribute the growth of Malaysia's economy. (Zainalabidin, Golnaz, Mad & Muhammed, 2012) Thus, Malaysia government has initiated much effort to promote students at institutions of higher learning to become entrepreneurs by developing the entrepreneurship program. (Ooi & Ahmad, 2012) This supported by Abduh, Maritz and Rushworth (2012), which is entrepreneurship program, intends to introduce entrepreneurship to students and motivating students to become self-employed and able to creating job opportunities.

Every program conduct in has its own motif and objectives, including the Entrepreneurship Education Programs conduct in Universiti Teknikal Malaysia Melaka. As Abduh M. et al. (2012) claim that "in general, the objectives include, among others: enhancing students' understanding of entrepreneurial concepts and contributions of SMEs to the economy; developing the entrepreneurial mindset of the students; motivating students to be entrepreneurs; providing students with entrepreneurial concepts and skills relevant to the formation and development of new business; and providing circumstances conducive to students starting a new

business.” Thus, there will be an issue that whether the Entrepreneurship Education Programs will bring impact to students.

Thus, Research Question constructed as below:

- 1.2.1 Does students’ entrepreneurial intention influenced with the delivery of Entrepreneurship Education Programs?
- 1.2.2 What is the difference between the intention of students to become an entrepreneur in the future with the influences of Entrepreneurship Education Programs?

1.3 Research Objectives

The objective of this study is to examine the students’ entrepreneurial intention after joined the Entrepreneurship Education Programs. Furthermore, this study also will investigate the most significant factor to influence students’ entrepreneurial intentions after joined the Entrepreneurship Education Programs .

The objectives of the study are stated as below:

- 1.3.1 To investigate the students’ entrepreneurial intention influenced with the delivery of Entrepreneurship Education Programs.
- 1.3.2 To contrast among the intention of students to become an entrepreneur with the influences of Entrepreneurship Education Programs.

1.4 Scope

The scope of this study is to investigate the students' entrepreneurial intention with the influences of Entrepreneurship Education Programs in Universiti Teknikal Malaysia Melaka. Thus, the researcher were chosen three programs in University Teknikal Malaysia Melaka (UTeM) which is Enatus, SME- University Internship Program 2013 and Program Lab Minda Keusahawanan. The researcher were chosen these three programs because the main objectives of these three programs are intended to enhance and develop the students' entrepreneurial intention. Besides, these three programs are still continuous offers by University Teknikal Malaysia Melaka. Thus, the target respondents in this research are the students in Universiti Teknikal Malaysia Melaka. They can give the response, whether the Entrepreneurship Education Programs will influence the relationship between attitude, subjective norms and perceived behavior control and their intention will become an entrepreneur in the future.

1.5 Limitation

There are several limitations occurring to in the research study. First, this research is to investigate the entrepreneurial intention of students in Universiti Teknikal Malaysia Melaka (UTeM) only, thus students from another university are not going to discuss. Second, the researcher will assume all respondents are answering with honestly. Third, this study was only focused on students' Behavior and does not take into account environmental or economic factors that may influence a student's entrepreneurial intention.

1.6 Importance of the project

The study will benefit on the university and authorities who are conducting the Entrepreneurship Education Programs. It was important to identify how the Entrepreneurship Education Programs to increase the student's entrepreneurial intention. Besides, the project also provides a deeper study on the key factor that will impact to the student's entrepreneurial intention. Success in the study will give the direction to organizers to design and make an improvement on Entrepreneurship Education Programs. Furthermore, the research will provide valuable feedback on Universiti Teknikal Malaysia Melaka, in order to offer a more well-structured educational program to students.

1.7 Summary

Entrepreneurship Education Programs are one of the ways to motivate the students to become an entrepreneur in the future. According to Dugassa (2012), "entrepreneurial intention is the base for entrepreneurial actions and behavior." Thus, further study on this topic will make readers clearer about the influences of entrepreneurship education programs to students' entrepreneurial intention.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss about the overview of Universiti Teknikal Malaysia Melaka (UTeM). The overview of the related faculty and entrepreneurship program also will discuss in this chapter. Second, this chapter will explain whether Entrepreneurship Education Programs's effect on students' entrepreneurial intentions regarding the variables of attitude, subjective norms and perceived behavioral control. Furthermore, the framework and hypothesis of this research also had been shown in section 2.5 and 2.6

2.2 Overview of Universiti Teknikal Malaysia Melaka

Universiti Teknikal Malaysia Melaka (UTeM), which was incorporated in December 2000 in Malaysia. It is the fourteenth public university in Malaysia and it prides itself by being the first technical public university and the pioneer in the use of the “Practice and Application Oriented” teaching and learning method for tertiary level technical education in Malaysia.

The academic program of UTeM is designed to provide students with a good academic foundation and high technical skills to enable them to develop as competent technical professionals. This will be one of the uniqueness of Universiti Teknikal Malaysia Melaka. UTeM vision is to be one of the world's leading innovators and creative technical universities. Besides, UTeM mission is to lead and contribute to the wellbeing of the country and the world by:

- a. Using the innovative teaching and learning, research and technical scholarship to promote knowledge.
- b. Developing professional leaders with perfect moral values.
- c. Smart partnership with the community and industry to generating sustainable.

In order to achieve the UTeM vision and mission, thus UTeM has build up the seven faculties which are Faculty of Electrical Engineering, Electronics and Computer Engineering, Mechanical Engineering, Manufacturing Engineering, Information and Communication Technology, Engineering Technology and Faculty of Technology Management and Technopreneurship. (Universiti Teknikal Malaysia Melaka. 2013)

2.3 Entrepreneurial Intentions

According to McStay D., (2008) states, Intentions reflect an individual's willingness or plans to engage in a particular behavior. People who are favored of self-employment rather than choosing traditional salary based employment is said that people have entrepreneurial intention. (Dugassa, 2012). "In social psychology literature, intentions have proved to be a strong predictor of planned individual behaviors, especially when the behavior is rare, difficult to observe, or involves unpredictable time lags."(Krueger, Reilly and Carsrud, as cited in Karimi S., Harm J., Thomas L., Martin M., 2012) Thus, the model developed by

Ajzen 1991(as cited in Tiago A.,2012) which is the theory proposes a model which can measure how human actions are guided and it was shows in the previous findings of Karali S.(2013) that the attitude, subjective norms and perceived behavior control of students who joined Entrepreneurship Education Programs is higher than the students who does not joined. Furthermore, the relationship between entrepreneurial intention and three elements in Theory of Planned Behavior (TPB) has been widely investigated .(Zainalabidin M. et al.,2012 ;Alain F.,Benoit G., Narjisse L. ,2006 and Karimi S. et al., 2012)

2.3.1 Attitude

According to Karimi S. & et al.,(2012) stress attitude toward behavior is the degree to which the individual holds a positive or negative personal valuation about being an entrepreneur. As Rifelly D. A. & Fanny M. (2012) claim, a person who has a positive attitude in facing unpredictable risk will have a higher willingness become entrepreneurs, in contrast, a person's attitude toward his work effort is negatively correlated with the intention to entrepreneurship.

However, Rifelly D.A. & Fanny M. (2012) also mentions that attitude is less stable and may change over time and different situations, so the student's attitude towards entrepreneurship can be influenced by educators or practitioners. According to Indira S. & Rakesh D. R. (2012) that attitudes are open to change and can be influenced by educators and by an environment that fosters entrepreneurial activity.

From an empirical point of view, the researcher would like to point that the students' mind will be more "entrepreneurial" after joined the entrepreneurship program because they had been trained to face with several obstacles and get influences with the practitioners' positive minds.