

THE EFFECT OF EDUCATIONAL FACTOR ON ENTREPRENEURIAL
INTENTION

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INTENTION

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DECLARATION

“I/we hereby declare that I/we have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of the Degree of Technopreneurship with Honesty”

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DECLARATION

I hereby declare that the work in this project is my own except for quotations and summaries which have been duly acknowledged. The project has not been accepted for any degree and is not concurrently submitted for award of other degree.

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Date :

DEDICATION

I would like to dedicate this thesis to my lovely father, Mr. Jamaludin B. Harun. There is no doubt in my mind that without his continued support and counsel I could not have completed this process.

ACKNOWLEDGEMENT

In the name of Allah, Most Beneficent and Most Merciful. Praise to Allah S.W.T for providing me with great health, strength and emotional support in completing this project paper for the title “THE EFFECT OF EDUCATIONAL SUPPORT ON ENTREPRENEURIAL INTENTION”.

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ABSTRACT

A study was conducted to determine the relationship between educational support and entrepreneurial intention of Universiti Teknikal Malaysia Melaka students. The psychological model based on Ajzen's Theory of Planned Behaviour was used to identify the factors influencing the entrepreneurial intention of these students. The study analyzes the relationship between educational supports on entrepreneurial intention. Data were collected via questionnaire from 133 students from different batch of Technopreneurship program offered in Universiti Teknikal Malaysia Melaka. The study utilized correlation, regression statistics and independent T- test analyses to analyze the data. The finding of the survey shows that there is a significant relationship between syllabus factor ($r=0.666$), teaching style factor ($r=0.459$) and co- curriculum factor ($r=0.709$) towards entrepreneurial intention. The T- test analysis shows that only in the syllabus aspect there is significant difference between undergraduate and graduate students of Universiti Teknikal Malaysia Melaka. It is suggested co- curriculum through educational support in this university is an efficient way of obtaining necessary knowledge about entrepreneurship. The result of the study has valuable implications for policy makers in Higher Education Division, university administrators and educators.

Keywords: Entrepreneurial Intention; Entrepreneurship Education; Educational Support

ABSTRAK

Satu kajian telah dijalankan untuk menentukan hubungan di antara sokongan pendidikan dan kecenderungan keusahawanan oleh pelajar di Universiti Teknikal Malaysia Melaka. Model psikologi berdasarkan Tingkahlaku Dirancang oleh Teori Ajzen ini telah digunakan untuk mengenal pasti faktor-faktor yang mempengaruhi niat keusahawanan pelajar-pelajar ini. Kajian ini menganalisis hubungan antara sokongan pendidikan kepada niat keusahawanan. Data dikumpulkan melalui soal selidik yang dilakukan kepada 133 pelajar yang berlainan tahun daripada program Keteknousahawan yang telah ditawarkan di Universiti Teknikal Malaysia Melaka. Kajian analisa korelasi, statistik regresi dan bebas T-ujian telah digunakan untuk menganalisis data. Dapatan kajian menunjukkan bahawa terdapat hubungan yang signifikan antara faktor sukatan pelajaran ($r = 0,666$), faktor gaya pengajaran ($r = 0,459$) dan faktor kokurikulum ($r = 0,709$) terhadap niat keusahawanan. Analisis Ujian-t menunjukkan bahawa hanya dalam aspek sukatan pelajaran terdapat perbezaan yang signifikan antara mahasiswa yang belum bergraduasi dengan pelajar siswazah yang telah bergraduasi di Universiti Teknikal Malaysia Melaka. Aspek kokurikulum telah dicadangkan melalui sokongan pendidikan di universiti ini sebagai salah satu cara yang berkesan untuk mendapatkan pengetahuan yang diperlukan mengenai keusahawanan. Hasil kajian ini mempunyai implikasi yang berharga untuk pembuat dasar di Bahagian Pendidikan Tinggi, pentadbir universiti dan pendidik.

Keywords: Niat Keusahawanan; Keusahawanan Pendidikan; Sokongan Pendidikan

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CHAPTER 1

INTRODUCTION

This chapter contains a description of the background of the study, statement of the problems, objectives, significance of the study, the scope of the study and the definition of key variable of the factor which is educational support that affects the entrepreneurial intentions of university students.

1.1 Background of the study

Nowadays, education in entrepreneurship is the most important elements in the development of future entrepreneur and self employed career. The entrepreneurship education become more challenging because needs to consider many different issues and cases in different field. Late studies stated that entrepreneurial activities are not only the

incubators of technological innovation, but they also provide employment opportunity and increased competitiveness among graduate students.

Mwasalwiba (2010) also stated that there are three F types of entrepreneurship education and training which education for, about and in entrepreneurship is. Educating for has the aim of stimulating the entrepreneurial process and providing the students the tools to create a business. A better understanding phenomenon of entrepreneurship and the benefits for society lies as the main theme in education about. Educating in entrepreneurship aims at making individuals more innovative, transform them to change agent in their social setting and provide them with the skills and competencies to take more responsibility in their career.

Entrepreneurial education course just occurred in Universiti Teknikal Malaysia Melaka. Students from various academic backgrounds are educated in the foundations of entrepreneurial knowledge, skills and attitudes (Mumtaz et.al. 2010). Significant amount of money have been spent to design a viable entrepreneurship education for the students enrolling into this university. The current situation is that after 2 years of following business and entrepreneurship based programmes in this university, the students' interest in pursuing self-employment seemed to be a waste (Zuraidah 2010 & Mumtaz et al 2010).

However, it is unknown whether contextual founding conditions or rather personality traits that drive students' intention to self-employment. This factor mentioned above will be useful to policy makers to design effective programs (Autio et al 1997). With this research, it will help the policy makers and university administrators to improve the university program and curriculum.

1.2 Problem Statement

Nowadays, many young people are involving in self employed career. The interest making money among the teenagers nowadays and make intention in entrepreneurship increases either in the university or college. Majority of them are making a part time business in other to support their high expenses lifestyle and to get their desired things. But have a few of them had a desire to open the business because of lack of entrepreneur knowledge and training in entrepreneurship.

Even though entrepreneurship programs has been held for about two decades, only 1.9% of graduates become self-employed stated by Ministry of Higher Education (2009). Although some evidence indicates more higher education institutions are offering courses and support for entrepreneurship, the effect remains low (M. J. Mohd Fauzi, I.Yahaya, T. Siohong, and M. L. P. June, 2007). We can see that many students after they graduate prefer to working with other sector than being self-employed.

Each year has witnessed a phenomenal increase in the number of alumnae from both public and private higher education institutions. As a result, it is very certain that big number of graduates will seek jobs and, without doubt, not all will be successful. As noted, serious attention was paid to entrepreneurial studies in the Ninth Malaysia Plan (2006-2010) by asset of its importance in supporting the economic drive of the national economy as well as in narrowing wealth differentials in the population.

Thus, this research will investigated about the educational factor that influenced the university student's entrepreneurial intention to do the business and explored the benefits they get from the entrepreneurship education and training program as well as the effects of this education to their entrepreneurial intention.

1.2.1 Research Questions

1. What is the relationship between syllabus of the program and student's Entrepreneurial Intention?
2. What is the relationship between Style of Teaching and student's Entrepreneurial Intention?
3. What is the relationship between Co- curriculum and student's Entrepreneurial Intention?
4. What is the difference between undergraduate and graduate students of Technopreneurship program on Entrepreneurial intention?

1.3 Research Objectives

1.3.1 General Objective

The general objective of this study is to identify the relationship between educational support and entrepreneurship intention among technical university student.

1.3.2 Specific Objectives

- i. To identify the relationship between syllabus of the program and student's Entrepreneurial Intention.
- ii. To identify the relationship between Style of Teaching and student's Entrepreneurial Intention.
- iii. To identify the relationship between Co- curriculum and student's Entrepreneurial Intention.
- iv. To identify the difference between educational support of undergraduate and graduate students of Technopreneurship program on Entrepreneurial intention.

1.4 Scope of the Study

The scope in this study is to investigate the key factors that encourage the entrepreneurial intention of the university students. This is aimed to know what the reasons that influence the students to choose their after graduate career. Besides, the study will also identify the functions of the entrepreneurship education and training. The study is conducted in Universiti Teknikal Malaysia Melaka.

1.5 Limitation

Two limitations are identified in this study. Firstly, the research is to identify how entrepreneurship education affects the student's entrepreneurial intention in the university. Other than this factor will be not considered. Secondly, researcher assumed that all respondents have provided honest and correct answer.

1.6 The Significance of the Study

The significant of this study is to analyze the entrepreneurial intention of university students. In this study, a model that mainly focuses on the educational factor was proposed and empirically tested on university students. Furthermore, the study contributes to the literature by theorizing and empirically testing how some factors affect entrepreneurial intention of technical university students. It is believed that the results of study may have some significant implications for the policy makers and educators.

1.7 Hypothesis

Hypothesis 1: H_0 : There is no significance relationship between Syllabus of the Technopreneurship program and student's Entrepreneurial Intention.

Hypothesis 2: H_0 : There is no significance relationship between Teaching Style of the Technopreneurship program and student's Entrepreneurial Intention.

Hypothesis 3: H_0 : There is no significance relationship between Co- curriculum and student's Entrepreneurial Intention.

Hypothesis 4: H_0 : There is no difference between educational support of undergraduate and graduate students of Technopreneurship program on Entrepreneurial Intention.

1.8 Summary

The research of the entrepreneurship education is important in order to make sure that the university has effective educational system for entrepreneurship practices. Besides, the entrepreneurship education is also one of the government incentives in order to reduce the unemployment risk of the university graduates. The study in Universiti Teknikal Malaysia Melaka focuses on what is the factor that encourages the entrepreneurial intention among the university students. At the end of the study, the innovative solution is proposed in order to increase the entrepreneurship intention so that the graduates can involves in self employment sector.

CHAPTER 2

LITERATURE REVIEW

This chapter highlights the work of two variables in this research that is entrepreneurial intention as dependence variable and education support as the independent variable. Based on this literature, the gaps of the research can be identified and studies of theoretical framework can be suggested.

2.1 Introduction

Entrepreneurship is a youthful developing field with emergent importance in worldwide business environment. Thus, this led to an increase demand for entrepreneurship courses that come from students that interested in starting their own