

THE APPROACH OF ENTREPRENEURSHIP  
TEACHING DELIVERY - A CASE STUDY OF  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA  
(UTeM)

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'I/We, hereby declared that I/We had read through this thesis and in my/our opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor Degree of Technopreneurship

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The Approach of Entrepreneurship Teaching Delivery - A Case Study of Universiti  
Teknikal Malaysia Melaka (UTeM)

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The Thesis Is Submitted As Partial Fulfilment for the Award of Bachelor Degree of  
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## DECLARATION

“I admit that this thesis is the result of my own, except certain explanations and passages where every of it is cited with sources clearly.”

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## **DEDICATION**

I would like to dedicate the appreciation to my beloved parents who have been my constant source of supported, supervisor and panel who guided me throughout the research as well as my friends that helped me along of research. Without them, this project would not be completed possible.

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## ABSTRACT

Entrepreneurship education is becoming important around the world as it will provide student with an ability to handle competencies work and living atmosphere for future. Therefore, current entrepreneurship teaching method should be reviewed to maintain as the best entrepreneurship teaching delivery approach among undergraduate students. Next, this paper aim to examine the effective of entrepreneurship teaching method for improving the undergraduate student attention and interest at Universiti Teknikal Malaysia Melaka (UTeM). Besides that, this paper aims to explain the influence of entrepreneurship teaching method among undergraduate student to enhance their learning process in Universiti Teknikal Malaysia Melaka (UTeM). A qualitative research is also used in this research. The data collected were through interview session and observation protocol in order to explore facts and deeper understanding about the effective entrepreneurship teaching. Next, there are six respondents such as entrepreneurship educator in UTeM participate as individual interview in this research. In addition, all the data collected analyse by using Thematic Analysis to define coding and categorize theme or pattern. Traditional Teaching Method such as Case Studies is consider as the most effective entrepreneurship teaching method in UTeM. Whatever teaching method used by educator it would give an impact to learning outcome of undergraduate students as long as approach of teaching delivery is appropriate, interesting and efficiency to undergraduate student. Lastly, the cooperation of various parties consist of entrepreneurship educator, undergraduate students, faculty and administrator will give a greater impact in entrepreneurship education with successfully.

## ABSTRAK

Pendidikan keusahawanan menjadi penting di seluruh dunia kerana menyediakan pelajar dengan keupayaan untuk mengendalikan kerja kompetensi dan suasana hidup pada masa depan. Oleh itu, kaedah pengajaran keusahawanan semasa perlu dikaji semula untuk mengekalkan pendekatan penyampaian keusahawanan yang terbaik di kalangan pelajar siswazah. Selain itu, kertas kerja ini bertujuan untuk mengkaji kaedah pengajaran keusahawanan yang berkesan untuk meningkatkan perhatian pelajar dan minat pelajar Universiti Teknikal Malaysia Melaka (UTeM). Di samping itu, kertas kerja ini bertujuan untuk menerangkan pengaruh kaedah pengajaran keusahawanan di kalangan pelajar siswazah untuk meningkatkan proses pembelajaran mereka di Universiti Teknikal Malaysia Melaka (UTeM). Kajian kualitatif juga digunakan dalam kajian ini. Maklumat yang dikumpulkan adalah melalui sesi wawancara dan protokol pemerhatian untuk mencari fakta dan pemahaman yang lebih mendalam mengenai pengajaran keusahawanan yang berkesan. Seterusnya, terdapat enam responden seperti pendidik keusahawanan di UTeM mengambil bahagian sebagai temu bual individu dalam kajian ini. Tambahan pula, semua data yang dikumpulkan dianalisis dengan menggunakan Analisis Tema untuk menentukan pengekodan dan mengkategorikan tema atau corak. Kaedah Pengajaran Tradisional seperti Kajian Kes dianggap sebagai kaedah pengajaran keusahawanan yang paling berkesan di UTeM. Mana-mana kaedah pengajaran yang digunakan oleh pendidik akan memberi impak kepada hasil pembelajaran pelajar siswazah selagi pendekatan penyampaian pengajaran adalah sesuai, menarik dan kecekapan kepada pelajar sarjana muda. Akhir sekali, kerjasama pelbagai pihak yang terdiri daripada pendidik keusahawanan, pelajar sarjana, fakulti dan pentadbir akan memberikan impak yang lebih besar dalam pendidikan keusahawanan dengan berjaya.



## TABLE OF CONTENTS

<b>CHAPTER</b>	<b>SUBJECT</b>	<b>PAGE</b>
	<b>DECLARATION</b>	<b>ii</b>
	<b>DEDICATION</b>	<b>iii</b>
	<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
	<b>ABSTRACT</b>	<b>v</b>
	<b>ABSTRAK</b>	<b>vi</b>
	<b>TABLE OF CONTENTS</b>	<b>vii</b>
	<b>LIST OF TABLES</b>	<b>xi</b>
	<b>LIST OF FIGURES</b>	<b>xii</b>
	<b>LIST OF ABBREVIATIONS</b>	<b>xiii</b>
	<b>LIST OF APPENDICES</b>	<b>xiv</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1 Overview	1
	1.2 Background of Study	1-3
	1.3 Problem Statement	3-4
	1.4 Purpose of the Research	5
	1.5 Research Questions	5
	1.6 Scope of Study	6
	1.7 Limitation of Study	6
	1.8 Significance of Study	6-7
	1.9 Summary	7
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	<b>8</b>
	2.1 Introduction	8
	2.2 Overview of Entrepreneurship in Malaysia	8-9

2.3	Exploring of Entrepreneurship Education	10-11
2.4	Entrepreneurship Teaching Approach in Different Countries	12-13
2.4.1	Systematic Literature Review	13-18
2.5	Challenges of Entrepreneurship and Teaching Approach	18-20
2.6	Conceptual Framework	20-26
2.6.1	Traditional Teaching Method	21-22
	I. Lectures	22
	II. Case Studies	22-23
	III. Group Discussion	23
2.6.2	Innovative Teaching Method	23-24
	I. Entrepreneurship Practical	24
	II. Workshop	25
	III. Business Simulation	25
2.7	Summary	26
<b>CHAPTER 3</b>	<b>RESEARCH METHODOLOGY</b>	<b>27</b>
3.1	Introduction	27
3.2	Research Design	28
3.3	Qualitative Research Design	28-29
3.4	Data Collection Method	29
3.4.1	Primary Data	30-31
3.4.2	Secondary Data	31
3.5	Analysis Techniques	31-33
3.6	Location of Research	33
3.7	Time Horizon	33
3.8	Issue of Validity and Reliability	34
3.8.1	Validity	34-35
3.8.2	Reliability	35-36
3.9	Summary	37

<b>CHAPTER 4</b>	<b>DATA ANALYSIS</b>	<b>38</b>
4.1	Introduction	38
4.2	Profile of Respondents	39-42
4.3	Analysis of Interview Data	42
4.3.1	Transcription and translate interview process	42
4.4	Method of Data Analysis	43
4.4.1	Familiar with the Data	43-44
4.4.2	Coding the Data	44-47
4.4.3	Development of Emergent Themes and Connections across Themes	47-55
4.5	Result Discussion	55-57
4.6	Influences of Entrepreneurship Teaching Method in the Learning Process	58-59
4.6.1	Perspectives from the New Entrepreneurship Educator	59-60
4.6.2	Perspectives from the Experienced and Professor Entrepreneurship Educator	61-63
4.7	Observation Discussion	63-67
4.8	Summary	68
<b>CHAPTER 5</b>	<b>CONCLUSION</b>	<b>69</b>
5.1	Introduction	69-70
5.2	Summary of Finding	70
5.3	Discussion on Research Objectives	70
5.3.1	To examine the effectiveness entrepreneurship teaching method for improving the undergraduate student attention and interest in Universiti Teknikal Malaysia Melaka (UTeM).	70-71

5.3.2 To explain the influence of entrepreneurship teaching method among undergraduate student to enhance their learning process in Universiti Teknikal Malaysia Melaka (UTeM).	72
5.4 Implication of Study	73
5.4.1 Theoretical Implication	73
5.4.2 Practical Implication	73-74
5.5 Suggestion to Overcome the Challenges of Entrepreneurship Teaching Delivery	74-75
5.6 Limitation of the Study and Recommendations for Future Study	75-76
5.7 Conclusion	76-77
<b>REFERENCES</b>	<b>78-87</b>
<b>APPENDICES</b>	<b>88-128</b>

## LIST OF TABLES

<b>TABLES</b>	<b>TITLE</b>	<b>PAGES</b>
2.1	Review of Entrepreneurship Teaching Method in Different Countries	14-17
4.0	Profile Regarding Six Entrepreneurship Educator in UTeM	39-41
4.1	Coding and Schematic Description	45
4.2	Coding According To Individual Cases	45
4.3	Categories of Themes	48-49
4.4	Result of Effective Entrepreneurship Teaching Method in UTeM	56

**LIST OF FIGURES**

<b>FIGURES</b>	<b>TITLE</b>	<b>PAGES</b>
2.1	Conceptual Framework for Effective Entrepreneurship Teaching Method	26
4.1	Grouping of Entrepreneurship Educator	46
4.2	Influences of Entrepreneurship Teaching Method in the Learning Process	58
4.3-4.9	Observation about teaching style and undergraduate student reaction to teaching method in classroom	64-66

## LIST OF ABBREVIATIONS

MOHE	=	Ministry of Higher Education
2U2I	=	2 Years in University and 2 Years in Industry
NHEAP	=	National Higher Education Action Plan
MEB	=	Malaysia Education Blueprint
SLR	=	Systematic Literature Review
UTeM	=	Universiti Teknikal Malaysia Melaka
TA	=	Thematic Analysis
FYP	=	Final Year Project

**LIST OF APPENDICES**

<b>APPENDICES</b>	<b>TITLE</b>	<b>PAGES</b>
A	Interview Questions	88-90
B	Observation Protocol	91
C	Transcribe and Translate Interview Data	92-127
D	Gantt Chart FYP 1 & 2	128



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Overview**

The first chapter is discuss regarding the introduction about the overall research conducting. This chapter included the background of study, problem statement of the research, clarify purpose of research, research questions that need to address, scope of study and limitation of study during conduct the research and significance of study is discuss in this chapter.

#### **1.2 Background of Study**

Entrepreneurship education program usually include a wide variety of objectives, definition, contents, audiences and pedagogical methods used during in class (Fayolle, Gailly and Fayolle, 2008). By determine the proper objectives of entrepreneurship education, it would let the educator more understand about the educational needs as well as pedagogical techniques when deliver to undergraduate students. Teaching entrepreneurship signifies a system that combines many interacting essentials such as teaching context, teachers, students, learning activities, and outcomes in such entrepreneurship course. However, the entrepreneurship teaching method used by the educator have an effect among the undergraduate student as to ensure them handling in the competencies work and living atmosphere

for future. For example, (Ruskovaara, 2013) conducted a research to observe the entrepreneurship education in United States country. He found that the traditional teaching method still remains popular in many university include activity create of business plans, class discussions and guest speakers that regard to the entrepreneurship. In fact, these traditional teaching method bring the better outcomes to the undergraduate students. Besides that, the successful of entrepreneurial undergraduate students must include readiness of undergraduate student to learn and availability of excellence entrepreneurship education classes in universities (Othman *et al.*, 2013).

In today, the role of entrepreneurship is now totally admitted by the government all over the world. Thus, entrepreneurship was also bring an importance agenda for developing countries especially with the purpose of economic growth (O'Connor, 2013). Regarding this, it has inspired a lot of education institution like colleges and universities especially Malaysian was also starts to introduce the entrepreneurship education in many universities to attract the undergraduate to conduct a business. Moreover, the Eleventh Malaysia Plan Report (11MP) was states that entrepreneurship courses will be encompassed as vital module in university in order to equip undergraduate students' entrepreneurial mindset and business skills. In recently, the Ministry of Higher Education (MOHE) in Malaysian was introduces several new initiates to the students in university. These new initiatives is to provide the best and highest quality of education to the students in order it will also produce complete graduates with balanced traits and an advantage in entrepreneurship. For example, programme of 2U2I (2 years in university and 2 years in industry) that intended to conduct among the university students. 2U2I is recognize as a work-based learning (WBL) programme which undergraduate students spend two years by focus on academic aspects of the course and another two years were applying their skill and knowledge learn from academic aspects into industry training. It is a very good opportunity to improve the undergraduate students' industry training during the course of their studies and the entrepreneurial behavior in undergraduate students was can also cultivate too.

The current study aimed to examine, clarify, appropriate and effective entrepreneurship teaching method to the undergraduate student in order to increase undergraduate student's interest and understanding in the entrepreneurship. In conclusion, the efficiency and effectiveness of the entrepreneurship must analyze through effective teaching techniques and its influence to undergraduate student entrepreneurial behavior such as attitude, commitment, and self-efficacy (Fayolle, Gailly and Fayolle, 2008) so that the both teaching outcome and learning outcome can be achieved at the same moment.

### **1.3 Problem Statement**

The entrepreneurship education in Malaysia's University did not succeed in matching the expectation of acquiring entrepreneurial skills with the actual entrepreneurial skills acquired. Moreover the employer from the industry in market mentioned that, most graduate do not meet necessary potentials in the market job consist of personal attributes, skills, motivation, critical thinking, problem solving skills, communication skills, ability to work in team work or independently as stated in the Tenth Malaysian Plan (2011-2015). These kind of issues possibly related to the student learning process during at the higher school or university. It may be also relate that teaching method used educator is unappropriated, too bored or less interaction between student during the teaching and learning time and eventually make the student fail to gain the necessary skills. Therefore, educator should take action to student to ensure them that the knowledge learned from educational system is transferred directly to industry.

There are variety approach of the teaching method whether in traditional method or non-traditional method that can used to teach entrepreneurship among undergraduate student in university. However, the approaches used to teach entrepreneurship are increasingly complained because of their weakness or ineffectiveness to inculcate the entrepreneurial competency among the undergraduate students in their learning process. For instance, the educator more emphasis on entrepreneurship theory rather than practical implications or real training during in

study. Otherwise, the explanation of concept in entrepreneurship is too abstract to student therefore undergraduate difficult to understand and make the entrepreneurship value fail inculcates (NHEAP2007-2010). Despite there are many methods of teaching used in entrepreneurship education, but literature seems to show that there is no best pedagogical approach to teaching entrepreneurship (Garavan and O’Cinneide, 1994b). Overall, the current teaching method in entrepreneurship should be reviewed so it can provide more effective and efficient learning outcome among undergraduate student in university.

On the other hand, an unemployment problem particularly among graduate from entrepreneurship has increase and become a serious issues which faced by Malaysia in today society (Norasmah and Faridah, 2010). According to statistics of unemployment rate in Malaysia, an unemployment rate is achieved with the around of 3.45% in year 2016 and it seems a slightly higher compare to early year. Therefore, government of Malaysia considers participation of individual in entrepreneurship will be best solution to the problem of graduate unemployment in Malaysia (Zain, Akram and Ghani, 2010). This is because entrepreneurship is considered a tool that assess and authorize the youth to control future direction and even create own business instead of working as an employee. However, the situation is not expected as the earlier stated. Therefore, the researcher to investigate deeply about the teaching method used by entrepreneurship educator as it has a big impact on learning outcome of student so that the performance and competency of undergraduate student will be improved. Consequently, decrease their unemployment rate in the future.

#### **1.4 Purpose of the Research**

The overall purpose of this research is to examine the effective of entrepreneurship teaching method in Universiti Teknikal Malaysia Melaka (UTeM). So that, the most effective entrepreneurship teaching method can be identified and maintained. The two main objectives of this research are shown as below:

1. To examine the effectiveness entrepreneurship teaching method for improving the undergraduate student attention and interest in Universiti Teknikal Malaysia Melaka (UTeM).
2. To explain the influence of entrepreneurship teaching method among undergraduate student to enhance their learning process in Universiti Teknikal Malaysia Melaka (UTeM).

#### **1.5 Research Questions**

The vital steps in the research process is to develop a right research question. A research question is consider as a basic essence of a research project. The current research is regarding teaching entrepreneurship using entrepreneurs profile's approach. There are two research questions was established so that the purpose of this research can be accomplished. Thus, the main questions are following:

1. What kind of effective teaching method that suit to the entrepreneurship among the undergraduate student in Universiti Teknikal Malaysia Melaka (UTeM)?
2. How does the entrepreneurship teaching method influence the learning process of undergraduate student in Universiti Teknikal Malaysia Melaka (UTeM)?

## **1.6 Scope of Study**

This research was conducted to examine about effectiveness of entrepreneurship teaching method to the undergraduate students in UTeM. Therefore, the current entrepreneurship teaching method will be determine and the selected educator of teaching entrepreneurship will be act as the respondent of this research. Thus, it is a very good opportunity to carry out this research with a useful information by involve with entrepreneurship educator in UTeM. Besides that, the other scope of study in this research is to identify how the different teaching method influence to learning process of undergraduate student in UTeM.

## **1.7 Limitations of Study**

The first limitation of this research is about time constraint of the research. This research has need to be completed within a specified time with approximately of 7 months to 8 months. Due to insufficient time to run around the place, therefore this research only focuses on one university only which is Universiti Teknikal Malaysia Melaka (UTeM) to be able to concentrate fully on it. Finally, the other resources such as financial resources is the limitation of this study. This research is consider cost money as the researcher need to undertake all costs when conduct the interview session with respondents such as transportation and telephone bills to complete this research.

## **1.8 Significance of Study**

The significance of this research can be seen through different viewpoint. Preview research is not fully concentrated and explain the effectiveness of different teaching method of entrepreneurship to undergraduate student in Malaysia. Therefore, this research is conducted to meaningful understanding how teaching method will affect the learning outcome of undergraduate student and how teaching method will

influences them during class. Therefore, teaching method have an importance role in entrepreneurship education (Ahmad, 2013; Balan & Metcalfe, 2012; Mwasalwiba, 2010). Consequently, the role of teaching method will be figured out. Furthermore, previous studies has not stated out the best teaching method in teaching entrepreneurship student. This studies will be able to provide a clear information about the various entrepreneurship teaching method and determine which teaching method of entrepreneurship is the best suit to undergraduate students. Moreover, the result generated from previous studies were using quantitative method by questionnaire form answered by students. In this research, data will be collected by using qualitative method such as interview in which respondents are entrepreneurship educator and the same time observation will be carried on during lesson teaching in entrepreneurship class.

## **1.9 Summary**

In view of the above, this paper aims to examine the effective of entrepreneurship teaching method and its influences to learning process among the undergraduate student in UTeM. A successful of entrepreneurship education among undergraduate students has a close relationship with the teaching methods delivered from educator to undergraduate student in this university. This is because the educators need to find out the creative and fun learning process of teaching method to undergraduate students so that the undergraduate student will totally understand about the teaching process during at the classroom. Hence, the further research regarding the effectiveness of entrepreneurship teaching method and its influence to learning process among the undergraduate student will be discussed in the next chapter.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

A literature review is an evaluation report of data and material found in the previous literature. The purpose of the literature review is to enable the researcher to clarify, analyze, evaluate and summary the information especially regard the research topic. A literature review can be used a guideline so that the research objective and the research question will be accomplished. In chapter 2, there were be discussed about overview of entrepreneurship in Malaysia, exploring of entrepreneurship education, entrepreneurship teaching approaches in different countries, systematic literature review, challenges of entrepreneurship education and teaching approach, conceptual framework and short summary regarding this research.

#### 2.2 Overview of Entrepreneurship in Malaysia

In the middle year 1990, entrepreneurship education has start to introduced and develop successful in Malaysia. At the time, entrepreneurship was bring as another new outcome of the emergence in economy sector where knowledge regarding entrepreneurship has become a main resource in almost all economic activities. Under (EPU, 2013), the focus was to further develop of SMEs and entrepreneurship as the engine of growth and innovation. Besides that, government of Malaysia take initiative by began developing the Malaysia Education Blueprint