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‘I / We* hereby declare that I / We* have read this thesis and in my / our
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In terms of scope and quality for the award of the Degree Technopreneurship’

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THE EFFECTIVENESS OF THE ENTREPRENEURSHIP PROGRAMME
AMONG ENTREPRENEUR STUDENTS

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A project report submitted in fulfillment of the requirement for the award of
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DECLARATION

“I declare that thesis entitle The Effectiveness of the Entrepreneurship Programme Among Entrepreneur, Students is the result of my own research except as cited in the references'

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DEDICATION

Bismillahirrahmanirrahim,

I dedicate this project to God Almighty my creator, my strong pillar, my source of inspiration, wisdom, knowledge, and understanding. He has been the source of strength throughout this program and on His wings only have I soared. I also dedicate this work to my supervisor, Assoc. Professor Dr. Haslinda binti Musa who has provided me advice and led me to the right path in the process of this study and my family, friends, and relatives for giving their unlimited support, help, encouragement, and motivation throughout the completion of this research project. To my parents, Encik Baharuddin bin Abdullah and Puan Norlina binti Husin who has encouraged me all the way and whose encouragement has made sure I give it all it takes to finish that which I have started. To my foster mother, Puan Khadijah binti Ahmad, who worked hard with me from the beginning till the completion of the present research. I would like to take this opportunity to say warm thanks to all my beloved friends, who have been so supportive along the way of doing my thesis.

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ABSTRACT

Entrepreneurial Competencies conceptualizes basic need of achievement according to the Theory of Needs by McClelland on 1062 under initiative actions, self-determination, create the differentiated value proposition, and quality of work competency. Researcher broadly review the literature on basic psychological need satisfaction need should uniquely predict initiative actions, self-determination, create the differentiated value proposition, and quality of work competency to test the first objective whether use of an overall key competencies measure is appropriate, next second objective on the relationship between key competencies and the effectiveness entrepreneurial programme among entrepreneur students, and the last objective is the most impact key competencies according to the effective entrepreneurial programme among student under university learning processes. To this end, the researcher conducted a survey of research with 204 sample examining the effectiveness of entrepreneurial programme under the university. The researcher concludes with a recommendation for addressing issues arising from research review and also identify points for future research, including the study of key competencies on a specific programme to create a capable entrepreneur in future.

Keywords: *needs; initiative actions; self-determination; value proposition; quality of work; entrepreneurial programme*

ABSTRAK

Kompetensi keusahawanan conceptualizes keperluan asas kejayaan menurut kepada teori daripada keperluan oleh McClelland 1962 di bawah tindakan inisiatif, penentuan nasib sendiri, mencipta membezakan nilai, kualiti dan kecekapan kerja. Penyelidik secara umum kajian Sastera keperluan psikologi asas kepuasan keperluan unik perlu meramalkan tindakan inisiatif, penentuan nasib sendiri, mencipta membezakan nilai dan kualiti kompetensi kerja untuk menguji objektif pertama sama ada penggunaan satu ukuran kecekapan keseluruhan utama adalah sesuai, seterusnya Objektif kedua pula tentang hubungan antara bidang kecekapan yang utama dan keberkesanan program keusahawanan antara usahawan pelajar, dan objektif terakhir adalah paling impak utama kompetensi mengikut program keusahawanan yang berkesan antara pelajar di bawah proses pembelajaran Universiti. Untuk tujuan ini, penyelidik telah menjalankan kajiselidik beberapa kajian dengan sampel 204 memeriksa keberkesanan program keusahawanan di bawah Universiti. Penyelidik menyimpulkan dengan cadangan bagi menangani isu-isu yang timbul daripada kajian penyelidikan dan juga mengenal pasti mata untuk penyelidikan masa depan, termasuk kajian bidang kecekapan yang utama program khusus untuk mewujudkan seorang usahawan mampu pada masa akan datang.

Kata kunci: *keperluan; tindakan inisiatif; penentuan nasib sendiri; kualiti kerja; program keusahawanan*

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CHAPTER 1

INTRODUCTION

1.1 SCOPE OF STUDY

According to (Ministry of Education Malaysia (MoE), 2015), The Ministry of Education using the National Education Philosophy's vision of a balanced education as its foundation for individual student aspiration. All the level of education in Malaysia which is from preschool until higher education systems share a vision for the outcome of a Malaysian education and give benefits for individual students also. The ministry emphasizes the balance between both knowledge and skills as well as ethics and morality of students. Introduced in Malaysia Education Blueprint 2015-2025 are six (6) primary attributes on student's aspiration:

1. *Ethics and Spirituality* which build appreciation on sustainable development and a healthy lifestyle on university students.
2. *Leadership Skills* is trained university students to be socially responsible, competitive, resilient, and confident.
3. *National Identity* within university students which has pride in Malaysia and the relation to the world.
4. *Language Proficiency* on national language and English, and also encouraging to learn at least one additional global language.
5. *Thinking Skills* allow university students appreciate diverse views, able to think critically and be innovative when creating problem-solving initiative as well as be an entrepreneurial mindset.

6. *Knowledge* help university students to master disciplines which is able to harness, connect and apply the knowledge learned.

This research study is carried out to study the relationship between entrepreneurial competencies with effectiveness activities among entrepreneur students. The research was carried on university students in Melaka, who are studying in entrepreneur field. It is a preparation for early experience for entrepreneur before they start to conquer industry's opportunities. Stated in (Zamberi Ahmad and Xavier, 2012), since entrepreneurship development is a potential instrument of activating the economic growth of a nation, many industrialized and developing country such as Malaysia, are taking steps to promote entrepreneurship upon studies on entrepreneurial environments, opportunities, and growths. To compete with developed countries, our entrepreneur and institution need to be upgraded to infrastructures, environments and education systems to encourage and build spirit with art of entrepreneurship within individual, communities, and country.

1.2 PROBLEM STATEMENT

1.2.1 Unemployment Issues

Unemployment rate by seasonally adjusted for in Malaysia increased 0.1 percent from the month of August 2017 to September 2017. This data have been adapted from Department of Statistics Malaysia by excluding the holiday effect on August 2017 and September 2017 so the effects of other influences on the series may be more clearly recognized by using the approach of Seasonal Adjustment for Malaysia (SEAM).

Table 1.2.1: *Key Statistics of Labour Force in Malaysia, September 2017**Adapted from Department of Statistics Malaysia*

Indicator	Month-on-month		
	September 2017	August 2017	Change (%)
Labour force ('000)	15,058.8	15,030.2	0.2
Employed ('000)	14,544.3	14,513.4	0.2
Unemployed ('000)	514.5	516.9	-0.5
Outside labour force ('000)	7,122.1	7,138.4	-0.2
			mata peratus (%)
Labour force participation rate (LFPR) (%)	67.9	67.8	0.1
Unemployment rate (%)	3.4	3.4	-
Seasonally adjusted Unemployment rate (%)	3.5	3.4	0.1

Stated by (Siti Syuhada Abd Rahman and Nadzri, 2015), unemployment issues among graduated student of the university is not the new issue in Malaysia but it will become a bigger problem if it not be solved at this time. The graduate students are a new generation that will take a lead in future and not everyone will be chosen to be in that position in government. Therefore, the entrepreneur is a platform to overcome the increase of unemployment rate and at the same time, give a chance to leading industry in business. An entrepreneur is one of the vital points to stimulate economic growth, a creation of new industry, a creation of wealth, and employment opportunity by introducing innovation, making changes, creating competition, and enhancing rivalry among the company in the same industry. The entrepreneurial practices will thrive Small Medium Enterprise organization on job creation, income growth, and reduction of poverty in Malaysia. (Zamberi Ahmad, 2013).

1.2.2 Acquiring Balance Education

According to (Aziz, 2016), the Ministry of Higher Education (MoHE) mentioned, a minority of graduates choose to become entrepreneurs after out of the university. The majority of these entrepreneurs is that they are already studying business and the job is being a turn on the bench since university. This proves that entrepreneurship programme implemented in the higher education institutions contributed to the less-interest of students to enter the field of entrepreneurship. Correspondingly, the entrepreneurial development policy of Higher Education Institutions (HEIS) was introduced on 13 April 2010 by the Ministry of Higher Education (MoHE) as a measure to encourage the development of human capital in order to produce graduates entrepreneur. The study was more emphasis on the analysis of the effectiveness of the entrepreneur programme implemented in Universiti Teknikal Malaysia Melaka in consolidating the competencies among entrepreneur students.

There is a mismatch in the supply and demand of graduates, with employers reporting that graduates lack the requisite knowledge, skills, and attitudes. This mismatch is only expected to get tougher to resolve as technological disruptions reshape industries and alter the types of jobs available. Preparing Malaysian youth to navigate this uncertain future not only requires imbuing them with transferable skills and sound ethical foundations, but also the resilience and enterprising spirit to forge new opportunities for themselves and others. It is important to move from a world of job seekers to a world of job creators.

Stated in (Ministry of Education Malaysia (MoE), 2015), the ministry will continue to make our education philosophy as the basis for a balanced education to develop students' aspirations. Education system from pre-school to higher education have the same vision in terms of success and its importance to each student. The Ministry gives emphasis to balance between knowledge and morality. The aspirations of students in the PPPM has six attributes: ethics and spirituality, skills Guide, national identity, language skills, skill thought, and knowledge. This is also six attributes for students in higher education.

1.3 RESEARCH QUESTIONS

The purpose of research is to study the relationship between entrepreneurial competencies with effectiveness activities among entrepreneur students. In discussing the statement and this study attempted to answer the following question:

1. What are the key competencies for entrepreneurs that relates to activities among entrepreneur students?
2. What is the relationship between the entrepreneurial competencies and effectiveness activities among entrepreneur students?
3. What is the most significant competency that influences the effectiveness of the entrepreneurship programme?

1.4 RESEARCH OBJECTIVES

This research conduct to study the relationship between entrepreneurial competencies with effectiveness activities among entrepreneur students by pursuing following objectives:

1. To analyze the key competencies that influence the effectiveness activities among entrepreneur's students.
2. To identify the relationship between the key of competencies that relates to activities among entrepreneur students.
3. To analyze the most significant competency that influences the effectiveness of the entrepreneurship programme.

1.5 LIMITATION OF STUDY

By this research, the researcher had not covered all the keys of competency with all activities in university for entrepreneur students. This is because the entrepreneur is not covered only by business management or technopreneurships like many other researchers have focused on this two courses in university.

1.6 SIGNIFICANT OF THE BODY

Primarily, these studies have provided a clear understanding of the relationship between entrepreneurial competencies towards effectiveness activities among entrepreneur students. At the same time, the finding of this study is also expected to show the most effectiveness of entrepreneurial programmes that provide to entrepreneur students. Besides that, from this study also able to find the competencies of university entrepreneur that will be the significance of successful entrepreneurs. The finding of the study hopefully will provide basic knowledge about entrepreneur and attributes that will lead to being a successful entrepreneur. The outcome of this study probably will provide better knowledge on how important entrepreneurial competencies toward activities among entrepreneur students.

CHAPTER 2

LITERATURE REVIEW

2.1 SCOPE OF STUDY

In the chapter of literature review, the researcher will discover the previous study based on archival research. The key competencies that discovered by previous researchers by using a various method including qualitative research method via structure interviews and quantitative research method based on the questionnaire to the respondents

2.2 THE ENTREPRENEURIAL COMPETENCIES

As discussed at the beginning of this chapter the entrepreneurial development policy is a proactive policy in the Ministry of Higher Education to attract and encourage university graduates to engage in entrepreneurship. The policy in line with the goals of National Higher Education Strategic Plan 2011-2015, phase 2 is to stabilizing education for entrepreneurship as one of the mechanisms of economic growth. The plan outlines that it is significant to apply values and entrepreneurial skills which includes aspects of leadership, innovation, creativity, competitive, independent, take risks and ability to identify and open opportunity for the students of the university, polytechnics and community colleges.

In making this research we should know the elements of entrepreneurial competencies is the ability or efficiency of a person to perform entrepreneurial functions effectively. Entrepreneur graduates apply their learning appropriately in class against theoretically entrepreneurship programme undertakings at the university. Personal entrepreneurial competencies or skills are obtained through practices as a result of the influence of one's life values, attitudes or internal insistence to implement each assignment with entrepreneur programme. Through entrepreneurial competencies, one will be more efficient and better able to carry out various related fields of entrepreneurship compared to graduates with the knowledge and consent of the same.

Between the entrepreneurial competencies discussed by the economist is the attitude of the initiatives means a person who makes a work or task without directed and has a proactive attitude and courage to strive to ensure the success of its business. At this stage should be graduate entrepreneurs able to strive to find opportunity, take early action to start preparing and exploring areas that may not have been explored yet.

By having this competency is capable of more advanced entrepreneurs. In the initial stage, enterprise initiatives allowing entrepreneurs attitude looking opportunity, take early action to start preparing and exploring areas that may not have been explored yet. In addition, the next competency was the attitude of entrepreneurs to see and seize opportunities for those able to identify business opportunities that exist and able to grab the opportunity either to expand the market and get help for business interests.

Thereafter, the attitude of perseverance in graduate entrepreneurs not weary find ways to achieve the goal without faltering and will strive to overcome the obstacles that may block the achievement of the goals. Entrepreneurs usually have problems and risks when starting a business and this situation demands they not be hopeless otherwise always want to move forward. (Siti Syuhada Abd Rahman and Nadzri, 2015).