

ENTREPRENEURSHIP AWARENESS: UTeM STUDENTS' PERSPECTIVE

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DECLARATION

I declare that this thesis entitled “Entrepreneurship Awareness: UTeM Students’ Perspective on Entrepreneurship” is the results of my own research except as cited in the references. This thesis not has been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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APPROVAL

I hereby declare that I have read this thesis and in my opinion this is sufficient in terms of scope and quality for the award of Bachelor Degree in Technopreneurship with Honors.

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DEDICATION

I dedicate this thesis to my beloved father, mother and siblings, Mr. Ithnin Bin Haron, Mdm. Ramaina Bin Ghani, Mdm. Hafizah Shazwani Binti Ithnin, Mdm. Hafini Suhana Binti Ithnin and also my lovely family.

ABSTRACT

Entrepreneurship is not only getting profit after they invest their money to the business but, entrepreneurship is a way to solve many problems such as unemployment and economic growth. This research is carried out the factors that can create entrepreneurship awareness and how these factors can affect UTeM students' perspective on entrepreneurship. The factors involve are family background, entrepreneurship awareness and unemployment. This factor might also influence them to start new venture in order to generate income after they graduated.

The instrument used in this research to collect the data which survey question which consist of scale from 1 to 5 for each question. The respondents are 196 which are randomly selected from seven faculty in UTeM. The result will show that UTeM students Perspective On entrepreneurship (dependent variable) and family background, entrepreneurship education and unemployment (independent variable) is the factors that can affect UTeM students' perspective on entrepreneurship.

ABSTRAK

Perniagaan bukan sahaja untuk mendapatkan keuntungan semata-mata selepas mereka melaburkan duit kepada perniagaan mereka tetapi perniagaan adalah satu cara untuk menyelesaikan pelbagai masalah seperti pengangguran dan ketumbuhan ekonomi. Kajian ini dijalankan bagi mencari apakah factor yang mampu membina kesedaran untuk memulakan perniagaan dan bagaimana faktor-faktor ini mampu mempengaruhi perspektif pelajar UTeM terhadap perniagaan. Faktor-faktor tersebut adalah latar belakang keluarga, pendidikan perniagaan dan pengangguran. Faktor-faktor ini juga mungkin mampu mempengaruhi seseorang individu untuk memulakan perniagaan mereka sendiri apabila tamat belajar.

Kertas soalan yang mengandungi beberapa soalan berkenanan kajian ini akan disebar dan responden harusla menyatakan kesetujuan mereka menggunakan skala dari 1 sehingga 5. 200 responden secara rawaknya dipilih di 7 kampus di UTeM.

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LIST OF ABBREVIATION

| | |
|---------|-------------------------------------|
| UTeM - | UNIVERSITI TEKNIKAL MALAYSIA MELAKA |
| H_0 - | HYPOTHESIS NULL |
| H_1 - | HYPOTHESIS ALTERNATIVE |

Chapter 1

Introduction

1.0 Introduction / Background of study

The first chapter will be explained about the problem's statement, research objective, research question, significance of study and scope of study. The topic of this research is the "Entrepreneurship's Awareness: UTeM Student's Perspective". Basically, entrepreneurship is defined as setting up a new business and taking a risk of it. It also involves the hope of profits in return. Awareness itself can be defined as well informed or concern about a situation. Entrepreneurship's awareness can be described as a concern about a business that might help to change our current situation.

There are several factors that can trigger entrepreneurship's awareness. In this research we are discussing on three different factors which is family background, entrepreneurship's education and job opportunity. Born in self-employed family will encourage people to start their own business. Growing up in business environment will exposed them to business knowledge and skills. This will give them some advantages in term of having a strong new business venture. Self-employed parents usually will set their children career path. They will choose a career that will help them in their business in the future.

Entrepreneurship's education in school and higher education level will enhance the awareness of entrepreneurship in students. They will recognise many opportunities they can grab to create a new venture. Knowledge delivered by the teachers or lecturer will help students to develop their entrepreneurship's skill. Having an entrepreneurship education also will educate them to be a good, successful and compatible future entrepreneur. As we know entrepreneurship is not about money and products only, it is all about how passion you are in the business that you are doing, how brave you

must be in taking any risk and how good you are in creating your business network. Without having any knowledge in entrepreneurship, a business built, can only stay as a business without any profit.

The last factor that will be discussed in this research is job opportunity. Industry 4.0 or industry revolution 4.0 might be one of the reason why the decrement of job opportunity happened. Even though some researchers find out that industrial 4.0 can offer more job opportunity but the dependent on robots, machines and technology will cause less manpower needed. Internet of things (IOT) might only need 1 people to control everything in production lines. This should be a turning point for any fresh graduates out there to create a new business as they need to generate their income. When you are setting for a new business, you are actually setting for new job opportunity for others. If you cannot be a job seeker, being a job creator.

This research is focus on entrepreneurship's awareness on student's perspective. Students' perspective is typically defined as students believe or bird-eye view on any situation. We are focusing on students because we want to know how entrepreneurship awareness factors can affect their life and future and how entrepreneurship might change their economy as student. We also want to know whether they are interested to be a part of entrepreneurship world which going to help our national economy growth. Students nowadays is our leader for tomorrow, their believe or perspective is very important to set up our country path in the future.

Business or entrepreneurship is very important in any country to develop their economy. Malaysian government in Rancangan Malaysia ke-11 or Budget2018 has allocated a big amount of budget to enhance Malaysian to start their own business. Entrepreneurship will help Malaysia increase their Gross Domestic Product (GDP). A GDP is used as indicator to gauge the health of country's economy. The higher the percentage of GDP, the better the economy of the country. Malaysia's GDP now is 4.8% and expected to grow to 5.8% next year.

1.1 Problem Statement

Universiti Teknikal Malaysia Melaka has organised many entrepreneurship programs as to enhance the entrepreneurship's skill among students. The participation of student still low. Some of the programs organized such as Entrepreneurial Journey and Business Start-up still cannot catch students' attention to join this program. Entrepreneurship's program is actually need in order to give some input and knowledge to the students and create the awareness of entrepreneurship among student; workshop, seminar and conferences can generate the interest and awareness on entrepreneurship (Christopher, Hamed, & Segun, 2014).

The amount of unemployed fresh graduates nowadays is getting higher year by year. According to Department Of Statistic Malaysia, 2017, the number of unemployed in Malaysia is 3.5% in 2016 and consistent in 2017. This cause anxiety among undergraduates regarding their future. Undergraduate need to plan their future well to avoid unemployment. By having a high-level of entrepreneurship's awareness undergraduates may be someone who creating the job opportunity instead of seeking for a new job. There are some factors that might influence students' entrepreneurship's awareness such as family and economy.

1.2 Research Objective

The general objective of this study is outlined as below:

1. To determine what are the factors that can enhance the entrepreneurship awareness.
2. To determine the most influential factor that can create entrepreneurship awareness.
3. To identify the relationship between factors that can create entrepreneurship awareness and UTeM students' perspective on entrepreneurship.

1.3 Research Question

This study is to observe how family background, entrepreneurship education and job opportunity can create entrepreneurship awareness among UTeM students. The question to be address in this study include as below:

1. What the factors that can create entrepreneurship awareness?
2. What is the most influential factor that can create entrepreneurship awareness?
3. What are the relationship between factors that can create entrepreneurship awareness and UTeM students' perspective on entrepreneurship?

1.4 Significance of Study

The significance of this study can be explained frim two aspects. First this study is to investigate how entrepreneurship's awareness can be created. This study might offer the importance of entrepreneurship in life, especially students. Second, this study also intended to identify the factors that can create entrepreneurship's awareness among students. The result from this study is valuable for students to come out with new business idea that will help them getting out from their comfort zone and start a new journey of their life as an entrepreneur. if this study is properly planned and managed, they can yield a number of significant benefits such as create new perspective on business and improved the awareness on the entrepreneurship.

1.5 Limitation

In this research, there are a few limitations faced by the researcher in order to get the best result for this study. The lack of time in preparing this research will provides some challenges to the researcher. The survey for this research will be conducted in Universiti Teknikal Malaysia Melaka (UTeM) which the students are having different background of study. Most of the respondents are from engineering faculty, thus they might not have interested to answer the questionnaire which are related to entrepreneurship. They also might not have any knowledge on entrepreneurship as most of the students will take entrepreneurship's subject in their third year. The researcher assume that the respondents will answer the questionnaire honestly. The researcher also need to face the variety of attitude of respondents in order

to get their cooperation in answering the questionnaire. Some of the respondents might not give their cooperation and commitment to answer the questionnaire. The researcher need to get ready to face any challenges in order to complete this research.

Chapter 2

Literature review

2.0 Awareness

Awareness is state of consciousness where a person understand, see or witness themselves as they were looking from outside themselves (Niedra, 2017). This definition is supported by Cambridge Dictionary, 2017 that explained awareness is knowledge of the existence of something, understanding of a problem or situation at the present time based on information or experience. Awareness is the acknowledgement of a person on situation happen around them and they fully understand about the problems or situations. Thus, awareness can be associated with terms like sentience, perception, feeling and cognition of something around them (Smart, 2004). People are conscious about their surrounding means they are aware on their surroundings and having knowledge upon it.

2.1 Entrepreneurship

Entrepreneurship is described as a process of the practice-driven activities which involve an active engagement in a socially embedded process drawing upon both the experiential and tangible resources of the individual (Camacho-Miñano & del Campo, 2017). This will help to solve any problems by creating and controlling an effective economy entity. However, entrepreneurship also portrayed as to be a symbol of the business achievement and considered a pioneer for today's testimony on new business venture successes (Obembe, Otesile, & Ukpong, 2014). In general, entrepreneurship is an exchanged of a creative and innovative products and money between buyers and sellers, which involve a money transaction between two different persons that will give benefits to both.