

**THE HOLISTIC APPROACH FOR EFFECTIVENESS OF  
ENTREPRENEURSHIP EDUCATION AMONG  
COLLEGE OF BUSINESS STUDENT AT UUM**

**By**

**NURULHUDA BINTI CHE ALIAS**

Thesis Submitted to the College of Business in Partial  
Fulfillment of the requirement for the Degree of Master of  
Science (Management)  
University Utara Malaysia



**KOLEJ PERNIAGAAN**  
(College of Business)  
Universiti Utara Malaysia

**PERAKUAN KERJA KERTAS PROJEK**  
(Certification of Project Paper)

Saya, mengaku bertandatangan, memperakukan bahawa  
(I, the undersigned, certified that)  
**NURULHUDA BINTI CHE ALIAS (803963)**

Calon untuk Ijazah Sarjana  
(Candidate for the degree of) **MASTER OF SCIENCE (MANAGEMENT)**

telah mengemukakan kertas projek yang bertajuk  
(has presented his/her project paper of the following title)

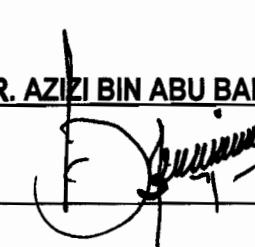
**THE HOLISTIC APPROACH FOR EFFECTIVENESS OF ENTREPRENEURSHIP EDUCATION AMONG**  
**COLLEGE OF BUSINESS STUDENT AT UUM**

Seperti yang tercatat di muka surat tajuk dan kulit kertas projek  
(as it appears on the title page and front cover of the project paper)

Bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.

(that the project paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the project paper).

Nama Penyelia : **DR. AZIZI BIN ABU BAKAR**

Tandatangan : 

Tarikh : **29 SEPTEMBER 2010**  
(Date)

## **PERMISSION TO USE**

In presenting this thesis in partial fulfilment of the requirements for a postgraduate degree from University Utara Malaysia, I agreed that libraries may make it freely available for inspection. I also agreed to give permission to copy of all or any part from this thesis for academic purposes. The permission also must be obtained from the Dean of College of Business if my supervisor is absence. It's also understood that due recognition shall be given to me and University Utara Malaysia for any scholarly use which may be made of any material from my thesis. Copy's permission or other uses, either in whole or in part can be made by writing to:

**Dean of College of Business**

**University Utara Malaysia**

**06010 Sintok, Kedah**

## ABSTRAK

Kajian ini membincangkan tentang pendekatan menyeluruh kepada keberkesanan pendidikan keusahawanan dikalang pelajar COB di UUM. Di mana sebahagian besar pelajar university mesti mengambil pendidikan keusahawanan. Namun, ianya masih tidak memotivasi seseorang untuk menjadi usahawan di masa hadapan. Dengan kata lain, pendidikan keusahawanan ini tidak sesuai kepada pelajar kerana lebih memfokuskan kepada teori dan kurangnya praktikal dalam pembelajaran. Kajian ini memfokuskan kepada mengenal pasti tahap pandangan pelajar tentang keberkesanan pendidikan keusahawanan keatas teknik mengajar, teknik belajar, pensyarah, latihan, sokongan kerajaan, kemahiran dan program atau aktiviti. Hasil kajian menunjukkan majoriti responden bersetuju bahawa tujuh pendekatan kepada keberkesanan pendidikan keusahawanan adalah memainkan peranan penting untuk mengajar pelajar di UUM. Data diperolehi melalui soal selidik dan seramai 120 orang pelajar COB telah menjawab borang soal-selidik tersebut. Hasil pengujian hipotesis mendapati wujudnya hubungan yang signifikan antara teknik mengajar, teknik belajar, pensyarah, sokongan kerajaan, kemahiran, program atau aktiviti dengan keberkesanan pendidikan keusahawanan. Di penghujung kajian turut dibincangkan beberapa cadangan untuk membangunkan keberkesanan pendidikan keusahawanan di Universiti Utara Malaysia.

## **ABSTRACT**

This study identified about the holistic approach for effectiveness of entrepreneurship education among COB student at UUM. Most of students in university must take the entrepreneurship education. However, it is still unable motivate a person to be a businessman in the future. In other word, the entrepreneurship education in Malaysia is unsuitable for students because it's focusing only on theory and lack of the practical in the learning. This research is focus to identify the level of student opinion about the effectiveness of entrepreneurship education on teaching techniques, learning techniques, lecturer, training, government support, skill and programme or activities. The present study found that majority of the respondents agreed that seven approaches for effectiveness of entrepreneurship education is play an important role to teach student in UUM. A data collected through questionnaires and a total of 120 COB student responded to the questionnaire. The hypothesis testing results found that have a significant relationship between teaching techniques, learning techniques, lecturer, government support, skill, programme or activities with effectiveness of entrepreneurship education. The present study is also discussed about several suggestions to develop effectiveness of entrepreneurship education at the University Utara Malaysia.

## **ACKNOWLEDGEMENTS**

**In The Name of Allah the Most Gracious and the Most Merciful.**

*Selawat* and *salam* for our prophet, Muhammad S.A.W. I'm thanking Allah the Lord for His unceasing gift of peace, joy, faith and guide me to allow going through the research project. I would like to take the opportunity to thank and express my sincere gratitude to my supervisor Dr. Azizi Abu Bakar, College Of Business, UUM, who had always made his valuable time available for me, taught and supervised me constantly in my research.

Not to forget, I would like to thank all my family members especially my parents, Che Alias Teh and Masitah Mustapha who constantly gave moral support and encouragement to me. They encouraged me through many years of study both during undergraduate and graduate year although this demanded many adjustments and sacrifices on their part. Not to forget my friends for their ideas and cooperation in helping to finish my dissertation. Last but not least, I would like to acknowledge Ministry Of Higher Education for giving me 'Mini Budget' scholarship.

## TABLE OF CONTENTS

CONTENT	PAGE
PERMISSION TO USE	ii
ABSTRAK	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
LISTS OF ABBREVIATIONS	xii

## CHAPTER ONE INTRODUCTION

1.1	Background of Study	1
1.2	Problem Statement	4
1.3	Purpose of Study	6
1.3.1	Research Question	6
1.3.2	Research Objective	7
1.4	Scope of the Study	7
1.5	Research Significant	8
1.6	Limitation of Study	9
1.7	Chapter Summary	10

## **CHAPTER TWO      REVIEW OF LITERATURE**

2.1	Introduction	11
2.2	Concept	12
2.3	Theories on the Holistic Approach for Effectiveness of Entrepreneurship Education	13
2.3.1	Teaching Techniques	14
2.3.2	Learning Techniques	21
2.3.3	Lecturer	24
2.3.4	Training	27
2.3.5	Government Support	30
2.3.6	Skill	33
2.3.7	Programme or Activities	36
2.4	Theoretical Framework	38
2.5	Research Hypothesis	40
2.6	Chapter Summary	42

## **CHAPTER THREE      METHODOLOGY**

3.1	Introduction	43
3.2	Research Design	43
3.3	Research Model	44
3.4	Research Subject	45
3.4.1	Population of Study	45
3.4.2	Sample	45
3.5	Data Collection	46
3.6	Questionnaires	47
3.7	Measurement Scale	47
3.8	Research Instrument	48
3.9	Pilot Study	49
3.10	Data Analysis Procedure	52
3.10.1	Descriptive Statistic	52

3.10.2 Pearson Correlation Coefficient	53
3.10.3 Reliability	53
3.11 Chapter Summary	54

## **CHAPTER FOUR RESEARCH FINDING**

4.1 Introduction	55
4.2 Descriptive Analysis	55
4.2.1 Gender	56
4.2.2 Race	57
4.2.3 Age	58
4.2.4 Qualification	59
4.2.5 Students Taken Entrepreneurship Education	60
4.2.6 Courses of Entrepreneurship Education in University	61
4.3 Inferential Analysis	62
4.3.1 Teaching Techniques and Effectiveness	62
4.3.2 Learning Techniques and Effectiveness	63
4.3.3 Lecturer and Effectiveness	65
4.3.4 Training and Effectiveness	66
4.3.5 Government Support and Effectiveness	67
4.3.6 Skill and Effectiveness	68
4.3.7 Programme and Effectiveness	70
4.4 Summary of the Results on Hypotheses Tested	71
4.5 Reliability Testing	72

<b>4.6</b>	<b>Frequency Analysis</b>	<b>73</b>
4.6.1	Frequency of Teaching Techniques	74
4.6.2	Frequency of Learning Techniques	77
4.6.3	Frequency of Lecturer	80
4.6.4	Frequency of Training	83
4.6.5	Frequency of Government Support	85
4.6.6	Frequency of Skill	87
4.6.7	Frequency of Programme Or Activities Effectiveness	89
4.6.8	Frequency of Effectiveness	91
<b>4.7</b>	<b>Chapter Summary</b>	<b>93</b>

## **CHAPTER FIVE DISCUSSION, SUGGESTION AND CONCLUSION**

<b>5.1</b>	<b>Introduction</b>	<b>94</b>
<b>5.2</b>	<b>Discussion</b>	<b>95</b>
5.2.1	Discussion of Research Objective	95
5.2.2	Discussion of the Finding	97
<b>5.3</b>	<b>Suggestion</b>	<b>103</b>
5.3.1	Suggestion for UUM	104
5.3.2	Suggestion for Government	108
5.3.3	Suggestion for Future Research	109
<b>5.4</b>	<b>Conclusion</b>	<b>110</b>
<b>5.5</b>	<b>Chapter Summary</b>	<b>112</b>
	<b>REFERENCES</b>	<b>113</b>
	<b>APPENDICES</b>	

## **LIST OF TABLE**

<b>TABLE</b>	<b>TOPIC</b>	<b>PAGE</b>
1.1	Courses of the Entrepreneurship Education in UUM	3
3.1	Rules of Thumb about Cronbach-Alpha	
	Coefficient Size	50
3.2	The Value Of Cronbach-Alpha on Pilot Test	51
4.1	Frequency and Percentage of Respondent by Gender	56
4.2	Frequency and Percentage Respondent by Race	57
4.3	Frequency and Percentage of Respondent by Age	58
4.4	Frequency and Percentage of Respondent by Qualification	59
4.5	Frequency and Percentage of Respondent by Taken Entrepreneurship Education	60
4.6	Frequency and Percentage of Respondent by Courses of Entrepreneurship Education	61
4.7	Relationship between Teaching and Effectiveness	63
4.8	Relationship between Learning and Effectiveness	64
4.9	Relationship between Lecturer and Effectiveness	65
4.10	Relationship between Training and Effectiveness	66
4.11	Relationship Relationship between Govenement Support and Effectiveness	67
4.12	Relationship between Skill and Effectiveness	69
4.13	Relationship between Programme and Effectiveness	70
4.14	Summary of The Results on Hypotheses Tested	71
4.15	The Value of Cronbach-Alpha on Research	72

## **LIST OF FIGURES**

<b>FIGURES</b>	<b>PAGE</b>
2.1 Model Effectiveness of Entrepreneurship Education	39
4.1 Teaching Techniques	76
4.2 Learning Techniques	79
4.3 Lecturer	82
4.4 Training	84
4.5 Government Support	86
4.6 Skill	88
4.7 Programme or Activities	90
4.8 Effectiveness of Entrepreneurship Education	92

## **LISTS OF ABBREVIATIONS**

<b>COB</b>	<b>College of Business</b>
<b>DCMS</b>	<b>Department of Culture Media and Sport</b>
<b>DPP</b>	<b>Dewan Penginapan Pelajar (Student Residential Hall)</b>
<b>FAMA</b>	<b>Federal Agricultural Marketing Authority</b>
<b>GES</b>	<b>Graduate Entrepreneur Scheme</b>
<b>HEIs</b>	<b>Higher Education Institution</b>
<b>MARDI</b>	<b>Malaysian Agricultural Research and Development Instituted</b>
<b>MECD</b>	<b>Ministry of Entrepreneur and Cooperative Development</b>
<b>MOHE</b>	<b>Ministry of Higher Education</b>
<b>NEGC</b>	<b>National Entrepreneur Guidance Centre</b>
<b>PUNB</b>	<b>Perbadanan Usahawan Nasional Berhad</b>
<b>SBDP</b>	<b>Student Business Development Program</b>
<b>UUM</b>	<b>University Utara Malaysia</b>

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of Study**

The effectiveness in education system is an utmost important thing in all universities. Whereby, entrepreneurship education has been established in most universities in Malaysia to produce creative and innovative students. However, entrepreneurship education should be refined and improved for a positive impact to the students. In addition, weaknesses in the education system especially entrepreneurship education should be regarded seriously by the government to make sure the education system could positively affect the students after graduation.

From a society perspective, in the economic growth the entrepreneurship and educational system are important. Then, the importance of education for entrepreneurship has been recognized lately (Kuip and Verheul, 2003). As Ferrante and Sabatini (2007), pointed out: The relationship between education and general cognitive abilities is a two-way avenue, which codified knowledge acquired through education help people to better understanding the general rules. The Malaysian Government plans to make core entrepreneurship courses

The contents of  
the thesis is for  
internal user  
only

## BIBLIOGRAPHY

Aderemi Ayinla Alarape et al., (2007). Entrepreneurship Programs, Operational Efficiency And Growth Of Small Businesses, *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. 1 No. 3, pp. 222-239

Bailey, J. (1986). "Learning Styles Of Successful Entrepreneurs", In Ronstadt, R., Hornaday, J., Peterson, J.R. and Vesper, K. (Eds), *Frontiers of Entrepreneurship Research*, Babson College Press, Wellesley, MA, pp. 199-210.

Bannock, G. (1981). *The Economics of Small Firms*, Basil Blackwell, Oxford

Bechard, J.P. and Toulouse, J.M. (1998). "Validation of A Didactic Model for The Analysis Of Training Objectives In Entrepreneurship", *Journal of Business Venturing*, Vol. 13 No. 4, pp. 317-32

Be' ranger, J., Chabbal, R. and Dambrine, F. (1998). Rapport sur la Formation Entrepreneuriale des Ingé' nieurs a' Secré' taire d'Etat a' l'Industrie

Berita Harian (2009, Mac 2). *Subjek Keusahawanan Sosial di semua IPT*. Retrieved May 20, 2010, from [http://www.bharian.com.my/Current\\_News/BH/Thursday/Nasional/20090225231944](http://www.bharian.com.my/Current_News/BH/Thursday/Nasional/20090225231944)

Bernama (2010, February 18). *Dasar Pembangunan Keusahawanan IPT Diperkenalkan*. Retrieved May 20, 2010, from <http://web7.bernama.com/bernama/v5/bm/newsindex.php?>

Bernama (2009, Novemeber 11). *Belum Wajib Penganggur Daftar Dengan Kem Sumber Manusia*. Retrieved May 25, 2010, from <http://www.utusan.com.my/utusan/info.asp?y=2009>

Bernice Kotey (2007). Teaching the Attributes of Venture Teamwork In Tertiary Entrepreneurship Programmes, *Education & Training*, Vol. 49 No. 8/9, pp. 634-655.

Bosma, N., Meijaard, J., Popta, G. (2002). "Learning In the Business Start-Up Process, Scientific Analysis Of Entrepreneurship And Smes", Paper N0215, EIM Business And Policy Research, Zoetermeer.

Boussouara, M. and Deakins, D. (1990). "Market-Based Learning, Entrepreneurship And The High Technology Small Firm", *International Journal Of Entrepreneurship Behaviour And Research*, Vol. 5 No. 4, pp. 204-23.

Briga Hynes (1996). Entrepreneurship Education and Training-Introducing Entrepreneurship Into-Business Disciplines, *Journal of European Industrial Training*.

Briga Hynes et al., (2007). Entrepreneurship Education A Mechanism for Engaging and Exchanging with the Small Business Sector, *Education & Training*, Vol. 49 No. 8/9, pp. 732-744

Brown, R. (1990). "Encouraging Enterprise: Britain's Graduate Enterprise Programme", *Journal of Small Business Management*, Vol. 28 No. 4, pp. 71-7.

Brockhaus, R.H. (2001). "Foreward", in Brockhaus, R.H., Hills, G.E., Klandt, H. and Welsch, H.P. (Eds), *Entrepreneurship Education: A Global View*, Ashgate Carayannis.

Carey, C. (2006). *Creative Enterprise Conference: Final Report*, UCE Birmingham, Birmingham.

Centre for Education and Industry (2001). Independent Research into Learning for Enterprise and Entrepreneurship, University of Warwick, Coventry.

Chan, P. A (1997, January 20). *Same or Different? A Comparison of the Beliefs Australian and Chinese University Students Hold about Learning.*

Charlotte Carey et al., (2006). Enterprise Curriculum for Creative Industries Students An Exploration of Current Attitudes And Issues, *Education & Training*, Vol. 48 No. 7, pp. 518-531.

Christine Volkmann, Entrepreneurial Studies In Higher Education, *Higher Education In Europe*, Vol. XXIX, No. 2, July 2004.

Clarke, T.E. (1990). “*Review of the Status and Availability in Canadian Colleges and Universities of the Courses or Programs Dealing with the Commercialization and Adoption of Science and Technology*”. Science and Technology Canada, Ottawa, Survey Report for Industry.

Colin Jones et al., (2004). A Contemporary Approach to Entrepreneurship Education, *Education & Training*, Volume 46 · Number 8/9, pp. 416-423

Collinson, E. and Quinn, L. (2002). “The Impact of Collaboration between Industry and Academia on SME Growth”, *Journal of Marketing Management*, Vol. 18 Nos 3/4, pp. 415-35.

Colette Henry, Frances Hill et al., (2005). Entrepreneurship Education and Training: Can Entrepreneurship Be Taught? Part II, *Education & Training*, Vol. 47 No. 3, pp. 158-169.

Corbett, A.C. (2005). “Experiential Learning within the Process of Opportunity Identification and Exploitation”, *Entrepreneurship Theory and Practice*, Vol. 29 No. 4, pp. 473-491.

Dana, L.P. (2001). “The Education and Training of Entrepreneurs In Asia”, *Education + Training*, Vol. 43 No. 8/9, pp. 405-15.

Daniel Yar Hamidi et al., (2008). Creativity in Entrepreneurship Education, *Journal of Small Business and Enterprise Development*, Vol. 15 No. 2, pp. 304-320.

Datuk Seri Khaled Nordin (2010). *Dasar Pembangunan Keusahawanan IPT Diperkenalkan*. Retrieved May 20, 2010, from <http://web7.bernama.com/bernama/v5/bm/newsindex.php?id0>

David Rae, (2004). Entrepreneurial Learning: A Practical Model from the Creative Industries, *Education & Training*, Volume 46 · Number 8/9 2004 · pp. 492-500.

Davies, J., Hides, M., Powell, J. (2002). "Defining The Development Needs of Entrepreneurs of Smes", *Education+Training*, Vol. 44 No.8/9, pp.406-13.

Deakins, D. and Freel, M. (1998). "Entrepreneurial Learning and the Growth Process In Smes", *The Learning Organization*, Vol. 5 No. 3, pp.144-55.

Debra Johnson et al., (2006). Entrepreneurship Education: Towards a Discipline-based Framework, *Journal of Management Development*, Vol. 25 No. 1, pp. 40-54.

Department for Education & Skills Davies, H. (2002), *A Review of Enterprise and the Economy in Education*, HMSO, Norwich.

Department for Culture, Media and Sport (2006). "Creative Industries: The Definition of the Creative Industries", Retrieved July 1, 2006, from [www.culture.gov.uk/what\\_we\\_do/Creative\\_industries](http://www.culture.gov.uk/what_we_do/Creative_industries).

Develay, M. (1992). *De l'apprentissage à l'enseignement*, ESF Editeur, Paris. Dilts, J.C.

Do"bert, H., Klieme, E. and Sroka, W. (Eds) (2004). Conditions of School Performance in Seven Countries – A Quest for Understanding the International Variations of PISA Results, Waxmann, Münster.

Dollinger, M.J. (1999), *Entrepreneurship, Strategies and Resources*, 2nd ed., Prentice-Hall, Englewood Cliffs, NJ.

Down, S. (1999). "Owner-Manager Learning in Small Firms", *Journal of Small Business and Enterprise Development*, Vol. 6 No. 3, pp. 267-80.

Dwerryhouse, R. (2001). "Real Work In The 16-19 Curriculum: AVCE Business and Young Enterprise", *Education & Training*, Vol. 43 No. 3, pp. 153-61.

E., Evans, D., Hanson, M. (2003). "A Cross-Cultural Learning Strategy For Entrepreneurship Education: Outline of Key Concepts and Lessons Learned From A Comparative Study of Entrepreneurship Students In France And The US", *Technovation*, Vol. 23 No.9, Pp.757-72.

Eugenia Petridous et al., (2008). Entrepreneurship Education in Higher Educational Institutions: the Gender Dimension, Gender in Management: *An International Journal*, Vol. 24 No., pp. 286-309

European Commission (EC) (2003). *Paper Entrepreneurship in Europe. COM (2003) 27 final*, Brussels,.

European Commission (EC) (2002). *Introduction to the Instruments Available for Implementing the FP6 Priority Thematic Areas*, EC, Brussels, Speaking Notes. Research DG Draft 2002

Fayolle, A. (1999). L'Enseignement de l'Entrepreneuriat dans les Universités Francaises: Analyse de l'Existant et Propositions pour en Faciliter le Développement, EM, Lyon.

Ferrante, F., Sabatini, F. (2007). "Education, Social Capital And Entrepreneurial Selection In Italy", Munich Personal Repec Archive, Paper No. 2451, available at: <http://mpra.ub.uni-muenchen.de/2451/>.

Fiet, J. (2001). "The Pedagogical Side of Entrepreneurship Theory", *Journal of Business Venturing*, Vol. 16 No.2, pp.101-18.

Fiet, J.O. (2000). "The Pedagogical Side Of Entrepreneurship Theory", *Journal of Business Venturing*, Vol. 16 No. 2, pp. 101-17

Garavan, T. and O'Cinneide, B. (1994). "Entrepreneurship and Education Training Programmes: A Review and Evaluation – Part 1", *Journal of European Industrial Training*, Vol. 18 No. 8, pp. 3-12.

Gibb, A.A. (2004b). "Creative Destruction, New Values, New Ways of Doing Things and New Combination Of Knowledge", Paper Presented At The Internationalising Entrepreneurship Education and Training Conference (IntEnt2004), Naples, July.

Gibb, A.A. (2002). "In Pursuit of a New 'Enterprise' and 'Entrepreneurship' Paradigm for Learning: Creative Destruction, New Values, New Ways of Doing Thing and New Combinations of Knowledge", *International Journal of Management Review*, Vol. 4 No. 3, pp. 233-69.

Gibb, A. (1999). "Can We Build Effective Entrepreneurship through Management Development", *Journal of General Management*, Vol. 24 No. 4, pp. 1-21.

Gibb, A.A. (1996). "Entrepreneurship And Small Business Management: Can We Afford to Neglect Them In The Twenty-First Century Business School?", *British Academy of Management*, Vol. 7, pp. 309-21.

Gibb, A.A. (1993). "The Enterprise Culture and Education. Understanding Enterprise Education and Its Links with Small Business Entrepreneurships and Wider Educational Goals", *International Small Business Management Journal*, Vol. 11 No. 3.

Gibb, A.A (1987). "Enterprise Culture-Its Meaning and Implication for Education and Training, *Journal of European Industrial Training*, Vol. 11 No. 2, pp. 1-45.

Gorman, G., Hanlon, D. (1997). "Some Research Perspectives on Entrepreneurship Education, Enterprise Education and Education for Small Business Management: A Ten Year Literature Review", *International Small Business Journal*, Vol. 15 No.2, pp.56-78.

Hair, J. F., Money, A. H., Samouel, P., and Page, M. 2007. *Research Methods for Business*. John Wiley & Sons, Chichester

Hannon, P. (2007). "Enterprise for All? The Fragility of Enterprise Provision Across England's Heis", *Journal of Small Business and Enterprise Development*, Vol. 14 No. 2, pp. 183-210.

Hannon, P. (2005). "Graduate Entrepreneurship In The UK: Defining A Research and Education Policy Framework", Paper Presented At the 28<sup>th</sup> National Institute for Small Business & Entrepreneurship Conference, November.

Harry Matlay et al., (2007). Entrepreneurship Education in The UK: A Longitudinal Perspective, *Journal of Small Business and Enterprise Development*, Vol. 14 No. 2, pp. 252-263

Harry Matlay (2009). Entrepreneurship Education in the UK A Critical Analysis Of Stakeholder Involvement And Expectations, *Journal of Small Business and Enterprise Development*, Vol. 16 No. 2, pp. 355-368

Haynes, P.J. (2003). "Differences among Entrepreneurs: 'Are You Experienced?' May Be the Wrong Question", *International Journal of Entrepreneurial Behaviour & Research*, Vol. 9 No.3, pp.111-28.

Henderson, R. and Robertson, M. (2000). "Who Wants To Be An Entrepreneur? Young Adult Attitudes To Entrepreneurship As A Career", *Career Development International*, Vol. 5 No. 6, pp. 279-87

Henry, C., Hill, F. and Leitch, C. (2005). "Entrepreneurship Education And Training: Can Entrepreneurship Be Taught? Part 1", *Education & Training*, Vol. 47 No. 2, pp. 98-111.

Hills, G.E. (1988). "Variations In University Entrepreneurship Education: An Empirical Study Of An Evolving Field", *Journal of Business Venturing*, Vol. 3 No. 3, pp. 109-22.

Honig, B. (2001). "Learning Strategies and Resources For Entrepreneurs And Intrapreneurs", *Entrepreneurship Theory and Practice*, Vol. 26 No. 1, pp. 21-35.

Hynes, B. (1996), "Entrepreneurship Education and Training – Introducing Entrepreneurship Into Non-Business Disciplines", *Journal of European Industrial Training*, Vol. 20 No. 8, pp. 10-17

Hytti, U. and O'Gorman, C. (2004). "What Is Enterprise Education? An Analysis Of The Objectives And Methods Of Enterprise Education Programmes In Four European Countries", *Education & Training*, Vol.46 No. 1, pp. 11-23.

Ibrahim, A.B. and Soufani, K. (2002). "Entrepreneurship Education And Training In Canada: A Critical Assessment", *Education & Training*, Vol. 44 Nos 8/9, pp. 421-30.

Ita Richardson et al., (2008). Entrepreneurship Education: Towards An Industry Sector Approach, *Education & Training*, Vol. 50 No. 3, pp. 188-198

Jarna Heinoen et al., (2006). An Entrepreneurial-Directed Approach to Entrepreneurship Education: Mission Impossible?, *Journal Management Development*, Vol. 25 No. 1, pp. 80-94.

Johannesson, B., Landström, H. and Rosenberg, J. (1998). "University Training For Entrepreneurship – An Action Frame

Johannesson, B. (1991), "University Training for Entrepreneurship: A Swedish Approach", *Entrepreneurship and Regional Development*, Vol.3 No. 1, pp. 67-82

Jun Li et. al., 2003, Entrepreneurship Education In China, *Education + Training* Vol. 45 · Number 8/9, pp. 495-505.

Kathrin Fuchs et al., 2008, Entrepreneurship Education In Germany And Sweden: What Role Do Different School Systems Play?, *Journal of Small Business and Enterprise Development*, Vol. 15 No. 2, pp. 365-381

Kim Woo Choong (1994). *Usahawan Asia: Kekayaan Ada Di Mana-Mana Edisi Ketiga*. Shah Alam. Time Editorial Ptc. Ltd

Kirby, D. (2002). "Entrepreneurship Education: Can Business Schools Meet the Challenge?" presented at the RENT Conference, Barcelona, November.

Klandt, H. (1993). "Methods of Teaching: What Is Useful for Entrepreneurship Education", Proceeding Of the Conference On Internationalising Entrepreneurship Education and Training, InkEnt '93, Vienna, July 5-7.

Klofsten, M, Mikaelsson, A.-S. (1996), "Support of small business firms: entrepreneurs: views of the demand and supply side", *Journal of Enterprising Culture*, Vol. 4 No.4, pp.417-32

Kolb, D.A. (1984). *Experiential Learning: Experience as the Source of Learning and Development*, Prentice-Hall, Englewood Cliffs, NJ.

Kolvereid and Moen, O. (1997). "Entrepreneurship Among Business Graduates: Does A Major In Entrepreneurship Make A Difference?", *Journal of European Industrial Training*, Vol. 21 No. 4, pp. 154-60

Kolvereid, L. (1996). "Prediction Of Employment Status Choice Intentions", *Entrepreneurship Theory And Practice*, Vol. 21, pp. 47-57.

Kotey, B. (2006). "Teaching Venture Teamwork in Entrepreneurship Courses", Paper Presented At the New England Business School's Seminar Series

Kourilsky, M.L. (2005). Entrepreneurship Education: Opportunity in Search of Curriculum, *Center for Entrepreneurial Leadership*, Ewing Marion Kauffman Foundation, Kansas City, MO, pp. 1-21.

Kourilsky, M.L. (1995). Entrepreneurship Education: Opportunity in Search of Curriculum, *Centre for Entrepreneurial Leadership*, Ewing Marion Kauffman Foundation, Kansas, MO.

Kram, K.E. (1983). "Phases of the mentor relationship", *Academy of Management Review*, Vol. 26 No. 4, pp. 608-25

Krueger, N.F. and Carsrud, A.L. (1993). "Entrepreneurial Intentions: Applying the Theory of Planned Behaviour", *Entrepreneurship and Regional Development*, Vol. 5, pp. 315-30.

Kuip, I., Verheul, I. (2003). "Early development of entrepreneurial qualities: the role of initial education", Working Paper, SCALES-paper N200311

Kyro", P. (2003b). "Entrepreneurship pedagogy – the current state and some future expectations", paper presented at the 3rd European Summer University, Paris, 26 June-3 July.

Ladzani, W. and van Vuuren, J. (2002). "Entrepreneurship Training For Emerging Smes In South Africa", *Journal of Small Business Management*, Vol. 40 No. 2, pp. 154-62.

Laura Galloway et al., (2002). Entrepreneurship Education at University: A Driver in the Creation of High Growth Firms?, *Education+Training*, Vol. 44 No. 8/9, pp. 398-405.

Littunen, H. (2000). "Entrepreneurship and the Characteristics of the Entrepreneurial Personality", *International Journal of Entrepreneurial Behaviour & Research*, Vol. 6 No. 6, pp. 295-309.

Lorna A. Collins et al, (2006). Discovering Entrepreneurship an Exploration of a Tripartite Approach to Developing Entrepreneurial Capacities, *Journal of European Industrial Training*, Vol. 30 No. 3, pp. 188- 205.

Lu" thje, C. and Franke, N. (2003). "The Making of an Entrepreneur: Testing a Model of Entrepreneurial Intent among Engineering Students at MIT", *R&D Management*, Vol. 33, No. 2, pp. 135-47.

Mary Jesselyn Co et al., 2006, Entrepreneurship Education in South Africa: A Nationwide Survey, *Education & Training*, Vol. 48 No. 5, pp. 348-359.

Mastura Jaafar et al., (2008). Entrepreneurship Education in Developing Country, *Journal of Engineering, Design and Technology*, Vol. 6, No.2.

Matlay, H., Westhead, P. (2005). "Virtual Teams and the Rise of E-Entrepreneurship in Europe", *International Small Business Journal*, Vol. 12 No.3.

Matlay, H. (1998). "The View From The Bridge: Stakeholders' Involvement In, and Impact Upon, Vocational Education", Research Seminar Paper, SME Centre, University of Warwick Business School, Coventry.

Metro (2007). Minda Bisnes. Retrieved May 24, 2010, from  
[http://usahawansaufiventures.blogspot.com/2009\\_12\\_01\\_archive.html](http://usahawansaufiventures.blogspot.com/2009_12_01_archive.html)

McMullen, W.E. and Long, W.A. (1987), "Entrepreneurship Education In The Nineties", *Journal Of Business Venturing*, No. 2, pp. 261-75.

Menzies, T., Paradi, J. (2003). "Entrepreneurship Education and Engineering Students: Career Paths and Business Performance", *International Journal of Entrepreneurship & Innovation*, Vol. 4 No.2, pp.121-32.

Ming Yu Cheng et al., (2009). The Effectiveness Of Entrepreneurship Education In Malaysia, *Education & Training*, Vol. 51 No. 7, pp. 555-566.

Minniti, M. and Bygrave, W. (2001). "A Dynamic Model of Entrepreneurial Learning", *Entrepreneurship Theory and Practice*, Vol. 25 No. 3, pp. 5-16.

Mohd Majid Konting (1994). *Kaedah Penyelidikan Pendidikan*, Kuala Lumpur: Dewan Bahasa dan Pustaka

Orhan, M. and Scott, D. (2001). "Why Women Enter Into Entrepreneurship: An Explanatory Model", *Women in Management Review*, Vol. 16 No. 5, pp. 232-47.

Paige, H. (2002). "An Exploration Of Learning, The Knowledge-Based Economy, And Owner-Managers Of Small Bookselling Businesses", *Journal Of Workplace Learning*, Vol. 14 No. 6, pp. 233-44.

Paper presented at the 2000 AARE Conference on Intercultural Learning. Retrieved April 12, 2000, from <http://www.swin.edu.au/aare/97pap/CHANP97058.html>.

Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retailing*, 67, 420-450.

Patton, M. Q. (1990). *Qualitative Evaluation and Research Methods* (2nd ed.). Newbury Park, CA: Sage Publications, Inc.

Peterman, N.E. and Kennedy, J. (2003). "Enterprise Education: Influencing Students' Perceptions of Entrepreneurship", *Entrepreneurship Theory & Practice*, pp. 129-44.

Porter, L. (1994). "The Relation Of Entrepreneurship Education To Business Education", *Simulation and Gaming*, Vol. 25 No. 3, pp. 416-9.

Prof. Madya Dr. Mohd. Hassan Bin Mohd. Osman (2007). Faktor-Faktor Yang telah Mendorong Graduan Dan Alumni University Teknologi Malaysia Menceburi Bidang Keusahawanan, Vot: 75004.

Profesor Madya Habshah Bakar (2007). Minda Bisnes. Retrieved May 21, 2010, from  
[http://usahawansaufiventures.blogspot.com/2009\\_12\\_01\\_archive.html](http://usahawansaufiventures.blogspot.com/2009_12_01_archive.html)

Rae, D. (2004). "Practical Theories From Entrepreneurs' Stories: Discursive Approaches to Entrepreneurial Learning", *Journal of Small Business and Enterprise Development*, Vol. 11 No. 2, pp. 195-202.

Rae, D. and Carswell, M. (2000). "Using a Life-Story Approach in Researching Entrepreneurial Learning: The Development of a Conceptual Model And Its Implications In The Design of Learning Experiences", *Education and Training*, Vol. 42 No. 4/5, pp. 220-7.

Rae, D.M. (1997). "Teaching Entrepreneurship In Asia: Impact Of A Pedagogical Innovation", *Entrepreneurship, Innovation and Change*, Vol. 6 No. 3, pp. 193-227.

Raffo, C., Lovatt, A., Banks, M. and O'Connor, J. (2000a). "Teaching and Learning Entrepreneurship for Micro And Small Business In The Cultural Industries Sector", *Education and Training*, Vol. 42 No. 6, pp. 356-65.

Rand, A (2004). Teacher's Mind Resources. Retrieved May 5, 2010, from [www.teachersmind.com](http://www.teachersmind.com)

Rauch, A., Frese, M. (2000). "Psychological Approaches To Entrepreneurial Success: A General Model And An Overview Of Findings", In Cooper, C., Robertson, I. (Eds), *International Review of Industrial and Organisational Psychology*, John Wiley & Sons, Chichester, Vol. 15 pp.19-28.

Raven, J. (1983). *Competence in Modern Society*, Lewis Publishers, London

Research 1991: Proceedings of the First Annual Global Conference on Entrepreneurship Research, Amsterdam, Netherlands, pp. 340-63.

Rita Klapper (2004). Government Goals and Entrepreneurship Education – An Investigation At A Grande Ecole In France Rita Klapper, *Education + Training*, Vol. 46 No. 3, pp. 127-137

Roach, K. (1999). Entrepreneurial Education Planning for Success Syllabus, North Georgia Technical Institute, Clarkesville, GA.

Robert Y. Cavana et al., (2001). *Applied Business research*, New York: John Wiley & Sons, Inc Harry Matlay, 2008, The Impact of Entrepreneurship Education on Entrepreneurial Outcomes, *Journal of Small Business and Enterprise Development*, Vol. 15 No. 2, pp. 382-396

Roger Bennett (2006). "Business Lecturers' Perceptions of The Nature of Entrepreneurship", *International Journal of Entrepreneurial Behaviour & Research*, Vol. 12 Iss: 3, pp. 165-188.

Roger Henderson et al., (2000) Who Want To Be Entrepreneur? Young Adult Attitudes to Entrepreneurship As A Career, *Career Development International*, 5/6 279-287.

Ronstadt, R. (1988). "The Corridor Principle", *Journal of Business Venturing*, Vol. 3 No. 1, pp. 31-40.

Sekaran, U. (2003). *Research Methods for Business. A Skill Building Approach*, Wiley, New York (2000)

Sekaran, U. (1992). *Research Method for Business: A Skill Building Approach*, John Wiley, New York.

Shook, C., Priem, R., McGee, J. (2003). "Venture Creation and the Enterprising Individual: A Review and Synthesis", *Journal of Management*, Vol. 29 No.3, pp.379-400.

Shane, S. and Venkataraman, S. (2000). "The Promise of Entrepreneurship As a Field Of Research", *Academy of Management Review*, Vol. 25 No. 1, pp. 217-26.

Sizong Wu et al., (2008). The Impact of Higher Education on Entrepreneurial Intentions of University Students in China, *Journal of Small Business and Enterprise Development* Vol. 15 No. 4, pp. 752-774

Smith, P. (2001). "Action Learning and Reflective Practice In Project Environments that are Related To Leadership Development" *Management Learning*, Vol. 32, No. 1, pp. 31-48.

Solomon, G. (2007). "An Examination of Entrepreneurship Education in the United Stated", *Journal of Small Business and Enterprise Development*, Vol. 14 No. 2, pp. 168-82.

Starr, J.A. and Bygrave, W.D. (1992). "The Second Time Around: The Outcomes, Assets, and Liabilities Of Prior Start-Up Experience", In Birley, S. And Macmillan, I.C. (Eds), *International Perspectives on Entrepreneurship*

Thomas Wing Yan Man (2006). Exploring the Behavioural Patterns Of Entrepreneurial Learning A Competency Approach, *Education & Training*, Vol. 48 No. 5, pp. 309-321

Timmons, J.A., Spinelli, S. (2004). *New Venture Creation: Entrepreneurship for the 21st Century*, 6th ed., Irwin, Burr Ridge, IL., Ulrich,

T.A. and Cole, G.S. (1987). "Toward More Effective Training of Future Entrepreneurs", *Journal of Small Business Management*, Vol. 25 No.4, pp. 32-9.

Underwood, J.D. (2003). "Students' Attitudes Towards Socially Acceptable and Unacceptable Group Working Practices", *British Journal of Psychology*, Vol. 94 No. 3, p. 319.

Utusan Malaysia (2007, July, 2). *Pelajar IPTA Wajib Ambil Subjek Keusahawanan.*

Wilson, F., Kickul, J. and Marlino, D. (2007). "Gender, Entrepreneurial Self-Efficacy, and Entrepreneurial Career Intentions: Implications for Entrepreneurship Education", *Entrepreneurship Theory & Practice*, pp. 387-406.

Sexton, D., Bowman, N. (1984). "Entrepreneurship Education: Suggestions for Increasing Effectiveness", *Journal of Small Business Management*, Vol. 22, No. 2, pp. 18-25.

Souitaris, V., Zerbinati, S., Al-Lahan, A. (2007). "Do Entrepreneurship Programmes Raise Entrepreneurial Intention Of Science and Engineering Students? The Effect of Learning, Inspiration and Resources", *Journal of Business Venturing*, Vol. 22 No.4, pp.566-91.

Uma Sekaran (2000). *Research Method for Business* New York, New York: John Wiley & Sons Inc.

Uma Sekaran (2003). *Research Methods for Business: A Skill Building Approach. Fourth Edition*. United States of America: John Wiley and Sons, Inc.

Vesper, K.H. and Gartner, W. (1996). "Measuring Progress In Entrepreneurship Education", Paper Presented At The National Academy Of Management Association Meeting, Cincinnati, OH, 9-14 August.

Vollmers, S.M., Ratliff, J.M. and Hoge, B. (2001). *A Framework for Developing Entrepreneurship Curriculum through Stakeholder Involvement*, Morehead State University, Morehead, KY.

Welsch, H.P. and Kickul, J.R. (2001). "Training for Successful Entrepreneurship Careers In The Creative Arts", In Brockhaus, R.H., Hills, G.E., Klandt, H. and Welsch, H.P. (Eds), *Entrepreneurship Education: A Global View*, Ashgate Publishing, Aldershot

Wenger, E. (1998). *Communities of Practice: Learning, Meaning and Identity*, Cambridge University Press, Cambridge.

Wyckham, R.G. (1989). "Ventures launched by participants of an entrepreneurial education program", *Journal of Small Business Management*, Vol. 27 No. 2, pp. 54-61.

Yep Putih (1985). *Keusahawanan Edisi Pertama*. Kuala Lumpur: Dewan bahasa dan Pustaka

Young, J.E. (1997). "Entrepreneurship Education and Learning for University Students and Practising Entrepreneurs", in Sexton, D.L., Smilor, R.W. (Eds), *Entrepreneurship 2000*, Upstart Publishing, Chicago, IL.,

Zaidatol Akmaliah Lope Pihie dan Habibah (1997). *Keusahawanan dan Motivasi Diri*, Serdang: Penerbit Universiti Putra Malaysia.