

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

**By**

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## **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 memotivasikan 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.

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## **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

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