



**THE RELATIONSHIP BETWEEN ENTREPRENEURSHIP AND
SELF-EMPLOYMENT INTENTION AMONG UNDERGRADUATE
STUDENTS OF UNIVERSITI UTARA MALAYSIA**

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AMONG UNDERGRADUATE STUDENTS OF UNIVERSITI UTARA MALAYSIA**

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ABSTRACT

Entrepreneurship education is constructed to instill skills, knowledge and motivation needed to understand and encourage entrepreneurial success in various settings. This would enhance necessary identification and avoid many pitfalls that awaits less trained towards being self-employed. Meanwhile, training will be appreciated though may initially be perceived as a cost in terms of time and money. Therefore, this study report the results of cross sectional research that focused on the relationship between entrepreneurship education and self-employment intentions among students of Universiti Utara Malaysia (UUM). The sample composed of 76 undergraduate students pursuing Bachelor of Entrepreneurship (B.Ent) in UUM. The collected data was analysed using SPSS 16.0 which provided descriptive statistics and regression analysis. The respondents were randomly selected. The findings of the study showed that there is significant relationship between entrepreneurship education, perceived desirability of self-employment and self-employment intentions. In contrast to the expectation, finding shows that there is negative influence between previous entrepreneurial experience and self-employment intentions. This study provides opportunity to policy makers and government to inculcate entrepreneurial programmes which would enhance individual attitudes to self-employment. Among the limitations to study are time limit and the use of self-report measure.

Keywords: Entrepreneurship education, Self-employment intention, Perceived desirability of self-employment.

ABSTRAK

Pendidikan keusahawanan dibina untuk memupuk kemahiran, pengetahuan dan motivasi yang diperlukan untuk memahami dan menggalakkan kejayaan keusahawanan dalam kepelbagaian tetapan. Ini akan meningkatkan pengenalanpastian dan menghindari kesukaran bagi yang kurang terlatih ke arah bekerja sendiri. Sementara itu, latihan akan dihargai walaupun pada mulanya mungkin dianggap sebagai kos dari segi masa dan wang. Oleh itu, kajian ini melaporkan keratan rentas dapatan penyelidikan yang memberi tumpuan kepada hubungan antara pendidikan keusahawanan dan niat bekerja sendiri di kalangan pelajar Universiti Utara Malaysia (UUM). Hasil kajian menunjukkan bahawa terdapat hubungan yang signifikan antara pendidikan keusahawanan, keinginan untuk bekerja sendiri dan niat bekerja sendiri. Berbeza dengan jangkaan, dapatan menunjukkan bahawa terdapat pengaruh negatif antara pengalaman keusahawanan sebelumnya dan niat bekerja sendiri. Kajian ini menyediakan peluang kepada pembuat-pembuat dasar dan kerajaan untuk memperkasakan program-program keusahawanan yang akan meningkatkan sikap individu ke arah bekerja sendiri.

Kata kunci: Pendidikan keusahawanan, Niat bekerja Sendiri, Keingnan bekerja sendiri

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LIST OF ABBREVIATIONS

UUM:	Universiti Utara Malaysia
SEE:	Shapero Entrepreneurial Event
TPB:	Theory of Planned Behaviour
SEI:	Self-employment Intention
EE:	Entrepreneurship Education
PEE:	Previous Entrepreneurial Experience
PDSE:	Perceived Desirability of Self-employment

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Entrepreneurship is an overall trend with economic development over the world absolutely affected by the rise of a new and creative venture start-ups. Entrepreneurship is about starting a new business dependent upon a distinguished business opportunity, and operating and keeping up that business. These new business assume an extensive part in creation of job, that is persuading government officials to acknowledge and help in the activity of entrepreneurial introduction because of its certain commitment to the economy. Traditionally, economists upheld the opinion that enterprise is accountable for the growth of the economic (Cole, 1965; Weber, 1930) because of its benefit inclusion in capital financing, orientation and also in the new markets formation (Cantillon, 1755; Schumpeter, 1934). Some people believe that entrepreneurship does not have to be taught and thus, an entrepreneur is destined to be so. In any case, it ought to be noted that for one to be a great business visionary, he must take in the abilities (Griffin & Hammis, 2001).

The Global Entrepreneurship Monitor (GEM, 2000) reported that the attitudes of the public in general towards entrepreneurship are a key to social and cultural norms as well as the comprehension and support of the importance of entrepreneurship. For instance, in some part of the European countries, significantly in the study the society's negative posture with respect to innovation, change and creativity reduced the total amount of individual involved in new venture stat-up.

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