THE TENDENCY OF KKTM REMBAU’S FINAL YEAR STUDENTS TO INVOLVE IN ENTREPRENEURSHIP CAREER

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A Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia
In Partial Fulfillment of the Requirement for the Master Science of (Management)
August 2015
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ABSTRACT

This study discussing on the factors that contribute to the tendency of final year students of Kolej Kemahiran Tinggi MARA Rembau to involve in entrepreneurship career. There are two factors has been identified which are internal and external factors. Internal factors consist of motivation, attitude and perception while external factor consists of social support values. Data acquired through the questionnaire and a total of 100 students from the last semester have answered the questionnaire. Based on the finding, there is a relationship between factors and intention to be an entrepreneur except social support values. The data has been process by using SPSS version 20. Finally, the study also discussed a few suggestions to develop further research and recommendations to the top management of KKTM Rembau to improvise the entrepreneurship planning in order to develop more entrepreneurs in future.

Keyword: Entrepreneurship; motivation; attitude; perception; social support values
ABSTRAK


Keywords: Keusahawanan; Motivasi; Persepsi; Sikap; Nilai sokongan sosial
ACKNOWLEDGMENT

I wish to thank my supervisor, Madam Nor Pujawati Binti Md Said who guides me to complete this study. I am greatly indebted to him for opening my eyes to the way of the academic writing. She guided and encouraged me throughout the process of formulating my ideas. Her help and support was invaluable when I struggled with the formulation of concepts and models for this study. Thank you Madam Nor Pujawati Binti Md. Said for being my tremendous advisor. I would not have finished if it were not for your kindness and support.

I was fortunate to have a great family and friends who supported me throughout the entire period of my studies. To my parents: Haji Osman Bin Ahmad and Madam Aishah binti Haji Ahmad, thank you for your patience and understanding and you are the greatest parents. You gave me the support to complete my master level. To my wife Rubiani Mohamad, you will never know how much you motivated me through this period.

I cannot list everyone who helped me but I extend my thanks to each of them, especially to everyone who helped me with sample collection and others friends. Thank you the leaders of all academic institutions, and special thanks to the students who took time to complete the questionnaires.
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LIST OF ABBREVIATIONS

MARA - Majlis Amanah Rakyat
KKTM Rembau - Kolej Kemahiran Tinggi MARA Rembau
IKM - Institut Kemahiran MARA
KPI - Key Performance Indicator
LPU - Latihan Pembangunan Usahawan
CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Educational institutions able to develop student’s entrepreneurial skills by encourage them to join entrepreneurship activities and programs. These indirectly provide exposure to the students and encourage them to choose entrepreneurship as career. The effort is undertaken to the educational institutions, where the application of trade and entrepreneurial subjects become part curriculum that compulsory to students to learn. However, these efforts were not fully achieve because of less involvement from the graduates to jump into entrepreneurial career. The tendencies of students towards entrepreneurship still less because they are more interested in work and wage earners only. Skills based students, they do not use the skills learned as possible. In fact, they are willing to disclose their skills to work to earning a wage.

This study presents an investigation in the area of entrepreneurship development. According to Zaidatol Akmaliah (1995), the entrepreneurial knowledge is not featured directly in courses offered in the educational institution. Therefore, students who acquire the skills certificate will only think about earning wage rather than to choose entrepreneurship as career.

One of the strategies to promote and bring awareness to the students and the society is to provide the entrepreneurship education from the lower level until higher learning institution. In addition, other factors such as lecturers, environment, family,
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