

**THE INFLUENCE OF ENTREPRENEURSHIP  
EDUCATION AND STUDENTS' VIEWS ON SELF-  
EMPLOYMENT AMONG POSTGRADUATE STUDENTS  
IN UNIVERSITI UTARA MALAYSIA**

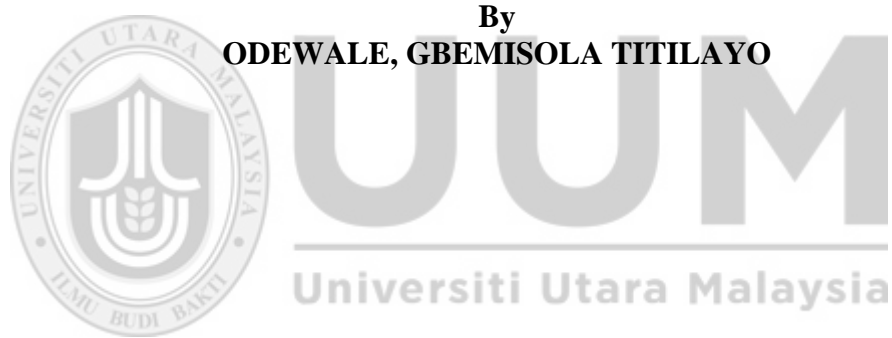


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**UUM**  
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**Master of Science (Management)**  
**UNIVERSITI UTARA MALAYSIA**  
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**Research Project Submitted to  
School of Business Management, College of Business,  
Universiti Utara Malaysia,  
in Fulfilment of the Requirement for Master of Science (Management)**

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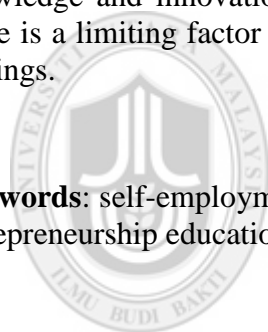
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## ABSTRACT

This research paper contains the findings of an examination of the relationship between entrepreneurship education and views on self-employment. Using a sample of 160 postgraduate students of Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, this research paper seeks to determine whether the knowledge acquired in entrepreneurship courses has influence on the views expressed by postgraduate students on self-employment. Correlation and linear regression are used for analysis. The findings, based on correlation analysis suggest that there is significant correlation between the predictor variables (communication skills, innovation and technical knowledge) and views on self-employment at significant levels. Consistent with expectation, the linear regression analysis result shows a significant positive relationship between innovation and views on self-employment. Technical knowledge is also positively significantly related to views on self-employment. In contrast to prediction, the study indicates an insignificant relationship between communication skills and views on self-employment. The findings have implication for theory and practice. The place of spillover theory of entrepreneurship is supported in the study. Educators and managers should prioritize technical knowledge and innovation for nascent entrepreneurs to enhance their performance. Time is a limiting factor for this study, and scope may limit the generalization of the findings.

**Keywords:** self-employment, communication skills, innovation, technical knowledge, entrepreneurship education.



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## ABSTRAK

Kajian ini dijalankan untuk mengkaji hubungan di antara pendidikan keusahawanan dan pandangan mengenai bekerja sendiri. Kajian ini dijalankan dengan menggunakan sampel kajian yang terdiri daripada 160 orang pelajar sarjana di Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia. Kertas kajian ini adalah untuk melihat pandangan pelajar mengenai bagaimana ilmu yang dipelajari melalui subjek keusahawanan mampu mempengaruhi pandangan pelajar untuk bekerja sendiri. Kaedah korelasi dan regresi linear digunakan untuk menganalisis data. Melalui kaedah korelasi, analisis menunjukkan bahawa terdapat hubungan yang signifikan pada tahap ketara antara antara pemboleh ubah tidak bersandar (kemahiran komunikasi, inovasi dan pengetahuan teknikal) dan pandangan mengenai bekerja sendiri. Selaras dengan jangkaan, keputusan analisis regresi menunjukkan terdapat hubungan positif yang signifikan antara inovasi dan pandangan mengenai bekerja sendiri. Pengetahuan teknikal juga menunjukkan hubungan positif yang signifikan terhadap pandangan mengenai bekerja sendiri. Namun, kajian menunjukkan keputusan yang bercanggah dari jangkaan apabila keputusan menunjukkan hubungan yang tidak signifikan antara kemahiran komunikasi dan pandangan mengenai bekerja sendiri. Hasil kajian yang dijalankan memberi implikasi dari aspek teori dan amali. Hasil kajian ini berjaya menyokong teori keusahawanan yang telah disahkan. Pendidik dan pengurus harus menitikberatkan pengetahuan teknikal dan inovasi untuk peningkatan prestasi usahawan baru. Masa adalah halangan utama yang menghadkan perjalanan kajian ini, dan skop kajian juga boleh menghadkan dapatan kajian secara menyeluruh.

**Kata Kunci:** Bekerja sendiri, kemahiran komunikasi, inovasi, pengetahuan teknikal, pendidikan keusahawanan

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## LIST OF ABBREVIATIONS

ABBREVIATION	FULL LIST
CS	Communication Skills
INN	Innovation
TEK	Technical Knowledge
UUM	Universiti Utara Malaysia
OYA	Othman Yeop Abdullah
EC	European Commission



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# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Self-employment is currently on the increase globally, right perception on this new trend will invariably lead to poverty reduction and reduced joblessness among university graduates (Goetz, Fleming, & Rupasingha, 2012). This is in contrast to earlier perception that self-employment is low paying meant for retrenched workers or retirees and that the self-employed are largely poor (Fields, 2014; Goetz *et al.*, 2012). The decision to become self-employed hinges on wide array of factors which include graduates unemployment, inability to get well paid job, job satisfaction, personality traits, independence etc. Therefore, becoming a nascent entrepreneur is viewed as the panacea (Fields, 2014; Lange, 2012; Stel, 2005).

Preference for self-employment could be because of the benefit inherent in it, most especially when the benefit is high (Meager, Martin, & Carta, 2011). The pursuit of self-employment as postulated by earlier researchers is an issue of individual differences and this depends to an extent on individual's perspective (Singh, Saghafi, Ehrlich, & De Noble, 2010). The knowledge spillover theory supports the opinion that knowledge has the capacity to influence views on self-employment (Audretsch, Keilbach, & Lehmann, 2005).

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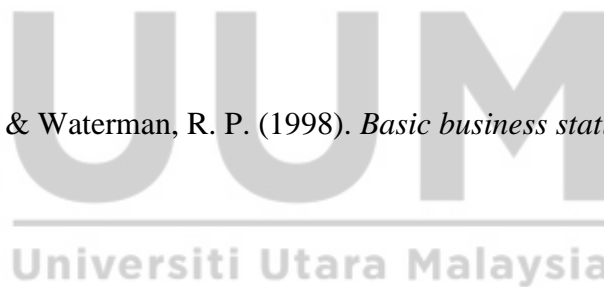
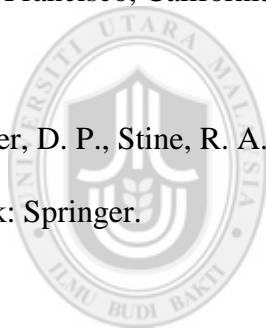
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