

**ORIENTASI SIKAP KEUSAHAWANAN
DI KALANGAN PELAJAR POLITEKNIK DI MALAYSIA**

OLEH

BAHARU BIN KEMAT

**Tesis yang diserahkan untuk memenuhi sebahagian
keperluan bagi Ijazah Sarjana Sains (Pengurusan)**

Mei, 1994

Hakcipta Baharu b. Kemat, 1994

PENGHARGAAN

Saya mengucapkan kesyukuran kehadiran Allah kerana dengan izin Nya kajian **ini** dapat **dilaksanakan** dengan jayanya. Kajian **ini** tidak akan menghasilkan sesuatu yang berguna **tanpa** bantuan dan bimbingan dari pelbagai pihak. **Pertamanya**, **saya** mengucapkan setinggi-tinggi penghargaan dan terima kasih kepada Profesor Madya Dr. Mohd Salleh Bin Hj. Mohd Din, sebagai penyelia **pertama** yang telah **memberikan** bimbingan profesional, masa dan motivasi **bagi** menjadikan kajian **ini** berjaya. Ucapan penghargaan dan terima kasih **juga** diberikan kepada Encik Rosli Bin Mahmood sebagai penyelia ke dua yang telah **banyak** **memberikan** bimbingan dan bantuan. Ke tiga, **saya** mengucapkan ribuan terima kasih kepada Bahagian Pendidikan Teknik dan Vokasional, Kementerian **Pendidikan** Malaysia, yang telah memberikan kebenaran kepada **saya** untuk **menjalankan** kajian di politeknik di Malaysia. Ke **empat**, **saya** mengucapkan ribuan terima kasih kepada semua kakitangan dan pelajar politeknik yang telah **memberikan** kerjasama semasa **soalselidik** kajian **ini** dilancarkan. Kepada kakitangan Sekolah Siswazah **juga** tidak dilupakan kerana telah **banyak memberikan** bantuan **bagi** menyiapkan kajian **ini**.

Akhirnya, ucapan penghargaan **saya** tujukan kepada isteri **saya**, Najwa, dan anak-anak **saya**, Barjoyai, Mohd Najib, Badiuzaman, Mohd Nabil, Puteri Nabila dan Bakhtiar di **atas** semangat keusahawanan mereka.

JADUAL KANDUNGAN

	Mukasurat
PENGHARGAAN	ii
SENARAI JADUAL	vii
SENARAI RAJAH	xi
SENARAI SINGKATAN	xii
ABSTRAK	xiii

BAB 1: PENDAHULUAN

1.1	Pengenalan	1
1.2	Konteks Kajian	1
1.3	Pemyataan Masalah	5
1.4	Objektif Kajian	8
1.5	Kepentingan Kajian	9
1.6	Skop, Andaian dan Batasan Kajian	9
	1.6.1 Skop Kajian	9
	1.6.2 Andaian Kajian	10
	1.6.3 Batasan Kajian	10
1.7	Definisi Istilah	11
1.8	Pendekatan Penyampaian Laporan	14
	Rujukan	16

BAB 2 : PENDIDIKAN POLITEKNIK DI MALAYSIA

2.1	Pengenalan	18
2.2	Penubuhan Politeknik Di Malaysia	18
2.3	Objektif Penubuhan Politeknik	19
2.4	Politeknik-Politeknik Di Malaysia	20
2.5	Pembangunan Pendidikan Keusahawanan Di Politeknik	22
2.6	Kepentingan Pendidikan Keusahawanan Di Politeknik	30

2.7	Penutup	46
	Rujukan	48
 BAB 3 : SIKAP KEUSAHAWANAN		
3.1	Pengenalan	50
3.2	Perspektif Keusahawanan Menurut Pelbagai Disiplin	50
	3.2.1 Ekonomi	51
	3.2.2 Sosiologi	53
	3.2.3 Psikologi	53
	3.2.4 Anthropologi	56
	3.2.5 Gelagat Organisasi	57
	3.2.6 Pemasaran	58
	3.2.7 Kewangan	59
	3.2.8 Pengurusan Strategik	60
	3.2.9 Keusahawanan Menurut Perspektif Islam	61
3.3	Definisi Usahawan dan Keusahawanan	63
3.4	Ciri-Ciri Keusahawanan	70
3.5	Pelbagai Pendekatan Kajian Keusahawanan	79
	3.5.1 Pendekatan Sikap	79
	3.5.2 Pendekatan Personaliti dan 'Trait'	83
	3.5.3 Pendekatan Demografi	84
	3.5.4 Pendekatan Kelakuan dan 'Trait'	84
3.6	Kritik Terhadap Pendekatan Kajian Keusahawanan	85
	3.6.1 Kritik Terhadap Pendekatan Teori Sikap	85
	3.6.2 Kritik Terhadap Pendekatan Personaliti dan 'Trait'	86
	3.6.3 Kritik Terhadap Pendekatan Kelakuan dan 'Trait'	88
	3.6.4 Kritik Terhadap Pendekatan Demografi	89
	3.6.5 Kelebihan Pendekatan Sikap Terhadap Kajian Keusahawanan	90
3.7	Faktor Demografi Hubungannya Dengan Orientasi Sikap Keusahawanan	92
3.8	Model Kajian Orientasi Sikap Keusahawanan	108
3.9	Penutup	109
	Rujukan	111

BAB 4 : METHODOLOGI KAJIAN

4.1	Pengenalan	120
4.2	Rekabentuk Kajian	120
	4.2.1 Populasi dan Sampel	121
	4.2.2 Prosidur Sampling	121
	4.2.3 Rekabentuk Instrumentasi	122
	4.2.4 Pengukuran Angkubah Bergantung	123
	4.2.5 Pengukuran Angkubah Tak Bergantung	129
4.3	Instrumentasi	133
	4.3.1 Ujian Awal dan Pengesahan Instrumen	133
4.4	Pengumpulan Data	136
4.5	Analisis Data	137
	4.5.1 Kenyataan Kondeskriptif	137
	4.5.2 Kaedah Korelasi Pearson	137
	4 5.3 Kaedah Khi-Kuasadua	138
	4.5.4 Kaedah 'Crosstabulation'	138
	4.5.5 Tingkat Signifikan	138
4.6	Penutup	139
	Rujukan	140

BAB 5 : ANALISIS DAN PENEMUAN

5.1	Pengenalan	141
5.2	Profil Taburan Frekuensi dan Peratusan Faktor Demografi	141
5.3	Menentukan Tahap Sikap Keusahawanan	154
5.4	Ujian Hipotesis	155
5.5	Penutup	206

BAB 6 : RINGKASAN, PENUTUP DAN CADANGAN**Mukasurat**

6.1	Pengenalan	208
6.2	Pemnyataan Masalah	208
6.3	Obj ektif	209
6.4	Kepentingan Kajian	210
6.5	Methodologi	211
6.6	Ringkasan Keputusan Profil Demografi	212
6.7	Ringkasan Ujian Hipotesis	214
6.8	Penutup dan Interpretasi	221
6.9	Implikasi	231
6.10	Cadangan	232
6.11	Cadangan Penyelidikan Masa Hadapan	234

BIBLIOGRAF'I	236
---------------------	-----

LAMPIRAN

1.1	Surat Memohon Kebenaran Kajian Kepada BPTV	247
1.2	Surat Kebenaran Kajian Dari Pengarah BPTV	249
1.3	Ujian Orientasi Sikap Keusahawanan (B.Inggeris)	251
2.1	Bilangan Politeknik Di Malaysia	256
2.2	Lokasi Politeknik-Politeknik Di Malaysia	257
2.3	Senarai Kedudukan Keluaran Pelajar Politeknik 1984-1993	258
4.1	Soalselidik Kajian	260

SENARAI JADUAL

JADUAL	PERKARA	MUKASURAT
3.1	Definisi dan Ciri-Ciri Usahawan	64
3.2	Perbandingan Di Antara Usahawan Lelaki dan Wanita	95
3.3	Pekerjaan Ibubapa Usahawan	98
3.4	Jumlah Pendidikan Usahawan	102
4.1	Struktur Persampelan Kajian	122
4.2	Item dan Sub-Item Pengukuran Orientasi Sikap Keusahawanan	124
4.3	Sub-Item Pencapaian	125
4.4	Sub-Item Penghargaan diri	126
4.5	Sub-Item Kawalan Personal	127
4.6	Sub-Item Inovasi	128
4.7	Faktor Demografi Responden	129
4.8	Faktor Latar Belakang Pendidikan	130
4.9	Faktor Latar Belakang Pengalaman Responden	130
4.10	Faktor Tahap Pendidikan dan Pekerjaan Ibubapa	131
4.11	Perkara-Perkara Kandungan Soalselidik	132
4.12	Ujian Semula Kebolehpercayaan	134
4.13	Ujian Semula Korelasi (Ujian I)	135
4.14	Ujian Semula Korelasi (Ujian II)	135
5.1	Profil Responden Mengikut Faktor Demo- grafi	142
5.2	Umur Responden	143
5.3	Jantina Responden	143
5.4	Bangsa Responden	144
5.5	Agama Responden	145

JADUAL	PERKARA	MUKASURAT
5.6	Tempat Tinggal Responden	145
5.7	Taburan Responden Mengikut Negeri	146
5.8	Taburan Responden Mengikut Jurusan	147
5.9	Taburan Mata Pelajaran Peringkat SPM	148
5.10	Mata Pelajaran Disukai dan Tak Disukai Peringkat SPM	149
5.11	Mata Pelajaran Pilihan Peringkat Politeknik	150
5.12	PMK Responden	151
5.13	Pengalaman Perniagaan Responden	151
5.14	Tahap Pendidikan Ibubapa Responden	152
5.15	Pekerjaan Utama Ibubapa	153
5.16	Pemilikan Perniagaan Ibubapa	154
5.17	Hubungan Umur Dengan Sikap Keusahawanan	155
5.18	Hubungan Jantina Dengan Sikap Keusahawanan	157
5.19	Hubungan Keturunan Dengan Sikap Keusahawanan	158
5.20	Hubungan Agama Dengan Sikap Keusahawanan	159
5.21	Hubungan Tempat Tinggal Dengan Sikap Keusahawanan	160
5.22	Hubungan Negeri Dengan Sikap Keusahawanan	162
5.23	Hubungan Jurusan Pengajian Politeknik Dengan Sikap Keusahawanan	163
5.24	Hubungan Jurusan Pengajian Sekolah Menengah Dengan Sikap Keusahawanan	164
5.25	Hubungan Gred Mata Pelajaran Sains Dengan Sikap Keusahawanan	166
5.26	Hubungan Gred Mata Pelajaran Matematik Dengan Sikap Keusahawanan	167

JADUAL	PERKARA	MUKASURAT
5.27	Hubungan Gred Mata Pelajaran Sejarah Dengan Sikap Keusahawanan	168
5.28	Hubungan Gred Mata Pelajaran Bahasa Malaysia Dengan Sikap Keusahawanan	169
5.29	Hubungan Gred Mata Pelajaran Bahasa Inggris Dengan Sikap Keusahawanan	171
5.30	Hubungan Gred Mata Pelajaran Prinsip Akaun Dengan Sikap Keusahawanan	172
5.31	Hubungan Gred Mata Pelajaran Perdagangan Dengan Sikap Keusahawanan	173
5.32	Hubungan Gred Mata Pelajaran Matematik Tambahan Dengan Sikap Keusahawanan	175
5.33	Hubungan Gred Mata Pelajaran Fizik Dengan Sikap Keusahawanan	176
5.34	Hubungan Gred Mata Pelajaran Kimia Dengan Sikap Keusahawanan	177
5.35	Hubungan Gred Mata Pelajaran Biologi Dengan Sikap Keusahawanan	178
5.36	Hubungan Mata Pelajaran Yang Disukai Dengan Sikap Keusahawanan	180
5.37	Hubungan Mata Pelajaran Yang Tidak Disukai Dengan Sikap Keusahawanan	181
5.38	Hubungan Gred Mata Pelajaran Ekonomi Mikro Dengan Sikap Keusahawanan	183
5.39	Hubungan Gred Mata Pelajaran Ekonomi Makro Dengan Sikap Keusahawanan	184
5.40	Hubungan Gred Mata Pelajaran Konsep dan Amalan Pengurusan Dengan Sikap Keusahawanan	186
5.41	Hubungan Mata Pelajaran Asas Keusahawanan Dengan Sikap Keusahawanan	187
5.42	Hubungan Gred Mata Pelajaran Pengurusan Dan Perniagaan Dengan Sikap Keusahawanan	188
5.43	Hubungan PMK Dengan Sikap Keusahawanan	189

JADUAL	PERKARA	MUKASURAT
5.44	Hubungan Pengalaman Menjual Dengan Sikap Keusahawanan	191
5.45	Hubungan Pengalaman Mengawasi Pekerja Dengan Sikap Keusahawanan	192
5.46	Hubungan Pengalaman Mengendalikan Akaun Dengan Sikap Keusahawanan	193
5.47	Hubungan Pengalaman Mengendalikan Perniagaan Sendiri Dengan Sikap Keusahawanan	194
5.48	Hubungan Pengalaman Menguruskan Perniagaan Orang Lain Dengan Sikap Keusahawanan	196
5.49	Hubungan Pengalaman Bekerja Bersama Pemilik/Pengurus Perniagaan Kecil	197
5.50	Hubungan Pengalaman Bekerja Bersama Pemilik/Pengurus Perniagaan Sederhana Dengan Sikap Keusahawanan	198
5.51	Hubungan Pengalaman Bekerja Bersama Pemilik/Pengurus Perniagaan Besar Dengan Sikap Keusahawanan	200
5.52	Hubungan Pengalaman Menghadiri Kursus, Kelas atau Bengkel Perniagaan Dengan Sikap Keusahawanan	201
5.53	Hubungan Tahap Pendidikan Ibu Dengan Sikap Keusahawanan	202
5.54	Hubungan Tahap Pendidikan Bapa Dengan Sikap Keusahawanan	203
5.55	Hubungan Pekerjaan Ibu Dengan Sikap Keusahawanan	204
5.56	Hubungan Pekerjaan Bapa Dengan Sikap Keusahawanan	206

SENARAI RAJAH

	RAJAH	PERKARA	MUKASURAT
3.1	Model Motivasi	Keusahawanan Weber	54
3.2	Model Motivasi	Keusahawanan McClelland	54
3.3	Model Kajian Orientasi Sikap	Keusahawanan	108

SENARAI SINGKATAN

B.I	-	Bahasa Inggeris
B.M	-	Bahasa Malaysia
ELEK	-	Elektrik
EKON	-	Ekonomi
IND	-	Industri
ITM	-	Institut Teknologi Mara
KAW	-	Kawalan
KEJ	-	Kej uruteraan
MARA	-	Majlis Amanah Rakyat
MEDEC	-	Malaysian Entrepreneur Development Centre
NVSDME	-	New Venture Start-Up Decision Making Excercise
PDGN	-	Perdagangan
PEG	-	Program de Entrenamiento Gerencia
PMK	-	Purata Mata Keseluruhan
POLIMAS	-	Politeknik Sultan Abdul Halim Mu'adzam Syah
SBA	-	Small Business Administration
SIET	-	Small Industry Extension Training
SME	-	Small Medium Enterprise
SOSK	-	Skel Orientasi Sikap Keusahawanan
SPM	-	Sijil Pelajaran Malaysia
TOSK	-	Tahap Orientasi Sikap Keusahawanan
UPM	-	Universiti Pertanian Malaysia

ABSTRAK
ORIENTASI SIKAP KEUSAHAWANAN
DI KALANGAN PELAJAR POLITEKNIK DI MALAYSIA

Objektif kajian ialah untuk mengetahui orientasi sikap keusahawanan di kalangan pelajar politeknik di Malaysia serta mengenal pasti hubungan faktor demografi, latar belakang pendidikan, pengalaman responden, pendidikan ibubapa dan pekerjaan dengan orientasi sikap keusahawanan. Dalam konteks ini, masyarakat telah memberikan harapan yang tinggi kepada politeknik sebagai satu dari institusi pengajian yang utama untuk mengembangkan keusahawanan di kalangan pelajar. Isu mengenai sikap pelajar politeknik terhadap bidang keusahawanan telah mendapat perhatian di kalangan pendidik dan kerajaan. Untuk memahami dengan lebih jelas mengenai faktor-faktor yang boleh mempengaruhi orientasi sikap keusahawanan maka satu model pembentukan orientasi sikap keusahawanan telah dicadangkan. Dalam kajian ini instrumen ujian orientasi sikap keusahawanan dan soalselidik mengenai demografi responden telah digunakan. Kajian ini dibuat ke atas pelajar tahun akhir di enam buah politeknik di Malaysia. Walaupun pelajar dari keturunan Cina telah dikatakan mempunyai sikap keusahawanan yang tinggi kerana latar belakang keluarga, kajian ini tidak mendapati bahawa pelajar-pelajar dari keturunan Cina mempunyai orientasi sikap keusahawanan yang tinggi. Penemuan kajian ini telah memperlihatkan bahawa pelajar wanita, pelajar berasal dari kampung, anak petani dan pengalaman mengendalikan akaun adalah kumpulan pelajar yang mempunyai sikap keusahawanan yang tinggi. Mengenai hubungan di antara gred mata pelajaran di peringkat Sijil Pelajaran Malaysia dengan orientasi sikap keusahawanan pelajar, kajian ini mendapati bahawa gred mata pelajaran Bahasa Malaysia dan Matematik Tambahan mempunyai hubungan yang signifikan dengan sikap keusahawanan yang tinggi.

BAB 1

PENDAHULUAN

1.1 *Pengenalan*

Bab ini menerangkan mengenai konteks kajian, pernyataan masalah, objektif kajian, kepentingan kajian, skop kajian, andaian dan batasan kajian, definisi istilah dan seterusnya pendekatan penyampaian laporan.

1.2 *Konteks Kajian*

Menurut Morris (1985) seseorang ahli perniagaan perlu mempunyai kualiti personaliti yang tertentu. Sikap ialah salah satu aspek kualiti personaliti yang dimaksudkan oleh beliau. Sikap seseorang memainkan peranan penting di dalam menentukan sama ada seseorang itu mempunyai minat terhadap sesuatu perniagaan. Oleh kerana itu pelajar juga perlu mempunyai sikap yang positif terhadap bidang pemiagaan bagi membolehkan mereka meminati bidang keusahawanan. Sikap yang positif terhadap pemiagaan boleh membantu mereka sebagai seorang usahawan yang berjaya dan berupaya mengatasi masalah serta cabaran yang dihadapi. Swayne dan Tucker (1973) telah mengenai pasti empat halangan utama yang sebahagiannya berkaitan dengan sikap seseorang yang ingin memulakan

The contents of
the thesis is for
internal user
only

BIBLIOGRAFI

- AlBana, H.(1988). **Konsep Pembaharuan Masyarakat Islam**, Jakarta, Indonesia: **Kerjaya** Printing Industries Pte. Ltd.
- Allport, G. W.(1935). "Attitudes", In C. A. Murchison (cd.), **A Handbook of Social Psychology**, Worcester, Mass, Clark University Press, m. s. 798-844.
- Al-Qordhawi, M. Y.(1987). **Hukum Zakat, Komperatif Mengenai Status dan Falsafat Zakat Berdasarkan Quraan dan Hadis**: Pustaka Nasional, Pte. Ltd. Singapore.
- Anderson, A. L.(1984). "Entrepreneurship, Risk, Reward, Small Business, Attitudes, Trends", **Journal of National Underwriter (Life/Health)**, Vol.88, November, 1984.
- Ashmohmore, M. C. dan Pritz, S. G.(1983). "Program for acquiring competence in entrepreneurship", no.240 AA, **Center On Education and Training For Employment**, The Ohio State University.
- Atkinson, J. W.(1957). "Motivational Determinants of Risk Taking Behavior", **Psychological Review**, Vol. 64.
- Bahagian Pendidikan Teknik dan Vokasional (1993). **Laporan Status**, Kuala Lumpur, Kementerian Pendidikan Malaysia.
- Bailey, J. E.(1986). "Learning styles of succesful entrepreneurs". In R. Ronstadt, J. A. Hornaday, R. Peterson, and K. H. Vesper (Eds.), **Frontiers of Entrepreneurship Research**. Wellesley, MA: Babson College.
- Bandura, A.(1977). **Social Learning Theory**, Englewood Cliffs, NJ: Prentice-Hall.
- Bandura, A.(1986). **Social Foundations of Thought and Action: A Social-cognitive View**, Englewood Cliffs, NJ: Prentice-Hall.
- Barab, M. A. M.(1988). **Success and Failure in Small Business, The Case of Manufacturing Firms in California**, Tesis PhD., United States International University. San Diego.
- Bedeian, A. G. Armenakis, A. A. dan Randolph, A.(1989). "The significance of congruence coefficients: a comment and statistical test", **Journal of Management**, Vol. 14, m.s.559-556.
- Bender, A. D. dan Meli, J. T. (199 1), "Entrepreneurship Education and Micro-business Development of Past of a Program of Community Revitalization", **Economic Development Review**, Vo1.8, No. 1, m.s.38-41.
- Bird, B.(1989). **Entrepreneurial Behavior**, Glenview III Scott: Forseman and Company .
- Birley, S.(1987). "New ventures and employment growth", **Journal of Business Venturing**, Vol.2(2), m.s. 155-166.

- Birley, S. (1989), "The Role of Networks in the Entrepreneurial Process", **Journal of Business Venturing**, Vol. 1. No. 1.
- Borland, C. M.(1975). **Locus of Control, Need For Achievement, and Entrepreneurship**, Unpublished doctoral dissertation, University of Texas at Austin.
- Bottroff, D.(1989). "The Entrepreneur: Nature or nurture?“, **New England Business**, Vol.11. No.5. m.s.14-18.
- Bowen**, D. D. dan **Hisrich**, R. D. (1986). "The female entrepreneur: a career development perspective", **Academy of Management Review**, Vol. 11, m.s.393-407.
- Brockhaus, R. H. (1980). "Risk taking propensity of entrepreneurs", **Academy of Management Journal**, Vol.23, m.s.509-520.
- Brockhause, R. H. dan Horwitz, P.(1986). "The psychology of the entrepreneur", In D. Sexton and R. Smilor (eds.), **The Art a Science of Entrepreneurship**, Cambridge, MA: Ballinger.
- Brockhause, R. H. dan Nord, W. R.(1979). "An exploration of the factors affecting the entrepreneurial decision: personel characteristics vs. environmental condition", **Academy of Management Proceedings**,m. s. 364-368.
- Brodzinski, J. D., Scherer, R. F., Gover, K. A. dan Wiebe, F. A.(1989). "Differentiating among three measures of career preference", **Psychological Reports**, Vol.65, 1275-1281.
- Burch**, J. G.(1986). **Entrepreneurship**, New York: John Wiley & Sons Inc.
- Burton R. P.(1987). **Prediction of Entrepreneurship Based On An Attitude Consistency Model**, Thesis PhD. ,Brigham Young University.
- Canning, G. Jr.(1988). "Is your company marketing oriented?“, **Journal of Business Strategy**, Vol.9 (May/Jun), m.s.38-44.
- Canty, A. L., Wiebe, F. A. dan Scherer, R. F.(1987). **Entrepreneurial aspirations: The effect of gender and psychological characteristics**, Paper presented at the Academy Annual Meeting.
- Carlan**, J. W.(1982), **Entrepreneurship In A Small Business Setting: An Exploratory Study**, Unpublished Dissertation, University of Georgia.
- Carland**, J. W., **Carland**, J. A. C., Hoy, F., dan **Boulton**, W.(1988). "Distinctions between entrepreneurial and small business ventures: An empirical investigation", **International Journal of Management**, Vol.5(1), m.s.98-103.
- Carland**, J. W., Hoy, F., Boulton, W. R. dan **Carland**, J. C.(1984). "Differentiating entrepreneurs from small business owners: A conceptualization", **Academy of Management Review**, Vol.9, m.s.355-359.

- Carsrud, A. L., Olm, K. dan Eddy, G.(1986). "Entrepreneurship: Research in quest of a paradigm". In D. Sexton and R. Smilor (eds.), **The Art and Science of Entrepreneurship**, Cambridge, MA: Ballinger.
- Carsrud, A. L. and Johnson, R. W.(1989), "Entrepreneurship: a social psychological perspective", **Entrepreneurship and Regional Development**, Vol. 1, m.s.21-32.
- Clark, B. W., Davis, C. H. dan Harnish, V. C.(1984). "Do courses in entrepreneurship aid in new venture creation, **Journal of Small Business Management**, Vol.22, m.s. 10-15.
- Clouse, V. G. H.(1990). "A controlled experiment relating entrepreneurial education to students, start-up decisions", **Journal of Small Business Management**, Vol.28, No.2, m.s.4553.
- Cole, A. H.(1969), **Definition of entrepreneurship**, in J. L. Komives (ed.), Karl A. Bostrom, Seminar in the Study of Enterprise, Milwaukee, WI: Center for Venture Management, m.s. 10-22.
- Collins, O. F. and Moore, D. G.(1970). **The Organization Makers: A Behavioral Study of Independent Entrepreneurs**, New York, NY: Meredith.
- Collins, O. F. dan Moore, D. G.(1964). **The enterprising man**. East Lansing, MI: Michigan State University Business Studies.
- Cooper, A. C. dan Komives, J. L., eds.(1972). **Technical entrepreneurship: A symposium**. Milwaukee, WI: Center for Venture Management.
- Cullen, Dick, T. P. dan Timothy, J.(1989), "Tomorrow's Entrepreneur and Today's Hospitality Curriculum", **Cornell Hotel and Restaurant Administration Quarterly** , Vol. 13, No. 2, m. s.54-57.
- Daim Zainuddin, Tun. (1994). "Siswazah Perlu Cipta Kerja". **Utusan Malaysia**, Januari, 4, hal. 2.
- DeCarlo, J. F. dan Lyons, P. R. (1979). A comparison of selected personal characteristics of minority and non-minority female entrepreneurs, **Academy of Management Proceedings**, 369-373.
- Deshpande, R. & Webster, F. E. Jr.(1989). "Organizational culture and marketing: Defining the research agenda, " **Journal of Marketing**, Vol.53 (January), m.s.3-15.
- Dewing, A. S. (1919). **"The Financial Policy of Corporation"**. New York, N. Y., Ronald Press, m.s.245-254.
- Drucker, P. F. (1974). **Management: "Tasks, Responsibilities, Practices"**. New York, N. Y., Harper & Row, m.s.45-47.
- Drucker, P. F. (1985). **Innovation and Entrepreneurship**. London: William Heinemann Ltd.
- European Foundation for Management Development,(1992). "The Entrepreneur in the driver's seat?", **22nd European Small Business Seminar**, September 23-25.

- Evans, G.H., Jr.(1949). "The entrepreneur and economic theory: An historical and analytical approach ", **American Economic Review**, Vol.39, m.s.336.
- Fagenson, E. A. dan Marcus, E. C.(1991). "Perceptions of the Sex-Role Stereotypic Characteristics of Entrepreneurs, Women's Evaluations", **Journal of Entrepreneurship Theory and Practice**, Vol. 154, m.s. 33-35.
- Fishbein, M. and Ajzen, I. (1975). **Belief, Attitude, Intention and Behavior**. New York: Addison-Wesley Publishing Company, Inc.
- Fishbein, M. and Ajzen, I. (1975). **Belief, Attitude, Intention and Behavior**. New York: Addison-Wesley Publishing Company.
- Gartner, W. B. (1989). "Who Is an Entrepreneur? Is the Wrong Question", **Journal of Entrepreneurship Theory and Practice**, m.s.47-49.
- Gartner, W. B. (1989). "Who Is an Entrepreneur? Is the Wrong Question", **Journal of Entrepreneurship Theory and Practice**. Vol. 133, m.s.47-49.
- Geoffery, G. M.(1982). **The Practice of Entrepreneurship**, International Labor Office, Geneva.
- Gibb, A. A.,(1988). "The Enterprise Culture, Threat or Opportunity? In Entrepreneur, A Blue Print For An Action", **Management Decision**, Vol.26, No.4. MCB University Press.
- Giglierano, J. J. (1987). **The Relationship Between Founder's Prior Experience, Strategy Making Style, Strategy, and Performance in New Technical Fii**, PhD. Thesis, The Ohio State University.
- Ginsberg, A. dan Buchholtz A.(1989). "Are entrepreneurs a breed apart? A look at evidence", **Journal of General Management**, Vol. 15, m.s.32-40.
- Ginsberg, A. (1985). Measuring changes in entrepreneurial orientation following industry deregulation: The development on a diagnostic instrumen. In G. B. Robert@), **Proceedings: Discovering entrepreneurship**, Marietta, GA: U.S. Affiliate of the International Council for Small Business.
- Haines, G. H. Jr.(1988). "The Ombudsman, teaching entrepreneurship", **Interfaces**, Vol.18, No.5, m.s.23-30.
- Hargreaves R. B. (1984). **Starting a Business**, London: William Heinemann Ltd.
- Hawkins, D. I. dan Coney, A. K.(1980). **Consumer Behavior**, Dallas, Texas: Business Publication Inc.
- Hayes, H. M.(1988). "Another chance for the marketing concept", **Business**, Vol.38(1), m.s. 10-18.
- Herron, L., Sapienza, H. J., dan Cook D. S. (1991). "Entrepreneurship Theory from an Interdisciplinary Perspective", **Journal of Entrepreneurship Theory and Practice**, Vol. I. m.s.9-12.

- Herron, L., Sapienza, H. J., dan Cook D. S. (1991). "Entrepreneurship Theory from an Interdisciplinary Perspective", **Journal of Entrepreneurship Theory and Practice**, Vol. II. m.s.912.
- Hills, G. E.(1987). Marketing and entrepreneurship research issues: Scholarly justification? In G. E. Hills (Ed.), **Research at the marketing/entrepreneurship interface**, Marietta, GA: United States Association for Small Business and Entrepreneurship.
- Hisrich, R. dan Brush, C.(1984). "The women entrepreneur: Management skills and business problems", **Journal of Small Business Management**, Vol.22, m.s.31-37.
- Hisrich, R. D. dan Peters, M. P.(1989). **Entrepreneurship, Starting, Developing, and Managing a New Enterprise**, New York: Richard D. Irwin, Inc.
- Holt, D. H.(1992). **Entrepreneurship, New Venture Creation**, New Jersey: Prentice-Hall, Inc.
- Homaday, J. A. dan Aboud, A.(1971). "Characteristics of the successful entrepreneur", **Personnel Psychology**, Vol.24, m.s.141-153.
- Hornaday, J. A. dan Bunker, C. S.(1970). "The nature of the entrepreneur", **Personnel Psychology**, Vol.23, m.s.47-53.
- Hull, D. L., Bosley, J. dan Udell, G.(1980). "Renewing the hunt for the heffalump: identifying petential entrepreneurs by personality characteristics", **Journal of Small Business Management**, Vol. 18, m.s. 11-18.
- Ivancerich, J. M.(1991). "A traditional faculty member's perspective on entrepreneurship", **Journal of Business Venturing**, Vol.6, No. 1, m.s. 1-7.
- Kannan, I. G. (1992). **Training for Entrepreneurship Development**, Yousufguda, Hyderabad, India, Small Industry Extension Training Institute.
- Kao, R. W. Y.(1992). **Small Business Management**, Third Edi., Toronto: Holt, Rinehart & Winston of Canada, Ltd.
- Keith, R. J.(1959). **An Interpretation of the Marketing Concept**, In **Advancing Marketing Efficiency**, Proceedings of the forty-first National Conference, Chicago: American Marketing Association.
- Kent, C. A., Sexton, D. L., Van Auken, P. dan Young, D. M.(1982). Managers and entrepreneurs: do lifetime experiences really matter? In K. H. Vesper (ed.), **Frontiers of Entrepreneurship Research**, Wellesley, MA: Babson College.
- Kerlinger, F. N.(1986). **Foundation of behavioral research**, New York: Holt, Rinehart, and Winston.
- Khandwalla, P. N.(1977). "Some top management styles, their context and performance", **Organization and Administrative Science**, Vol. 7 (Winter), m.s.21-51.

- King, A. S.(1985). "Self Analysis and Assesment of Entrepre neurial Potention, Simulation and Game", **An International Journal of Theory, Design and Research**, Sage Publication, Vol. 16, No.4, m.s. 2-5.
- King, R. L.(1965). "The marketing concept", In G.Schwartz (Ed.), **Science in Marketing**, New York: John Wiley.
- Kirzner, I. M.(1979). **Perception, opportunity, and profit: Studies in the theory of entrepreneurship**. Chicago: University of Chicago Press.
- Kishel, Gregory F.(1981). **How to start,run, and stay in business**, Toronto: John Wiley & Sons, Inc.
- Knight, F. H.(1921). **Risk, uncertainty, and profit**, Boston: Houghton Mifflin.
- Konting, M. M. (1990). **Kaedah Penyelidikan Pendidikan**, Selangor Darul Ehsan, **Dewan Bahasa dan Pustaka**.
- Kuratko, D. F. dan Hodgetts, R. M. (1989). **Entrepreneurship, A Contemporary Approach**. New York: The Dryden Press.
- Lafuente, A. dan Salas, V.(1989). "Types of Entrepreneurs and Firms, The Case of New Spanish Firm", **Strategic Management Journal**, Vol. 10, m.s. 17-30.
- Mariotti, S.(1990), "Entrepreneurship in the Innercity", **Executive Speeches**, Vol.4, No.11, m.s.26-39.
- Mayer, K. B. dan Goldstein, S.(1961), "The First Two Years Problems of Small Firms Growth and Survival", Washington D. C., **Journal of Small Business Administration**,
- McClelland, D. C.(1961). **The Achieving Society**, New Jersey: Van Nostrand Reinhold Co.
- McConnell, J. V. (1983). **Understanding Human Behavior**, 2nd Ed. New York: Holt, CBS college Publishing.
- Meyers, M.(1986). "Students need the truth about entrepreneurship", **Marketing News**, July 18, m.s.34.
- Miles, M. P.(1989). **An Empirical Investigation of the Relationship Between the Marketing Orientation and Entrepreneurial Orientation**. Unpublished doctoral thesis, Mississippi State University.
- Miller, D.(1983). "The correlates of entrepreneurship in three types of firms", **Management Science**, Vol.29(July), m.s.770-791.
- Mitton, D. G. (1989). "The Compleat Entrepreneur". **Journal of Entrepreneurship Theory and Practice**, Vol.133, m.s. 9-11.
- Mohd Salleh Hj. Din dan Gibb, A. A.(1990). "Small Business and Entrepreneurship Education, An Innovative Approach", International Conference on Small and Medium Scale Enterprise, Pulau Langkawi, 28-30 May.

- Mohd Salleh Hj. Din (1992). **The Development Entrepreneurship and Enterprise in Higher Education in Malaysia**, PhD. Thesis, University of Durham.
- Morris, J. L. dan Fragher, K.(1974). "Achievement drive and creativity as correlates of success in small business", **Australian Journal of Psychology**, Vol.26, m.s.217-222.
- Morris, M. H. dan Paul, G. W.(1987). "The relationship between entrepreneurship and marketing in established firms", **Journal of Business Venturing**, Vol.2(3), m.s.247-259.
- Morris MJ. (1985). **Starting A Successful Small Business**, London: Kogan Page Limited.
- Murray, J. A.(1981). "Marketing is home for entrepreneurial process." **Industrial Marketing Management**, Vol. 10(2), m.s.93-99.
- Nawawi Hj. Mohd Jan (1988). "Siswazah dan Keusahawanan", **Sasaran**, Januari-Jun, halaman 52.
- Nicholls, G. dan Thornton, G.(1986). **101, Ways to run a business profitably**, London: Telegraph Publication.
- Norusis, M. J. (1990). **SPSS/PC+ Studentware**, New York, N.Y.: SPSS Inc. Illinois.
- Palmer, S. dan Cochran, L.(1988). "Parent as agents of career development", **Journal of Counseling Psychology**, Vol.35, m.s.71-75.
- Papandrea, A.(1943). **The Location and Scope of the Entrepreneurship Function**. Unpublished doctoral dissertation, Cambridge: Harvard University.
- Parameswaran, E. G.(1992). **Educating for Entrepreneurship, Small Industry Extension Training Institute**, Yousufguda, Hyderabad, India.
- Pascual, C. R.(1990). "Strategy For The Development of A Country's SME", The Entrepreneurship Development For Collegiate Education Level, International Conference on Small and Medium Scale Enterprise, Pulau Langkawi, 28-30 May.
- Peter, J. P.(1979). "Reliability: A review of psychometric basics and recent marketing practice", **Journal of Marketing Research**, Vol. 2 1 (February), m.s.6-17.
- Peterson, R. T.(1989). "Small business adoption of the marketing concept vs. other business strategies", **Journal of Small Business Management**, Vol.27 (January), m.s.38-46.
- Plascha, G. R. dan Welsch, H. P.(1990). "Curriculum designs and strategies", **Journal of Entrepreneurship, Theory and Practice**, Col. 14, No.3, m.s.55-71.

- Quinn, J. B. (1979). "Technological innovation, entrepreneurship and strategy", **Sloan Management Review**, Vol.20(1), m.s. 19-30.
- Quinn, J. B. (1979). "Technological innovation, entrepreneurship and strategy". **Sloan Management Review**, Vol.20(1), m.s. 19-30.
- Rahim, M. S.(1983), **Clients Commitment to A Project In A Group Forming Organization. A Study of Felda Schemes in Malaysia**, PhD. Thesis, University of Winconsin, Madison.
- Ray, J. W.(1981). **An Empirical Examination of the Characteristics and Attributes of Entrepreneurs Franchise Owners, and Manager Engaged in Retail Venture**, PhD. Thesis, University of South Carolina.
- Robinson, B. P., Stimpson, D. V., Huefner, J. C. dan Hunt, H. K., (1991). "An Attitude Approach to the Prediction of Entrepreneurship", **Journal of Entrepreneurship Theory and Practice**, Vol. 154, m.s. 13-19.
- Robinson, P. B., Huefner, J. C. dan Hunt, H. K.(1991). "Entrepreneurial Research On Student Subjects Does Not Generalize To Real World Entrepreneurs", **Journal of Small Business Management**, July 1991.m.s.42-49.
- Robinson, P. dan Haynes, M.(1991). "Entrepreneurship education in America's major universities", **Journal of Entrepreneurship Theory and Practice**, Vol.15, No.3, m.s.41-52.
- Robinson et al.(1991). "An Attitude Approach to the Prediction of Entrepreneurship", **Journal of Entrepreneurship Theory and Practice**, Vol. 154, m.s. 13-19.
- Ronstadt, R.(1983). "The decision not to become an entrepreneur". In J. A. Hornaday et al.(eds.), **Frontiers of Entrepreneurship Research**, Wellesley, MA: Bobson College).
- Rotter, J. B.(1966). "Generalized expectancies for internal vs. external control of reinforcement", **Psychological Monographs**, Vol.80: No.609.
- Sandberg, W. R.(1984). **The Determinants of New Venture Performance, Strategy, Industry Structure and Entrepreneur**, PhD. Thesis, University of Georgia.
- Scanlan, T. J.(1987). **Self Employment as a Career Options, An Investigation of Entrepreneurship from the Perspectives of Holland's Theory of Career Development and Laven Son's Measure of Locus of Control**, PhD. Thesis, University of Illinois at Urban, Champaign.
- Schackle, C. L. S.(1966). **The nature of economic thought**, Cambridge: Harvard University Press.
- Scherer, R, F., Adams, J. S., Carley, S. S. dan Wiebe, F. A.(1989). " Role Model Performance Effects on Development of Entrepreneurial Career Preference", **Journal of Entrepreneurial Theory and Practice**, Spring, Vol. 133, m.s.53-65.

- Scherer, R. F., Adams, J. S. and Wiebe, F. A.(1989). "Developing entrepreneurial behaviors: a social learning theory perspective", **Journal of Organizational Change Management**, Vol.2, m.s. 16-27.
- Scherer, R. F., Brodzinski, J. D. dan Wiebe, F. A. (1991). "Examining the relationship between personality and entrepreneurial career preference", **Journal of Entrepreneurship & Regional Development**, Vol. 3. m.s. 195-196
- Scherer, R. F., Brodzinski, J. D. dan Wiebe, F. A.(1990), "Entrepreneur Career Selection and Gender, A socialization Approach", **Journal of Small Business Management**, Vol.28, No.2, m.s.37-44.
- Schulenberg, J. E., Vondracek, F. W. and Crouter, A. C.(1984), "The influence of the family on vocational development", **Journal of Marriage and the Family**, Vol.46, m.s. 129-141.
- Schultz, T. W. (1975). "The value of the ability to deal with disequilibria" , **Journal of Economic Literature**, Vol.13, m.s.827-846.
- Schumpeter, J. A. (1934). **The Theory of Economic Development**, in **Studies in Economic Development**, Cambridge Mass, Harvard University Press.
- Schumpeter, J. A.(1948). "Economic Theory and Entrepreneurial History, in **Change and the Entrepreneur**", Research Center in Entrepreneurial History, Cambridge, Mass, Harvard University Press, m. s. 63-66.
- Schwalb, M. M. Grosse, R. S. dan Romero, E.(1988). "Developing entrepreneurs in developing countries, The PEO programme in Peru", **Journal of Management Development**, Vol.7, No.14, m.s.31-40.
- Sekaran, U.(1992). **Research Methods For Business, A Skill Building Approach**, Toronto, 2nd Ed., John Wiley & Sons.
- Sexton, D. L. and Bowman, N.(1983). "Determining entrepreneurial potential of students", **Academy of Management Proceedings**, m.s.408-412.
- Sexton, D. L. dan Bowman-Upton, N. B.(1991). **Entrepreneurship, Creativity and Growth**, New York: McMillan Publishing Company.
- Sexton, D. L. dan Upton, N. B.(1987). "Evaluation of an innovative approach to teaching entrepreneurship", **Journal of Small Business Management**, Vol.25, No.2, m.s.3543.
- Sexton, D. L. (1987). "Advancing small business research: utilizing research from other areas", **American Journal of Small Business**, Vol. 11, m.s.25-30.
- Shapero, A. dan Sokol, L.(1982). "The social dimensions of entrepreneurship." In C. A. Kent, D. L. Sexton, & K. H. Vesper (Eds.), **Encyclopedia of entrepreneurship**, Englewood Cliffs, NJ: Prentice Hall.
- Sharma, S. V. S.(1992). **Developing Entrepreneurship Issues and Problems**, Yousufguda, Hyderabad, India, Small Industry Extension Training Institute.

- Shaver, K. G. dan Scott, L. L. R.(1991). "Person, Proses, Choice: The Psychology of New Venture Creation", **Journal of Entrepreneurship Theory and Practice**, m.s.30-31.
- Smith, G. D. Arnold, D. R. dan Bizzell, B. G.(1988). **Business strategy and policy**, Boston: Houghton Mifflin.
- Solomon, G. T dan Fernald, L. W. Jr.(1991). "Trends in small business management and entrepreneurship education in the United States", **Journal of Entrepreneurship Theory and Practice**, Vol. 15, No.3, m.s.2539.
- Stegner, R. (1965). **Psychology of Personality**, New York: McGraw Hill Book co.
- Steward, J. F. dan Boyd, D. R.(1988), "Teaching Entrepreneurs, Apportunities for Women and Minorities", **Business Forum**, Vol.13, No.3, m.s.8-10.
- Strauss, J. H.(1944). "The entrepreneur": The Firm, **Journal of Political Economy**, Vol.52, m.s. 112-127.
- Swayne, C. B. dan Tucker, W. R. (1973). **The Effective Entrepreneur**, Morristown, New Jersey: General Learning Press.
- Syed Othman Alhabshi.(1989). **Islam, Ekonomi dan Pengurusan**, Shah Alam: Penerbitan Hizbi .
- Technical & Vocational Education Devison (1993). **Handbook Polytechnic in Malaysia**, Kuala Lumpur, Ministry of Education Malaysia.
- Utusan Malaysia**(1994). "2020 Pendidikan Perlu Perubahan", Jan, 26,
- Utusan Malaysia**(1994). "Semak Kembali Kurikulum" , Feb, 12.
- Utusan Malaysia**(1994). "Sistem Pendidikan Sesuai Untuk Tahun 2020", Jan, 27.
- Veach, J. P.(1987). **Preparation for Entrepreneur in Home Economic Education, A National Perspective**, PhD. Thesis, The Ohio State University.
- Vesper, K. H. dan McMullan, W. E.(1988). "Entrepreneurship, today **courses**, tomorrow degree?", **Journal of Entrepreneurship, Theory and Practice**, Vol.13, No.1. m.s.8-10.
- Vesper, K. H. (1987). "Entrepreneurial academics - How can we tell when the field is getting somewhere?", **Journal of Small Business Management**, Vol.25. No.2, m.s.1-7.
- Watkins, J. M. and Watkins, D. S.(1983). "The female entrepreneur: her background and determinants of business choice-some British data", In J. A. Homady et al. (eds.) **Frontiers of Entrepreneurship Research**, Wellesley, MA: Babson College.
- Weber, M.(1930). **The Protestant Ethic and the Spirit of Capitalism**, New York.

- Webster, F. E. Jr.(1981). "Top management's concern about marketing: Issues for the 1980's", **Journal of Marketing**, Vol.45 (Summer),m.s.9-16.
- Winer, L. dan Myers, M.(1986), "Many Students Seek the Skill Successful Entrepreneurs Need/Students Need the Truth About Entrepreneurship", **Marketing News**, Vol.20, No. 15, m.s.30-32.
- Yusuf, R. (1991). **Faktor-faktor Yang Mempengaruhi Kejayaan Dalam Perniagaan Usahawan Kecil, Kajian Kes Bandar Alor Setar**. Tesis UUM.
- Zainal Abidin Mohamad (1987). " Keusahawanan Di Kalangan Penuntut-Penuntut Universiti" , **Usahawan**, April-Mei,
- Zietham, C. P.dan Zeitham, V. A.(1984). "Environmental management: Revising the marketing perspective", **Journal of Marketing**, Vol.48 (Spring), m.s.46-53.
- Zietham, C. P. dan Rice, G. H. Jr. (1987). "Entrepreneurship", **Journal of Small Business Management**, Vol.25, No.1. m.s.44-50.