



**ENTREPRENUERIAL INTENTION AMONG BUSINESS UNDERGRADUATES IN  
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

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**2015106019**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

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**Submitted in Partial Fulfilment of the Requirement  
For The Bachelor of Business Administration with Honours  
International Business**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JANUARY 2019**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)  
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UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

I, Nur Hanisa Binti Mustafea

(I/C Number: 961112-04-5012)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree locally or overseas and is not being concurrently for this degree or any other degrees.
- The project paper is the result of my independent work and investigation except where otherwise stated.
- All verbtism abstract have been distinguished by quotations mark and sources of my information have been specifically acknowledged.

Signature,

Date: 4 January 2019

*Hanisa*

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Nur Hanisa Binti Mustafea

## LETTER OF SUBMISSION

September 2018,  
The Head of Program,  
Bachelor of Business Administration (Hons) International Business,  
Faculty of Business Management,  
Universiti Teknologi MARA,  
Kampus Bandaraya Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (IBM 672)**

Enclosed here is the project paper titled “**ENTREPRENUERIAL INTENTION AMONG BUSINESS UNDERGRADUATES IN UITM KAMPUS BANDARAYA MELAKA**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

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NUR HANISA BINTI MUSTAFEA

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Bachelor of Business Administration (Hons) International Business

## ABSTRACT

The main purpose of this study is to analyze the entrepreneurial intention of business undergraduates in UiTM Malacca, City Campus who major in international business courses. Since most literature agreed that entrepreneurial intention can be determined by using Theory of Planned Behaviour (TPB) by Ajzen (1991), thus the study used the Theory of Planned Behaviour by Ajzen (1991) to identify the factors that influence business undergraduate whether they have an intention to pursue into entrepreneurship. Using survey method, 110 responses were analyzed to test the hypothesis, hence achieve the objectives of the study. The researcher distributed the questionnaire to collect 110 responses from specifically among international business undergraduates students in UiTM Kampus Bandaraya Melaka and data collected were analysed by Statistical Packages for Social Science (SPSS).

The findings of the study also found out of these three factors, attitude toward behaviour emerged as the strongest factor that had a strong influence and subjective norm fails to generate a significant impact on entrepreneurial intention among business undergraduates in UiTM Kampus Bandaraya Melaka. The study hopes to assist the responsible parties that involve in the effort to encourage the entrepreneurial activities for example the university in developing and producing more graduates that have high interests on entrepreneurship.

**Keywords:** entrepreneurial intention, attitude toward entrepreneurship, perceived behavioural control, subjective norms, *TPB*, *business undergraduates*