



THE INFLUENCE OF ENTREPRENEURIAL TRAINING ON INNOVATIVENESS

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(HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGY MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

We, Siti Nur Adilah bt Kamarudin, (I/C Number: 880612-03-5306) and Nurjalilah bt Yahaya, (I/C Number: 901220-12-5066)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signatures: _____
(SITI NUR ADILAH BT KAMARUDIN)

Date: _____

(NURJALILAH BT YAHAYA)

LETTER OF SUBMISSION

28TH JUNE 2013

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

UiTM Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE INFLUENCE OF ENTREPRENEURIAL TRAINING ON INNOVATIVENESS” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

SITI NUR ADILAH BT KAMARUDIN (2010224934)

NURJALILAH BT YAHAYA (2010291646)

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This research was conducted for the purpose of “The Influence of Entrepreneurial Training on Innovation”. The main objective of this research was to identify the level of innovativeness and the relationship between entrepreneurial training and innovativeness. The respondent of this study was from Tunas Mekar Kelantan participants. A questionnaire had been distributed to those who involve in Tunas Mekar program which is 68 participants. The data was obtained from primary data by using questionnaire. There have three section in the questionnaire consist of Section A for demographic profile, Section B for independent variables which are Risk Propensity, Creativity/innovation, Opportunity Identification and Role Model. While Section C consists of dependent variable this is innovativeness. The researcher analyze the data by using SPSS 21 in order to identify the mean, median, standard deviation, reliability test, correlation testing and regression analysis. At the end of the result, the researcher found that there are two hypotheses that are supported which are creativity/innovation and role model.