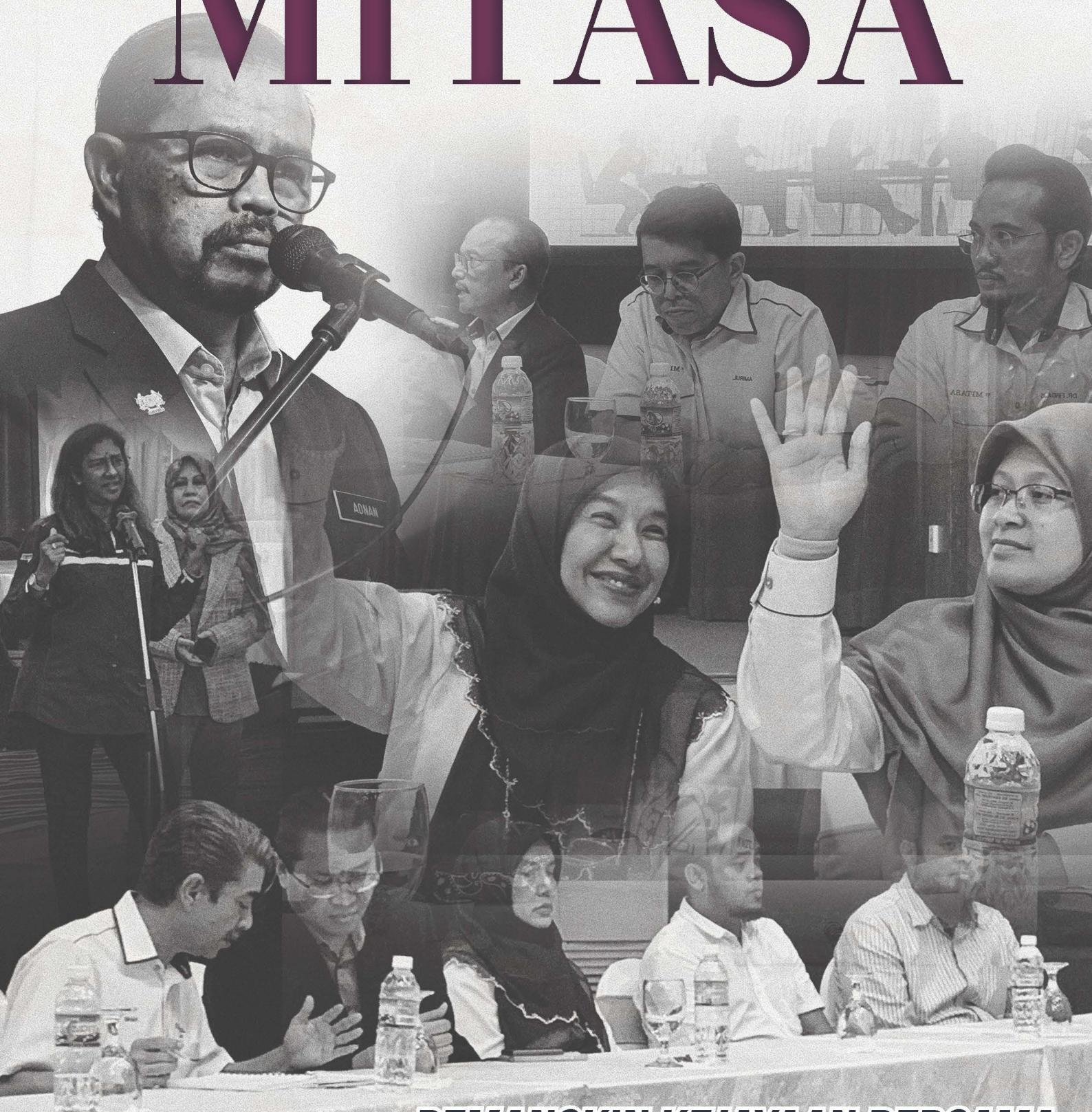


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PEMANGKIN KEJAYAAN BERSAMA



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DAN UNIVERSITIMESYUARAT AGUNG
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UITM 2025PEMBENTANGAN LIMA KERTAS KERJA
KESETERAAN PENYELIAAN MELIBATKAN
KENAIKAN PANGKATWACANA TOKOH: BAHASA DAN JATI DIRI
BANGSA DI KONVENTSYEN 152 PERINGKAT
KEBANGSAAN 2025

Entrepreneurship is viewed as one of the most effective strategies for economic development, aimed at enhancing a country's economic growth and maintaining its competitiveness in the face of rising globalization trends as mentioned by Keat, in 2011. For many individuals, the widespread appeal of entrepreneurship can be attributed to its beneficial impact on numerous nations, serving as a catalyst for wealth creation and the generation of employment opportunities. Hence, entrepreneurship has garnered the attention of numerous nations today owing to its significant benefits to individuals, society, and government. In 1947, Harvard Business School introduced the course "Management of Start-up Enterprises," marking the inception of entrepreneurship education initiatives in universities around the globe, as mentioned by Wurthmann in 2014.

It is undeniable that higher education significantly influences students' career paths, and introducing students to entrepreneurship education can motivate them to establish their own businesses, as mentioned by Zhang in 2014. In conjunction with government initiatives, the Ministry of Higher Education has introduced the Entrepreneurship Action Plan-Higher Education Institutions (EAP-HEIs) 2021-2025, along with MOHE Guide to Entrepreneurship Integrated Education. This initiative seeks to enhance the sustainability of the entrepreneurship agenda within the Institute of HEIs and to foster a larger number of entrepreneurs among students and graduates. Furthermore, Universiti Teknologi MARA (UiTM) has introduced a particular course, namely Principles of Entrepreneurship (ENT300), as part of its efforts to promote an entrepreneurial environment among students.



Flea Market: Cultivating Entrepreneurial Passion among UiTM Pahang Students

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The phenomenon of entrepreneurship among university students is increasingly becoming a focal point for both universities and governments, motivated by the aim to stimulate economic development and offer alternative career opportunities beyond conventional employment. Significant elements that impact student entrepreneurship encompass improved entrepreneurship education, which develop skills and fosters a constructive mindset, as well as university support mechanisms such as grants, incubators, and mentorship initiatives. Incorporating entrepreneurial education alongside traditional subjects requires the use of active educational methods, such as case studies, the development of business plans, problem-solving exercises, group discussions, guest speakers, seminars, practical business activities, individual and group projects, role-playing, and lectures on advanced topics as mentioned by Guzikova in 2020.

Research found the influence of university entrepreneurship education on potential students' readiness to participate in entrepreneurship revealed that such education generally encourages entrepreneurial activities both during their time at university and subsequently after they graduated, as mentioned by Hua in 2020. Accordingly, recognizing the importance of fostering an entrepreneurial culture, Malaysian Academy of SME & Entrepreneurship Development (MASMED) in collaboration with the Faculty of Business Management (FBM) UiTM Pahang held a Flea Market Program on 17 October 2025 in encouraging students to explore and engage in entrepreneurial activities themselves. This flea market serves as a platform whereby students can sell their products and earn income from their entrepreneurial activities. Participation in such events increases students' motivation and engagement in the learning process, expands their viewpoints, and enhances their interpersonal abilities.

The program attracted 175 participants from students enrolled in the ENT300 course, featuring 35 stalls that operated from 8 a.m. to 5 p.m. This event was successfully conducted to engage both students and staff at UiTM Pahang, to offer opportunities and a platform for all interested individuals to participate and thrive in activities that foster entrepreneurial literacy. All participants demonstrated their commitment to the event by investing in their products, promoting them effectively, and setting up the booths. Majority of the participants focused on selling food products, as these were the most favored by their customers. This activity is crucial in stimulating students' enthusiasm for entrepreneurship, enhancing their ability to identify entrepreneurial opportunities, fostering their entrepreneurial potential, and strengthening their entrepreneurial communication skills. Other than that, engaging in entrepreneurial activities within higher education not only boosts students' self efficacy, expands their knowledge base, and fosters their entrepreneurial awareness, but also equips them for entrepreneurship post graduation. It was found that students' performance prior to and following entrepreneurship education training, concluding that these entrepreneurial skills can indeed be enhanced through such training. This form of entrepreneurship education can significantly influence students' entrepreneurial behaviours and yield positive outcomes in their professional environments (Ismail and Zain, 2015).

In addition to sales activities, sharing sessions on business management were also conducted by lecturers from FBM to make this flea market activity more meaningful. The training program, which includes Pocket Money Talk, Business Model Canvas Workshop, Business Registration by Companies Commission of Malaysia (SSM) and Young Entrepreneurs Showcase, is conducted throughout the semester to ensure that students acquire the necessary information and knowledge to become successful young entrepreneurs. This program has evidently played a significant role in stimulating students' interest in entrepreneurship, enhancing their capacity to recognize entrepreneurial opportunities, nurturing their entrepreneurial potential, and improving their skills in entrepreneurial communication.



In summary, entrepreneurship education can impact someone's choice to become an entrepreneur and is regarded as a fundamental resource for addressing significant challenges, equipping and inspiring young individuals not only for a career in entrepreneurship but also for achieving professional success in various other domains. Universities are recognized as key stakeholders in the endeavour to nurture and advance entrepreneurship through their involvement in the development of entrepreneurial ecosystems. Thus, in order to increase the number of young entrepreneurs, universities and other higher education institutions have been given the responsibility to cultivate entrepreneurial knowledge and skills among students, which will prove advantageous for their future career endeavours. In this context, taking part in entrepreneurship education has been linked to a growing interest in selecting entrepreneurship as a legitimate career path. To increase the number of young entrepreneurs, universities and other institutions of higher education have been entrusted with the responsibility of fostering entrepreneurial knowledge and skills in students, which will be beneficial for students' future career pursuits.

PERFECTION IS NOT ATTAINABLE.

**BUT IF WE CHASE PERFECTION,
WE CAN CHASE**

EXCELLENCE.