

THE UNIVERSITY'S ENTREPRENEURSHIP TRAINING BY
SME BANK IN IMPROVING BUMIPUTERA BUSINESS
PERFORMANCE

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Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA

2007

ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah, The All Mighty for giving me strength and inspiration towards completing this project as a requirement to obtain Bachelor in Business Administration (Hons) Marketing.

Many individuals have contributed their time, energy and expertise for their project paper. First and foremost, my deepest appreciation goes to my beloved project advisor, associate Mr.Hj Md Shariff Bin Haniff, who had continuously and patiently provide me with assistance, support, guidance and encouragement throughout the preparation of this project paper. Not forgetting my second examiner for giving me support and precious advice, thank you Mrs.Aemillyawaty Binti Abas.

I would also like to thank my boss, Mr.Hj Ramli, the managing director of KKB Program and my beloved supervisor, Mr.Kamarolzaman for giving me full cooperation in helping me to gather information needed for my thesis during my practical training. Not forgetting, the helpful staff of SME Bank for sharing their knowledge and experiences with me throughout the training. Thank training. Not forgetting, the helpful staff of SME Bank for sharing their knowledge and experiences with me throughout the training. Thank you to all the SME Bank staffs for your support and guidance.

Heartfelt thanks to my beloved mum [REDACTED], my beloved dad Zaher Bin Hj Zainul and to my siblings, Nor Farisya, Nor Farah 'Ain and Mohd Syahaizie who had given me a lot of encouragement and support in completing my project paper. Thank you for your love and patience in giving me courage to accomplish my mission. I would also like to thank my friends, cousin and many more for giving me strength and support when I was in Malacca. Thank you friends you all are great.

Last but not least, I would like to thank all of the people that I had mentioned above and the people who had helped me in completing my research. There is no word

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ABSTRACT

It is well established that the university institutional environment encourages the acquisition and dissemination of new knowledge among university community members. However, what is less well understood is how the university institutional environment encourages entrepreneurial (opportunity discovery, evaluation, and exploiting) behavior. The development of entrepreneurship, as both concept and activity, has been growing in importance in Malaysia. The perceived importance of entrepreneurship to the growth of Malaysia's economy is evidenced by the sheer amount and variety of supporting mechanisms and policies that exist for entrepreneurs, including funding, physical infrastructure and business advisory services. This paper reports on one of the outcomes of a broad ranging research project, funded by the SME Bank, aimed at investigating the potential for the assessment of entrepreneurial ability in undergraduate students. SME Bank proposes to the government to have this entrepreneurship training to be done in every university for early expose for students to involve in entrepreneurship.

In getting the data and information needed, the primary data have obtained from the survey method. It was more to quantitative research, where survey instrument in which questionnaires, have been used in this study. It involved a structured questionnaire given to the respondents to elicit specific information. The sample for this study was the students of UITM Malacca and UNIKL (MIIT). One hundred (100) sets of questionnaire have been distributed personally to one hundred respondents but only 65 are usable. Overall, this study has come up with a new research model according to the sources of previous study.