



**ENTREPRENEURIAL INTELLIGENCE AMONG UTM  
STUDENTS**

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## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of Study**

Doing business can be easy or difficult to future graduates student if they choose to become an entrepreneur. It depends on their knowledge and skills in entrepreneurship. In Malaysia, there is lots of business opportunity that graduates can take as an opportunity or an option to build career in their lives. In business, the important thing is a business idea. As entrepreneur, we need to start from small businesses. Entrepreneur need to explore in that particular strategic or various locations on what they can sell and get demand from people in order to have profit.

Malaysia is one of monetary player in the Asean locale. Despite the fact that Singapore has the quality in the monetary, Indonesia has the size and Thailand is great in tourism industry, yet Malaysia has the future and high potential in financial development. There are different assets that can be made and to frame a business if business people know how to look for the open doors that accessible in Malaysia.

Furthermore, Malaysia is one of the best places to start up a business with a small capital. In fact, the local people in Malaysia can enjoy the grant that provided by the government to start up the business. So, the future entrepreneurs in Malaysia can take it as opportunity to enter the market.

In these matters, students need to know or aware about business opportunities in Malaysia. According to Etzkowitz (2006), the potential for future economic development increasingly lies in the university because university has the students that have many sources of new ideas. Entrepreneur can be one of the best job options to apply in career life. To create a business, there are three dimensions need to be considered by undergraduates student which are creative intelligence, analytical intelligence and practical intelligence.

### **1.7.5 Opportunity Creation**

Opportunity creation, defined as “a set of ideas, beliefs and actions that enable the creation of future goods and services in the absence of current markets for them”. (Sarasvathy D. , 2001).

### **1.8 Limitation of study**

This study encompasses to existed student in UiTM Samarahan. It cannot be applied to other students outside UiTM Samarahan. Other than that, need to replace factors that have weak relationships between dependent variables.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

Possibly the main problem in creating a conceptual framework for the entrepreneurship field has been its definition. So far, most researchers have defined the field only in terms of which the entrepreneur is and what he or she does (Venkataraman, 1997). By describing the field in terms of the individual only, entrepreneurship researchers have made inadequate clarifications that don't avoid the investigation of different scholars (Gartner, 1988).

The meaning of an entrepreneur as a person who creates a new organization is a sample of this problem. Because this explanation does not include consideration of the difference in the quality of opportunities that different people find, it leads researchers to abandonment to measure opportunities. Therefore, convincing support for elements that differentiate entrepreneurs from other members of society is often doubtful, because these elements confuse the influence of opportunities and individuals.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

Research is a coherent and efficient quest for new and helpful data on a specific point. It is an examination of discovering answers for investigative and social issues through goal and precise investigation. It is a quest for information that is a revelation of concealed truths. The data may be gathered from diverse sources like experience, individuals, books, diaries, nature, and so forth. Research methodology is an efficient approach to tackle an issue. It is an art of concentrating on how research is to be completed. It is likewise characterized as the investigation of techniques by which learning is picked up. Its point is to give the work arrangement of examination. It is vital for a specialist to outline a technique for the issue picked. Regardless of the fact that the technique considered in two issues are same the strategy may be distinctive and not the same. The researcher should consider that not just the exploration strategies important for the examination undertaken additionally the approach. This chapter describes the data collection methods, research design, research instruments, sampling design, data processing and data analysis.

### **3.2 Research Design**

The exploration configuration is exploratory research. Researcher concentrates on examining and analyzing components influencing understudies “ entrepreneurial intelligence, the ranking of their entrepreneurial intelligence and find out opportunity creation and identification“. Researcher accumulated information efficiently to acquire inside and out understanding about entrepreneurial intelligence.

Quantitative research is clarifying phenomena by gathering numerical information that are investigated utilizing numerically based systems (specifically