



**THE ENTREPRENEURIAL INTENTIONS OF UNIVERSITY
STUDENTS: APPLYING THE THEORY OF PLANNED
BEHAVIOUR IN UNITEN, PUTRAJAYA CAMPUS**

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JOHOR**

JUNE 2018

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**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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
**BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"

I, Nurul Farina Bt Mohd Lotfi (NRIC: 960220065032)

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 my 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.

Signature: 

Date: 28/6/2018

LETTER OF TRANSMITTAL

28 JUNE 2018

Mardziyana Mohamad Malom

Ketua Pusat Pengajian (Ijazah),

Fakulti Pengurusan Perniagaan,

Universiti Teknologi MARA,

85000 Segamat,

JOHOR.


Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title **'THE ENTREPRENEURIAL INTENTIONS OF UNIVERSITY STUDENTS: APPLYING THE THEORY OF PLANNED BEHAVIOUR IN UNITEN, PUTRAJAYA CAMPUS'** to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....:.....

NURUL FARINA BT MOHD LOTFI

2015664082

BBA (Hons) Marketing

ABSTRACT

Student entrepreneurial intentions may be influenced by different factors. Entrepreneurial intentions are found to determine the willingness of students to engage in entrepreneurial behavior in the future. The main objective of this study is to understand how attitudes towards entrepreneurship, subjective norms and perceived behavioral control are seen to influence the entrepreneurship intentions of students from UNITEN Putrajaya Campus.

To achieve this purpose, Ajzen theory of Planned Behavior is applied. The study is conducted through primary research where data was obtained using questionnaire. Convenience sampling is used to obtain responses from 100 students. Statistical model SPSS is used to apply different test such as reliability analysis and correlation analysis. Results clearly show that the Ajzen theory is extremely valuable for this study. The discussion of the findings, implications of study, limitations and recommendations for future research are discussed in the end of the study.