

**ENHANCING CREATIVITY AND INNOVATION IN
TECHNOPRENEURSHIP EDUCATION**



**RESEARCH MANAGEMENT INSTITUTE (RMI)
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR
MALAYSIA**

BY :

**NOR HARYANTI MD NOR
YUSRINA HAYATI NIK MUHAMMAD NAZIMAN
SITI MAZIAH AB RAHMAN
SITI NORBAYA MOHD RASHID
NADIA FARLEENA MOHD AZNAN**

JULY 2018

Contents

1. Letter of Report Submission	iii
2. Letter of Offer (Research Grant)	iv
3. Acknowledgements	v
4. Enhanced Research Title and Objectives	vi
5. Report	1
5.1 Proposed Executive Summary	1
5.2 Enhanced Executive Summary	2
5.3 Introduction	3
5.4 Brief Literature Review	4
5.5 Methodology	6
5.6 Results and Discussion	7
5.7 Conclusion and Recommendation	9
5.8 References/Bibliography	10
6. Research Outcomes	12
7. Appendix	13

1. Letter of Report Submission

NOR HARYANTI MD NOR
Faculty of Business and Management
Universiti Teknologi MARA (UiTM)
Kampus Kota Bharu
15050 Kelantan

26th JULY 2018

Head of Department
INSTITUTE OF Research management & Innovation
Aras 3, Bangunan wawasan
40450 Shah Alam
Selangor

Dear Sir,

**SUBMISSION OF FINAL REPORT RESEARCH PAPER FOR ARAS GRANT 1/2016
600-IRMI/DANA 5/3/ARAS (0043/2016)**

I am Nor Haryanti Md Nor (256647) on behalf of the group members hereby is submitting the project paper titled "Enhancing Creativity and Innovation in Technopreneurship Education" as a requirement for the ARAS Grant.

We hope that this project paper will meet IRMI expectation and university's requirement.

Thank you.

Yours Sincerely,

**NOR HARYANTI MD NOR
(256647)**

3. Acknowledgements

Alhamdulillah, first and foremost all praise to Allah S.W.T the most merciful, the Almighty and owns this whole universe and peace upon His messenger our Holy Prophet Muhammad S.A.W for giving us this opportunity to complete this research project. Along the way in completing this research project, we would like to express our fully gratitude and appreciation towards Institute of Research Management & Innovation of MARA University of Technology (UiTM) Academic & Research Assimilation (ARAS) 2016-2018 for funding the research.

Besides that, many thanks also to all the respondents who were willing to take their time in answering the questionnaires. Last but not least, thank you for those who are involve directly or indirectly during the process of completing this project. Thank you so much.

5. Report

5.1 Proposed Executive Summary

(Original proposal – 300 words) – 1 page only

Technopreneurship education provides much ongoing interpretation and responsiveness among universities since it provides significant values of adventurous youth burning with energy, passion, creativity and intelligence. The creativity and innovation plays a crucial part in education process as it will precast the end result of developing the nations. Many universities have looked toward information technologies to assist them in making this transition and to obtain the flexibility necessary to educate well undergraduate into the future. Many universities have focused more entrepreneurship education and research involving academic staff and postgraduate students rather than undergraduate student technopreneurship. It is believed that UiTM is one of the few entrepreneurship universities which focus on undergraduate students, who, from enrollment to graduation, are offered constant encouragement, training and support for their efforts to conceive and start up business enterprises with prototype finding from them. This paper examines a factor required by the universities in bolstering the better prelude efforts towards the students in technopreneurship in indicating the competition, technology transfer/exchange students and university policy. This paper has brought to the fore the critical need for developing nations to realize and urgently begin to promote an appropriate technopreneurship as a way of life among its undergraduates. While the strength and growth of any economy is facilitated by the entrepreneurial culture and the versatility of its technical know-how, this paper focuses on the relevance of adopting technopreneurship as a way of societal development, thus establishing the inter-relationship between the management of universities and lecturers with the aims of enhancing proficiency in research and development in technopreneurship.