



THE WILLINGNESS TO BECOME AN ENTREPRENEUR: A
SURVEY OF NON BUSINESS UNDERGRADUATE'S
STUDENTS OF UITM SAMARAHAN

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SUBMITTED FOR THE FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE BACHELOR OF
BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

JANUARY 2015

ABSTRACT

This study was carried out to study the willingness of non-business students towards entrepreneurship and what are the factors that influenced their intention towards entrepreneurship. Thus, for this purpose, questionnaires were distributed to UITM Samarahan Campus' degree students who are from the non-business faculties.

This study was divided into two stages. The first stage involved collecting and analyzing data from questionnaires. The second stage, hypothesis was tested based on the variables in selected theoretical model. The findings shows the level of the students' willingness to become an entrepreneur and the contributing factors identified were personal desire, entrepreneurial education and family background.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Entrepreneurship involves actions, attitude and processes that entrepreneurs take to be the first mover, manages and develops their own business (Noer, Idrus, Hadiwijoyo and Wirjodirdjo, 2013). Furthermore, entrepreneurship is defined as the skill to start and build a new business (Kantis, Masahiko, and Masahiko, 2002). Anyone has the potential to become an entrepreneur. Noer, Idrus, Hadiwijoyo and Wirjodirdjo (2013) stated that there are two important things that entrepreneurs should have in a business, which are strategic thinking, and to be action-focused. In addition, entrepreneurship also includes practices, processes and decision-making activities that are part of the day-to-day operational business activities. Anyone can become an entrepreneur despite his or her age but there is a need to have the necessary knowledge, skills and attitudes of an entrepreneur and acknowledge the opportunities that are available in the market that can ensure a long-term growth.

On the other hand, unemployment can be defined as the number of people who do not have a job, which provides money and it can be a case where people who have the required capabilities as well as abilities to work and willing to work but could not get any job opportunities (Mbijiwe and Kathure, 2013). Many countries are also experiencing the similar problem including Malaysia.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter discusses the definitions of a few relevant variables and their literature to provide an in-depth understanding of this survey. First, this chapter discusses on the definition of an entrepreneur and the students' willingness to be an entrepreneur. Furthermore, this chapter discussed the three independent variables that influences the students' willingness to be an entrepreneur.

2.1. Entrepreneur

Entrepreneur is anyone who works for themselves and possess entrepreneurial skills. Entrepreneur organizes, manages and takes responsibility for their firms and had to face with challenges that some are willing to take rather than had to work for somebody else. According to Campbell (1992), many will also try to avoid entrepreneurship as their choice of career because they had to face every day's business and work situations that are filled with failures, uncertainty and frustrations that comes from opening a brand new firm.

Cassom (2003) defines entrepreneur with two approaches. The first one is functional approach where the entrepreneur is a person who does entrepreneurial activities and takes the duty of an entrepreneur. The second approach is indicative approach where entrepreneur is defined based on their rank in the society, good relationship with political parties and their legal rights.