



**THE IMPACT OF HIGHER EDUCATION ON UNIVERSITY STUDENT
ENTREPRENURIAL INTENTION**

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JULY 2015

ABSTARCT

There are many opportunities provided by government to the entrepreneurship program for people in our country. As the main character the youth are responsible to ensure that more entrepreneur will be created. The opportunity should be grabbed to increase the economy for the county. The development of business potential of the student during study will lead to increase of its competitiveness in the market. The opinions of experts on existing problems in the course of entrepreneurial from the point of view of their focus on development at students of enterprise qualities are analyzed. The results of applied research of entrepreneurial orientation of students prove the existence by students the positive relation to business and desire to develop enterprise potential during study. Also, in the paper the main directions of improvement of system of formation and development of enterprise potential of students are formulated.

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CHAPTER 1

INTRODUCTION

1.0 Background of Study

Entrepreneurship education has increase due to the need to prepare students for coping in the contemporary work and living environment. In addition to entrepreneurship courses thought for business student. Sense of initiative and entrepreneurship has become necessary for all students and society at large regardless of their speciality.

Entrepreneurship education has been defined in narrower and broader terms. It can be seen as opportunity, recognition, and also resources of taking risk, building a business venture and as collection (Kourilsky , 1995) and “a the collection of formalised teaching the informs , trains and educates anyone interested in business creation , or entrepreneurship education can be placed in wider context than business preparing not only “ an entrepreneurial person who may become self – employed and an owner of enterprise, but also a person who is able to pursue entrepreneurship and innovation as an employee and or be a person who exhibits “enterprising behaviour” Gibb, 2002).

In terms of entrepreneurial intentions it has been argued that there is no clear and consistent definition of the problem solving definition of the term. Entrepreneurial intentions has been used in previous studies as the reference to owning the business or becoming self-employed either (by setting own firm or taking over existing one) as the set of broader personal orientations, dispositions , desires , or interest that may lead to venture creation. And also the encouragement to those who want to do their own business taken more specific forwards.(Thompson 2009)

Studies have shown that entrepreneurship education programs contribute to the development of entrepreneurial intentions. (Izquierdo & Bullens , 2008, luteje & Franke , 2003) Peterman and Kennedy, 2003). While acknowledging that entrepreneurship education can be defined in the broad sense , it is used I the current study in more narrow meaning as it refers to the student’s intentions of becoming a founder of an enterprise.

The development of business potential in the student during the training will lead to increase of its competitiveness in the market. The opinions of experts on existing problems in the course

CHAPTER 2

LITERATURE RIEW

2.1 Introduction

Strategic entrepreneurship is a recent concept which refers to the integration of entrepreneurial (opportunity seeking behaviour) and strategic (advantage seeking) prospective in developing and taking actions designed to create wealth (Hitt et al.,2001). Thus entrepreneurial mind-set is important for the strategic management field. Developing such a mind-set requires collective efforts of policy makers, educators, and strategists.

Entrepreneurship has been given a great interest since 1980's. It has been perceived as an engine of socioeconomic growth providing job opportunities and diverse goods and services to the population (Reynolds et al., 2000) and cure for the problems such as high unemployment and stagflation (Wennemakers and Thurik., 1999). Governments and NGOs have been offering support for the potential and actual entrepreneur through variety of trainings and funds. Many universities started open entrepreneurship departments or at least offer entrepreneurship courses for foster entrepreneurship spirit in society. University student are potential candidates for future entrepreneurial activities if they have not become entrepreneurs yet during their educational lives. In the literature there are various studies on the impact of personality trait or contextual factors on entrepreneurial intention. For the policy makers, decision makers and educators, contextual factors are easier to manipulate compared to personality. Many authors agree the entrepreneurship is a planned behaviour. (Shapero and Sokol, 1982; Bird, 1989; Krueger and Carsrud, 1993) Therefore, based on Theory Planned Behaviour (TPB) model. This will show the contextual factors, which are supposed to have an impact on entrepreneurial intentions through affecting personal attitudes and perceived behavioural control.

2.2 Theory of Planned Behaviour

An intention is an anticipated outcome that guided by planned actions. The theory of planned behaviour is linked between attitudes and behaviours (Ajzen 1991). Intentions predict deliberate behaviours because behaviour can be planned. Intention is assumed to take hold of emotional factors that influence behaviour and indicate one's effort to try to perform intentional behaviour. In the context to entrepreneurship, intension is identified as the important property for establishing an organisation (Kants & Gartner 1988) and as a predictor of new reliable enterprise (Krueger 2000).