THE EFFECTIVENESS OF E-BIZ/TECHNOPRENEUR ACADEMY PROGRAM (TAP) TO ENHANCE THE TECHNOPRENEUR DEVELOPMENT

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ABSTRACT

These studies were conducted to know the effectiveness of the E-biz/TAP to enhance technopreneur development. E-biz/TAP was the program where it gives an opportunity to the Bumiputera's target group to get information and experience in basic business management and ICT business and e-commerce specifically and entrepreneur and ended with the generation of their own business plan that can be implement to be entrepreneur in ICT business and e-commerce.

This program can help the participant to understand more about technology business where this can be an opportunity for them to get more income. Nowadays, technology was very important for us in doing our daily activities and also business.

The objectives of this study are to identify problem faced by technopreneur to get start in technology business, to assess the effectiveness of the program to enhance technopreneur development, and the last one to recommend solution to improve E-biz/TAP in the future so that it can enhance more technopreneur development in the future.

After doing this study, it can identify the problem that participants faced in starting the technology business so that there will have the way on how to overcome it and it also will get suggestion from the respondent on how to improve this program so that it can be more effective in the future to enhance technopreneur development.