



FACTORS INFLUENCING STUDENT'S SOCIAL ENTREPRENEURSHIP

INTENTION: A CASE OF DUTA JAUHAR

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2014381029

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

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Submitted in Partial Fulfilment of the Requirement for the
Bachelor of Business Administration with Honours (International Business)

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, NUR SYAFINAZ BINTI RASHID, (I/C NUMBER): 950806-01-6562

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or 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: _____

LETTER OF SUBMISSION

Lecturer of UiTM Melaka
Faculty of Business Management
Universiti Teknologi Mara
110 Off Jalan Hang Tuah
75300 Melaka

SUBMISSION OF PROJECT PAPER (IBM672)

Dear Madam Saida Farhanah,

With reference to the subject matter, I hereby submit this project titled “Factors Influencing Student’s Social Entrepreneurship Intention: A Case of Duta Jauhar” as to fulfil the partial requirement as needed by the Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

NUR SYAFINAZ BINTI RASHID

(2014381029)

ABSTRACT

To be a social entrepreneur, it would be much better if the intention to become a social entrepreneur start at the early age. Nowadays, there is increasing number of programme to create youngster to become social entrepreneurs in future. Notice that, increase in number of young social entrepreneurs in Malaysia also occur. A part from that lack of establish social organization happen in Malaysia.

Duta Jauhar is one of the social entrepreneurship programme which was invented by Johor States in order to create social entrepreneurs among Johorean. Yayasan Pelajaran Johor is the executor of Duta Jauhar programme. Duta Jauhar was officially launched was in the year of 2014. Duta Jauhar 4.0 was choosen in order to carry out a research on the factors influencing student's social entrepreneurship intention.

This study elaborates on three factors chosen to measure student's social entrepreneurship intention such as prior experience, empathy and self efficacy which will help to measure the influence it has on student's entrepreneurship intention.