

**BARRIERS TO START-UP THE BUSINESS AMONG STUDENTS AT TERTIARY
LEVEL: A CASE STUDY IN NORTHERN STATES IN MALAYSIA**

BY:

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3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Prof./tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.

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Sekian, harap maklum.

"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"

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4. Report

4.1 Executive Summary

At university level, students are encouraged and expectant to create an entrepreneurial culture where they need to experience on how to operate the business inside the campus. This was also to aid the university in producing graduates who can help meet the government's aspiration of turning Malaysia into a high-income country. The students should be molded as a young entrepreneur so that they are capable to think and not just to vomit what they gather from their lectures and the lecturer's especially Malay students.

Surveys on students have a willingness to start-up the business while their studying but nonetheless the students having their shares of difficulties and barriers. The objectives of this paper is to identify the barriers faced by students for various departments to start-up the business at the IPTA's in northern region that concise of three variables; personality traits, entrepreneurial skills and micro level. Thus, the future plans in connection with entrepreneurship.

In this study, both descriptive and experimental studies were used. The target population of this study is all students in higher institutions in northern region include UiTM Kedah, UiTM Pulau Pinang, UiTM Perlis, USM, UNIMAP and UUM. The sample of students will be selected at random from the above institution using multistage sampling.

The expected outcome is to expose a student on how to start-up the business and experiencing the challenges of entrepreneurial environment. Thus, the encouragement among lecturers necessarily is needed by students to motivate them implementing the business. Besides, the universities need to increase the opportunities for students: spaces (time and place) where students can think, discuss the future as entrepreneur and practice being/acting entrepreneurially.

4.2 Introduction

4.2.1 Background

Entrepreneurship is not a bizarre subject among Malaysian society where presently most of the Malaysian entrepreneur participating in a various industries and business ventures. Moreover it is one of the government exclamations to achieve developed nation status by 2020 and yet economic growth of 6 per cent a year will be required (PEMANDU).

In this line, The Economic Transformation Programme (ETP) has been built on the direction outlined in the Tenth Malaysia Plan to develop a markedly different approach to delivering the government's objectives. In putting Malaysia on the world map, a comprehensive planning need to be taken critically where all parties including public sector, private sectors, students and fresh graduates have to play their important part in ensuring the ETP's will be succeed and also to make Malaysia to become a high-income nation. It was also supported by Minister of Higher Education, Dato' Seri Khalid Nordin where entrepreneurship will be the key enabler for the country to achieve high income nation status by 2020, as the players in the entrepreneurial culture will be the main catalyst to the economic transformation.

Being entrepreneur is one of the strategies to achieve the vision of 2020 and it also will help to reduce the number of unemployment rate. Salina, Nurazariah, Noraina & Jegatheesan (2011), stated a study has been carried out by the Ministry of Higher Education on graduate employability from 2006 to 2009. It has shown in 2006, the unemployment rate among graduates was high at 31 per cent high; in 2007 the unemployed graduate rate had dropped to 27 per cent. Thus, graduate unemployment was still standing at a high 24 per cent in 2008. Conversely on the news of 7 July 2012, the unemployment rate in Malaysia has dropped from 3.1 per cent to 2.9 per cent in 2012. Deputy Finance Minister Datuk Donald Lim Siang Chai said Malaysia had managed to attract foreign investors where the investors are comfortable and confident with the business climate in Malaysia, which is facilitated by programmes endorsed by the Federal Government such as the ETP (Lee Yen Mun, 2012).