



UNIVERSITI TEKNOLOGI MARA

**EFFECT OF UNIVERSITY ENVIRONMENTS,
PERSONAL TRAITS AND RISK TAKING TOWARD
ENTREPRENEURIAL INTENTION AMONGST
UNDERGRADUATES STUDENT**

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

The importance entrepreneurship education has been stressed by numerous researchers (Arranz, Ubierna, F. Arroyabe, Perez, & de Arroyabe, 2016). Recently, there are exposed about people view of university education will help the student to gain knowledge and skills to get access to the world of employment into professional careers (Sani, 2018). Furthermore, due to the importance of entrepreneurship education in Malaysia, Malaysian Ministry of higher education has taken the initiative by making entrepreneurship subjects compulsory to all students (Rahim, et al., 2015).

These studies will more focusing on the curricular activity that is regulated by the university, which are consisting of case study, brainstorming, simulation and project development in groups?

UiTM has constructs a curricular activity for their student by providing a program such as Principle Entrepreneurship (ENT530). This subject is compulsory to the business management student. *Undergraduate students*

According to ENT530 course outline are equivalent to three (3) credit hours. This subject can be taken at part 3. In the course outline has been stated that at the end of the semester the student should be able to explain the concept and process related to principles of entrepreneurship using verbal and non- verbal communication. Furthermore, the student can demonstrate managerial skill in preparing a business plan and can demonstrate information retrieval and management skills in creating a business via social media platform (UiTM, 2017)

1.2 Background of the Organization

UiTM Johor was established on 1983. The first campus was at Bukit Siput and inaugurated by Dato' Abd. Ajib Bin Ahmad. Due to the increases demand in education sector UiTM was relocated to the new location at Segamat Baru on 1982. In 1990 UiTM Johor was granted new locations that are more strategic and conducive at KM12, Jalan Muar-Segamat.

UiTM Segamat has been dividing by four faculties which is Faculty Business Management, Faculty Accounting, Faculty Information Management and Faculty Science Computer. Furthermore, UiTM Segamat has been completed with the infrastructure for education and recreation to make UiTM as equivalent to the international universities.

1.2.1 The Organization vision

To establish UiTM as a premier university of outstanding scholarship and academic excellence capable of providing leadership to Bumiputeras's dynamic involvement in all professional fields of world-class standards in order to produce globally competitive graduates of sound ethical standing (UiTM, 2018).

1.2.2 The Organization Mission

To enhance the knowledge and expertise of Bumiputeras in all fields of study through professional programs, research work and community service based on moral values and professional ethics (UiTM, 2018).