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THE FACTORS SHAPING UNDERGRADUATES'  
INTERESTS TOWARDS BUSINESS

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“In the name of ALLAH the Most Gracious and the Most Merciful”

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## CHAPTER 1

### INTRODUCTION

This segment focuses the background of the study which is on perceptions of undergraduate students about involvement in business. It also emphasize on student's performance in the university. Section 1.1 discusses the background of the study, Section 1.2 explains the problem statement and Section 1.3 states the research questions. Section 1.4 on the other hand, states the research objectives and Section 1.5 is on the particulars regarding the scope of the study. In addition, Section 1.6 explains the significant of study and lastly Section 1.7 is all about definition of terms and concept.

#### **1.1 Background of the Study**

Involving in business requires students to be responsible to think towards their future. It giving them options not too depends on limited employments opportunity in firms (Amaran, 2015). Therefore, students will find this an alternative upon their graduation which helps in unemployment burdens. According to (Hashim, Zainol, & Shukory, 2008) early research shown significant relationship between newly establish business with student's performance in education and high chance of potential success in business to educated entrepreneur. As a result, student's performances affect the motivation factors in business setting.

Becoming a successful entrepreneur require more than motivation and good academic preferences. It is a process of understanding and ability of a person to identify opportunity of a potential business. Moreover, ideas creation and innovation need to be promising in order products can be commercialised to customer. Therefore, all of the materials on what students have learned must be polish better in building strong

foundation of a business. It was essential elements of this study to know readiness and what kind of setting student most prefer.

Entrepreneurship has been seen as method to increase economic growth thus there are efforts done by countries to enhance this field by promoting entrepreneurship and encourage activities matter particularly among youth. (Hashim, Zainol, & Shukory, 2008). This study attempts to determine involvement and awareness of undergraduate student of Sabah in engaging to business activities. Hence, it rectify level of participation by undergraduate student that significance for future references.

As argued by (Keat & Ahmad, 2012) students' attitude towards business ownership listed major obstacles toward the entrepreneurship process namely; lack of experience or lack of finance in which delay the path towards university students preferred future occupation choice. Therefore, any challenges endured by the undergraduate students must be known particularly in the scope of this study to explain necessary measures to overcome any dragging elements for the students. As a result, steps taken evaluate process into better projection of implementation.

## **1.2 Problem Statement**

Malaysia has profoundly moving towards its objectives on achieving high income nation by 2020 and entrepreneurship seen as method to expedite economic growth at the same time increase business activity to fulfil gaps of middle household income. Hence, various programs vastly done by the government in higher leaning institutions to engage student's participation to entrepreneurship. The problem statement of the study emphasis on student's interest towards business whereas low interest to starts new venture enabled the tendency of dependability to limited job offers thus encourage increment rate of