



"A STUDY ON THE LEVEL OF EFFECTIVENESS OF *PROGRAM USAHAWAN MUDA (PUM)* IN ENHANCING THE ENTREPRENEURIAL SKILLS AMONG SECONDARY SCHOOL STUDENTS IN THE WEST COAST DISTRICT"

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ABSTRACT

This study was conducted to identify the level of effectiveness of *Program Usahawan Muda* (PUM) in enhancing the entrepreneurial skills among secondary school students in the west coast district, whether the PUM is in enhancing entrepreneurial skills and thus to make recommendations that can be used by Sedcovest Holdings Sdn Bhd. The research design used is descriptive study and both primary and secondary data regarding the study were gathered. The target population in this study is the secondary schools which were involved in *Program Usahawan Muda* in west coast district. The sample consists of 120 respondents; the respondents were selected through convenience sampling. In analyzing the data, frequency distribution, percentage, and cross tabulation were used.

The findings of this study revealed that the level of effectiveness of *Program Usahawan Muda* in enhancing entrepreneurial skills among secondary schools students were at good level. Finding and conclusion finally discussed. Towards the end of this study, comprehensive recommendations to increase the effectiveness of this program were drawn.