

**THE EFFECT OF 'PROGRAM USAHAWAN MUDA' (PUM)
ON PARTICIPATING SCHOOLS
IN KUCHING AND SAMARAHAN, SARAWAK**

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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	v
LIST OF TABLES	vi
LIST OF FIGURES	viii
LIST OF DEFINITIONS OF TERMS AND ABBREVIATIONS	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Scope of Study	5
1.6 Significance of Study	6
1.7 Limitations of Study	7
CHAPTER 2: LITERATURE REVIEW	9
2.1 Theory on Growth of Entrepreneur	9
2.2 Definition of Entrepreneurship and Entrepreneur	10
2.3 Can Entrepreneurship Be Taught?	13
2.4 Definition of Training and Education	15
2.5 Evaluating Training Programs	16
CHAPTER 3: RESEARCH METHODOLOGY AND DESIGN	20
3.1 Data Collection	20
3.1.1 Primary Data	20
3.1.2 Secondary Data	20
3.2 Research Design	21
3.2.1 Measurement and Scaling Technique	21
3.2.2 Target Population and Sample Size	22
3.2.3 Methods for Data Collection	22
3.2.4 Procedure for Analysis of Data	24
CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA	26
4.1 Respondent Demographic Profiles – Students (Frequency Analysis)	26
4.1.1 Respondent Demographic Based on Gender	26
4.1.2 Respondent Demographic Based on Year of Birth	27

ABSTRACT

This study is done to know the effect of '*Program Usahawan Muda*' (PUM) organized by SeDidik Sdn Bhd on participating schools in Kuching and Samarahan, Sarawak. Objective of this study is to discover whether PUM brings about lasting changes in the participants' attitude and interests toward entrepreneurship, their entrepreneurship skills and knowledge. In addition, effect of PUM on students' academic performance and benefits of PUM can be verified. Information gathered from this study will eventually help SeDidik Sdn Bhd to further improve the program in future. This study involves 30 secondary schools in Kuching and Samarahan District, Sarawak. Data were gathered from 252 students and 56 guidance teachers who participated in PUM for year 2003. Some of the students are now in Form 2, Form 3, Form 4, Form 5, Form 6 and some are now furthering their studies and already working.

This study focusing on how PUM affects the participants' interest in entrepreneurship, skills, and level of knowledge in business. From the study it is found that PUM helps to increase students' interests in entrepreneurship or business, become more responsible, enhance knowledge about entrepreneurship and related fields like basic management, operation, administration, finance, and marketing, and obtain the necessary skills to do business. The experiences gained from students' involvement in PUM contribute to the change of attitude toward entrepreneurship and future career prospect. Furthermore, PUM also has positive impact on the students' academic performance. This study shown that PUM is a good training and education program to build positive entrepreneurship culture amongst youth. Not only the students but teachers also gain benefits from this entrepreneurship program.

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND

SeDidik Sdn Bhd is a wholly owned subsidiary of State Economic Development Corporation (SEDC) Sarawak and its main activities is to undertake the educational, social and community projects for SEDC Sarawak. SeDidik Sdn Bhd was established in 1990 and envisions being the best Human Resource Development (HRD) agency by extending its services across the human development spectrum, ranging from the early childhood years to adults in the workforce. In addition to its initial efforts that are to concentrate on early childhood development, the organization has now emphasized on training and development of the community and workforce. The organization aims to develop a positive culture based on integrity, discipline and diligence to equip Malaysians especially Sarawakians with capabilities and skills to propel the nation into further social and economic progress as well as to achieve national goals and aspirations through its services.

SeDidik Sdn Bhd provides professional, high quality and customised training packages in the Management of training and development programs, Professional development programs, Management training courses, Supervisory management courses and Young entrepreneur program. This study will concentrate on young entrepreneur program or also known as *Program Usahawan Muda* (PUM) and its effect on the participants' attitude, skills, and knowledge. It is also hoped that from the findings we can ascertain the effect of PUM on the students' academic performance. PUM is one of government efforts to build entrepreneurship culture and entrepreneur value amongst students. In