



**UNIVERSITI PUTRA MALAYSIA**

***RELATIONSHIP BETWEEN LEARNING STYLES AND  
ENTREPRENEURIAL COMPETENCIES AMONG STUDENTS IN A  
MALAYSIAN UNIVERSITY***

**CHAI FOONG TENG**

**FPP 2013 30**



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AND ENTREPRENEURIAL COMPETENCIES  
AMONG STUDENTS IN A MALAYSIAN  
UNIVERSITY**

**CHAI FOONG TENG**

**MASTER OF SCIENCE  
UNIVERSITI PUTRA MALAYSIA**

**2013**



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**By**

**CHAI FOONG TENG**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra  
Malaysia, in Fulfilment of the Requirements for the Master of Science**

**February 2013**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia  
in Fulfilment of the requirement for the degree of Master of Science.

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**February 2013**

**Chairperson: Professor Zaidatol Akmaliah Lope Pihie, PhD**

**Faculty: Educational Studies**

The purpose of the study was to identify the relationship between learning styles and entrepreneurial competencies among students in a Malaysian university. This is a descriptive study which used a self-administrated questionnaire. The sample was 270 students who enrolled in Entrepreneurship Course as a compulsory course in their respective programme of studies in Universiti Putra Malaysia (UPM). Overall, both Processing strategies (mean=3.16) and Regulation Strategies (mean=3.08) indicated a moderate level. Concrete Processing strategies (mean=3.30; SD=0.68) was found to be the most preferred learning style. Lack of Regulation learning style (mean = 2.98; SD= 0.64) was the least preferred. Literature Programme, Technical programme and Science programme students rated Concrete Processing as their most preferred learning style.

The overall students obtained a high level of mean score for management competencies (mean=3.73; standard deviation=.0.58). Marketing competencies (mean=3.67; standard deviation=0.62) and financial competencies (mean=3.46; standard deviation=0.64) are at a moderate level. Overall, the students rated themselves as having a moderate level of entrepreneurial competencies (mean=3.62; standard deviation=0.61).

All the subscale of cognitive processing domain: deep processing, stepwise processing and concrete processing were significantly related to management, marketing and financial competencies at a moderate level. The findings showed significant relationships between the different components of learning style and entrepreneurial competencies. The only component of learning styles that had insignificantly negative and negligible relationships with management ( $r=-.036$ ;  $p=.372$ ), financial ( $r=-.110$ ;  $p=.345$ ), and marketing competencies ( $r=-.126$ ;  $p=.606$ ) was Lack of Regulation. It can be concluded that the relationship between learning styles and entrepreneurial competencies among university students are significant. Findings had contributed to improve teaching and learning entrepreneurial competencies at university level.

Key words: learning styles and entrepreneurial competencies

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains.

**HUBUNGAN ANTARA STAIL PEMBELAJARAN DENGAN KOMPETENSI  
KEUSAHAWANAN DALAM KALANGAN PELAJAR UNIVERSITI  
MALAYSIA.**

Oleh

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**February 2013**

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Kajian ini bertujuan mengenal pasti hubungan di antara stail pembelajaran dengan kemahiran keusahawanan dalam kalangan pelajar universiti. Kajian deskriptif ini menggunakan soal selidik untuk mengumpulkan data. Sampel kajian terdiri daripada 270 pelajar yang mengambil kursus Keusahawanan sebagai kursus wajib dalam program pengajian mereka di Universiti Putra Malaysia (UPM). Keseluruhannya, min skor stail pembelajaran “Scale concrete processing” (Min=3.16) dan Stail pembelajaran “Scale Regulation Strategies” (min=3.08) menunjukkan paras sederhana. Kajian menunjukkan stail pembelajaran “Scale concrete processing” (Min=3.30; Std Deviation=0.68) adalah paling popular. Sementara stail pembelajaran “Scale

Lack of Regulation” (Min=2.98; Std Deviation =0.64) adalah paling tidak digemari dalam kalangan pelajar UPM. Stail pembelajaran “Scale Concrete Processing” menjadi pilihan paling popular bagi pelajar aliran Literasi, Teknikal dan Sains. Pada keseluruhannya pelajar memperoleh skor min tinggi dalam kemahiran pengurusan (min=3.73 ;SD=0.58). Kemahiran pemasaran (min=3.67; SD=0.62) dan kemahiran kewangan (min= 3.46; standard deviation  $\pm 0.64$ ) mencakupi skor min sederhana. Pada keseluruhannya pelajar mempunyai persepsi pada tahap sederhana berkaitan dengan keusahawanan(min=3.62; SD=0.61).

Keseluruhan domain “subscale cognitive processing”: “Scale deep processing”, “Scale stepwise processing” dan “Scale concrete processing” mempunyai hubungan sederhana yang positif dan signifikan dengan kompetensi pengurusan, pemasaran dan kewangan. Hasil kajian menunjukkan hubungan yang signifikan antara stail pembelajaran dan kompetensi keusahawanan. Hanya stail pembelajaran “Scale lack of regulation” yang tidak menunjukkan hubungan yang signifikan dan negatif antara hubungan dengan pengurusan ( $r=-.036$ ;  $p=.372$ ), kewangan ( $r= -.110$ ;  $p=.345$ ), serta kompetensi pemasaran ( $r= -.126$ ;  $p=.606$ ). Dapatan kajian memberikan sumbangan terhadap pengajaran dan pembelajaran kompetensi keusahawanan di universiti.

Kata kunci : Stail pembelajaran dan kemahiran keusahawanan

## **ACKNOWLEDGEMENTS**

First and foremost, I praise to almighty God. The Most Gracious and merciful God for giving me all the blessing to undergo this master programme. I would like to take this opportunity to extend my sincere gratitude and appreciations to the following individuals whose assistance, advice and encouragement were of immeasurable value towards the success of my Master program.

I would particularly like to express my appreciation to my supervisor, Professor Zaidatol Akmaliah Lope Pihie, Chairman of my supervisory committee, for her magnificent professional expertise, motivation and time to make the completion of my Master Thesis a success. Her professional commitment, warm relationship and critical worldview taught me meaningful experience about research and the academic world.

I am deeply grateful to Pn. Rosnani Jusoh, who as a member of my Master committee, ceaselessly inspired, coached and guided me to be consistent and to concentrate on my research.

I also thank Dr. Soaib Asimiran, who is also as a member of my Master committee, his caring attitudes ,intellectual motivation have proven to me that nothing is impossible though out my master programme.

I take this opportunity to give thanks and honour to the Dean of the Faculty of Educational Studies University Putra Malaysia and Faculty of Economy and Management University Putra Malaysia for granted me the permission to conduct the research at their faculty.

Specially thanks to Dr. Vahid, Mr. Luke Ooi, Puan Ayu for their constructive comments. I would like to extend my immense gratitude to my friends for their support. Finally, I am grateful to my husband for the financial and moral support during my studies.

I certify that a Thesis Examination Committee has met on 28 February 2013 to conduct the final examination of Chai Foong Teng on her thesis entitled "Relationship Between Learning Styles And Entrepreneurial Competencies Among Students In A Malaysian University " in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science.

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## DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institutions.

**CHAI FOONG TENG**

Date: 28 February 2013



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