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

CHAI FOONG TENG

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CHAI FOONG TENG

MASTER OF SCIENCE
UNIVERSITI PUTRA MALAYSIA

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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.

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

By

CHAI FOONG TENG

February 2013

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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

CHAI FOONG TENG

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Kajian ini bertujuan mengenai 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 ±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 pembelajatan 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
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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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