

CHAPTER I

INTRODUCTION

1.1 Background to the Research

Attitude is defined as the predisposition to respond in a generally favorable or unfavorable manner with respect to the object of the attitude (Ajzen, 1982; Rosenberg & Hovland, 1960; Shaver, 1987). Every attitude has an object, be it a specific person, place, thing, event, activity, mental concept, cognitive orientation, life style, or even combinations of these categories. Attitudes also exist at the general and specific levels for many objects. Attitude theory has a substantial history of research and offers both theoretical and practical benefits to the study of entrepreneurship. Attitudes are seen as being relatively less stable than personality traits, changing both across time and across situations through interactive processes with the environment (Abelson, 1982; Chaiken & Stangor, 1987; Rosenberg & Hovland, 1960). During the last two decades, entrepreneurship education has expanded significantly in most industrialized countries (Matlay and Carey, 2006). The considerable growth experienced over this period, in terms of number of courses provided and the content of related curricula can be seen as symptomatic of widespread governmental belief in the positive impact that entrepreneurship can have on the socio-economic and political infrastructure of a nation (Matlay and Carey, 2007). There is an expectation

that more as well as better entrepreneurship education would result in a proportionate increase in both the number and the quality of entrepreneurs entering an economy.

Andalas University (known shortly as UNAND) is known as the leading university in character building and entrepreneurship. UNAND is the oldest university outside of Java Island, and the fourth oldest university in Indonesia. This university was established in 1956 following the Decree of Minister of Education and Culture No. 80016/Kab; 23 December 1955. UNAND was officially launched at 13 September 1956 by four of its founding fathers together with the Dr. st Mohammad Hatta, Indonesia's 1st Vice President, and the Minister of Education and Culture Bapak Sarino Mangoenpranoto. As the leading university in character building and entrepreneurship, UNAND offer entrepreneurship subject in several faculties to create more entrepreneur in the future.

In the faculty of economic itself the practice of entrepreneurship subject done by giving the students a project. The project will be their final assignment. The project is that the students will be divided into several group and they will sell a product for a semester, the product that they are selling need to be different from other groups. Before the students selling the product they need to made a business plan to make sure that their business can run well. There is an expectation that the student that has taken the subject will show more entrepreneurial attitude than the students that has not taken the subject yet.

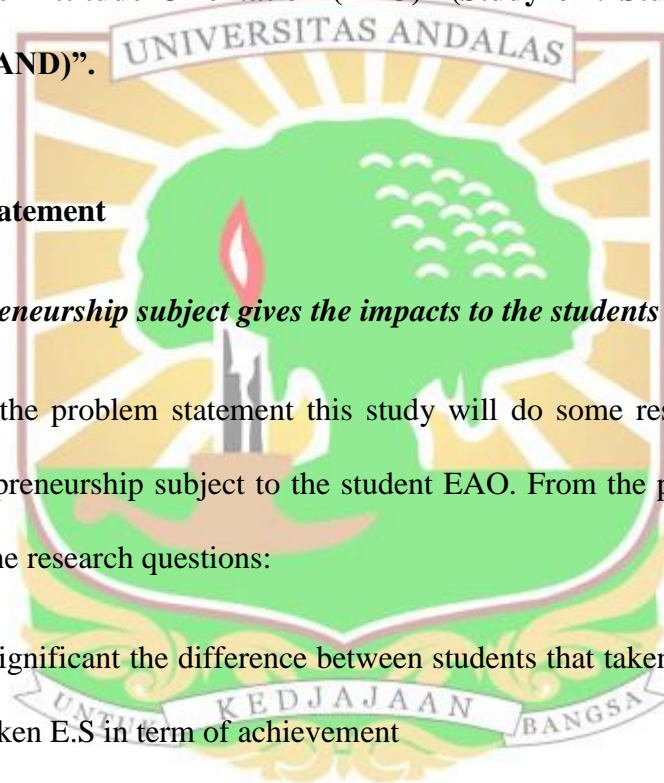
Based on the background above, the researcher want to research the entrepreneurial attitude between the students that already take the entrepreneurship subject and the students that not taken the subject yet in UNAND specifically the student faculty of economic. Based on that, the researcher will analyze through discussion on tittle “**The Impact of Entrepreneurship Subject to The Student Entrepreneurial Attitude Orientation (EAO) (Study of : Students Faculty of Economic, UNAND)**”.

1.2 Problem Statement

The entrepreneurship subject gives the impacts to the students EOA subscales.

To support the problem statement this study will do some research to find the impact of entrepreneurship subject to the student EAO. From the problem statement we can define the research questions:

1. How significant the difference between students that taken E.S and students non-taken E.S in term of achievement
2. How significant the difference between students that taken E.S and students non-taken E.S in term of self-esteem
3. How significant the difference between students that taken E.S and students non-taken E.S in term of personal control

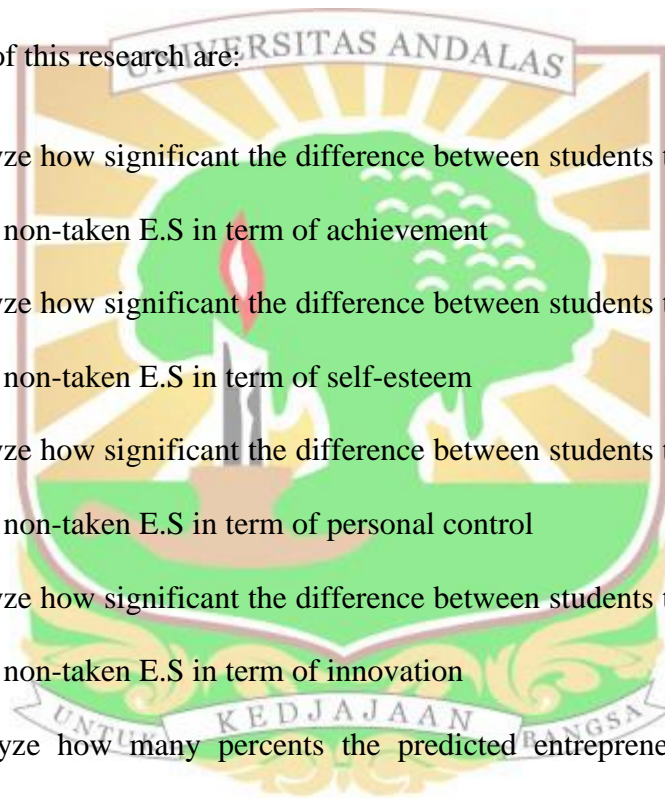


4. How significant the difference between students that taken E.S and students non-taken E.S in term of innovation
5. How many percents the predicted entrepreneurs between two groups of students

1.3 Objectives of the Research

The objectives of this research are:

1. To analyze how significant the difference between students that taken E.S and students non-taken E.S in term of achievement
2. To analyze how significant the difference between students that taken E.S and students non-taken E.S in term of self-esteem
3. To analyze how significant the difference between students that taken E.S and students non-taken E.S in term of personal control
4. To analyze how significant the difference between students that taken E.S and students non-taken E.S in term of innovation
5. To analyze how many percents the predicted entrepreneurs between two groups of students



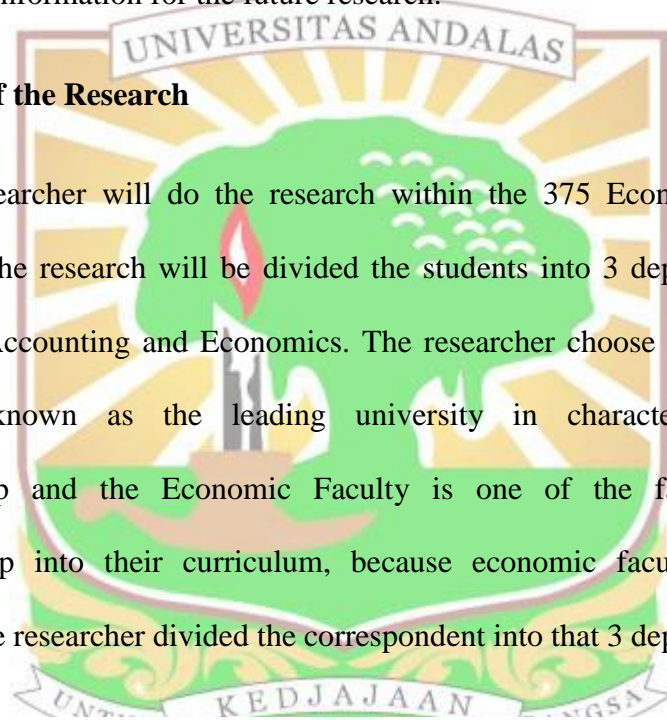
1.4 Contribution of the Research

The contributions of the research are:

1. Give the information to UNAND, specifically the Economic Faculty about the effectiveness of entrepreneurship subject to the students.
2. Give the information for the future research.

1.5 Scope of the Research

The researcher will do the research within the 375 Economic students in UNAND, and the research will be divided the students into 3 departments such as Management, Accounting and Economics. The researcher choose UNAND because UNAND is known as the leading university in character building and entrepreneurship and the Economic Faculty is one of the faculties that put Entrepreneurship into their curriculum, because economic faculty consist of 3 departments, the researcher divided the correspondent into that 3 departments.



1.6 Outline of Research

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapter, they are:

CHAPTER I : Introduction

That is containing about background of the study, problem statement, and objective of research, scope of research and contribution of research

CHAPTER II : Review of The Literature and Developing Hypothesis

This chapter contains descriptions of theoretical variables that include the theories that support and underlie the variables used in the research and framework.

CHAPTER III :Research Method

Explaining about research method which discussing about research design, population and sample, data collecting method, operational of variables, data processing, data analysis method and data analysis.

CHAPTER IV : Result and Discussion

Explain about validity and reliability test, analyzing the differences of entrepreneurial attitude among the students

CHAPTER V : Conclusion, Limitation, and Recommendation.

On this chapter, researcher will explain about conclusion of research, suggestion of research, limitation of the research, and recommendation for further research.

