

STUDENT ENTREPRENEURSHIP ACTIVITIES: STUDENT REPRESENTATIVE COUNCIL UITM KELANTAN

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Abstract

This study aims to provide a deeper understanding of student entrepreneurship activities organized by the Student Representative Council (SRC), offering valuable insights for student leaders at Cagayan State University in the Philippines during the Youth Student Exchange Program. Using a qualitative approach, the research employs documentation analysis to identify patterns in records of various entrepreneurial activities, including Uptown UiTMCK, ESKEP 2024: *Riang Raya*, UiTM Merch, Mini Uptown, SAF Food Fest, and MPP CARE: *Jom Balik Kampus*. The analysis reveals that all SRC-led entrepreneurship activities generated profits, with no recorded losses. However, the study is limited as the documentation comes solely from one student organization, which may not reflect the broader spectrum of student entrepreneurship. This paper is a focused review.

Keywords – Student entrepreneurship, Student activities, Income generation

1.0 Introduction

In an era where entrepreneurship is becoming a crucial skill for students, university-led entrepreneurial initiatives play an important role in fostering a business mindset among the youth. The Student Representative Council (SRC) at Universiti Teknologi MARA (UiTM) has been at the forefront of these efforts, organizing various student entrepreneurship activities aimed at providing real-world business experience. Events such as Uptown UiTMCK, ESKEP 2024: *Riang Raya*, UiTM Merch, Mini Uptown, SAF Food Fest, and Jom Balik Kampus serve as platforms for students to engage with entrepreneurship and leadership. This research seeks to provide a deeper understanding of these entrepreneurship activities, focusing on how they contribute to student leadership development. The goal is to use this knowledge to support the Youth Student Exchange Program with Cagayan State University in the Philippines, offering valuable insights to its student leaders on how to effectively promote entrepreneurial initiatives within their own campus environments.

2.0 Literature review

2.1 Student entrepreneurship. Student entrepreneurship refers to the process where students create value by using the limited resources available within their university (Gupta & Gupta, 2017). These resources can include knowledge from entrepreneurship programs, physical spaces like campus facilities, and support through grants or sponsorships. In the case of student entrepreneurship activities organized by the Student Representative Council (SRC) at UiTM, students use these resources to gain practical business experience. Activities like Uptown UiTMCK and ESKEP 2024: *Riang Raya* provide students with opportunities to build networks and learn how to manage small-scale ventures. Although they have fewer resources compared to traditional entrepreneurs, student entrepreneurs learn how to combine and optimize what is available to them, helping them build important connections and gain the skills needed to start future business ventures.

2.2 Student activities. Student activities, particularly non-technical and non-institutional activities, play a crucial role in shaping entrepreneurial skills (Tavares Vilas Boas Ribeiro et al., 2023). These activities are organized autonomously by students and are not tied to any institutional agendas. Research suggests that non-institutional student activities, such as business fairs or student-run events, have a stronger impact on students' perceptions of entrepreneurship compared to institution-led programs. In the context of UiTM, student-led activities, like those organized by the Student Representative Council (SRC), are essential for developing future entrepreneurs. These initiatives, including events such as Uptown UiTMCK and ESKEP 2024: *Riang Raya*, provide students with real-world business experiences. While institutional programs are also important, studies show that student-run activities can have a greater influence on entrepreneurial development, as they encourage students to take ownership of their learning and apply entrepreneurial concepts practically.

2.3 Income generation. Income generation through student-led activities is a powerful form of experiential learning, especially for students involved in entrepreneurship (Chang et al., 2014). By working with limited resources and facing uncertainties, students learn to utilize their skills and networks to transform ideas into real income-generating ventures. This hands-on experience not only helps them understand the realities of starting and sustaining a business but also teaches them that not all ideas succeeded. In the context of UiTM's student entrepreneurship activities, such as those organized by the Student Representative Council (SRC), students are exposed to real-world challenges where they must create revenue through events like Uptown UiTMCK and ESKEP 2024: *Riang Raya*. These activities improve students' ability to communicate and present their business ideas, as they interact with a variety of stakeholders, including local entrepreneurs, sponsors, and the public. The process fosters practical skills in income generation, preparing students for future entrepreneurial endeavors.

3.0 Methodology

This research is qualitative. It uses documentation analysis to examine various student entrepreneurship activities organized by the Student Representative Council (SRC) at UiTM. The objective is to identify key insights and outcomes that can benefit student leaders at Cagayan State University. The study focuses on activities such as Uptown UiTMCK, ESKEP 2024: *Riang Raya*, UiTM Merch, Mini Uptown, SAF Food Fest, and Jom Balik Kampus. Documentation for each activity, including financial records, promotional materials, and post-mortem reports, was collected and analysed.

The analysis involved reviewing and organizing these documents to identify repeating themes, such as financial performance, teamwork, and the overall impact on entrepreneurship development. The findings were then used to assess the success of each activity based on factors like profitability, teamwork, and leadership growth. This approach provides a clear understanding of how student-led initiatives contribute to entrepreneurial learning and leadership development, offering valuable insights for the Youth Student Exchange Program.

4.0 Findings

4.1 Uptown UiTMCK

For student vendors participating in Uptown UiTM Cawangan Kelantan, the rental rate for stalls is set at a nominal RM 15 per day. This affordable rate has been deliberately structured to foster greater student involvement and support their entrepreneurial ambitions without imposing a significant financial burden. The goal is to make it easier for students to engage in real-world business experiences and develop their skills in a practical setting.



In contrast, external vendors are charged RM 30 per day for a standard stall or RM 40 per day for a prime location within the event space. This tiered pricing approach allows the event to cater to a broader range of food options and vendors, enriching the diversity of offerings available to attendees. The higher fees for external vendors reflect the increased visibility and foot traffic that prime locations offer, providing them with an opportunity to maximize their revenue while contributing to the dynamic atmosphere of the Uptown market.

By keeping the student rental rate low, Uptown UiTM Cawangan Kelantan aims to encourage a robust participation from the student body, helping them to gain valuable experience and insights into the entrepreneurial world. At the same time, the participation of external vendors ensures that the event remains vibrant and engaging, with a variety of food choices that cater to diverse tastes and preferences. This collaborative approach not only enhances the overall experience for all attendees but also supports the professional growth of student entrepreneurs.

Table 1: Sales

Item	Quantity (unit)	Price (RM)	Total (RM)
Hotspot stall rental (outside vendor)	59	120.00	7,080.00
Standard stall rental (outside vendor)	27	90.00	2,430.00
New Hotspot stall rental (outside vendor)	5	40.00	200.00
New Standard stall rental (outside vendor)	4	30.00	120.00

Standard stall rental (student vendor)	5	130.00	650.00
Printing Allocation from management	1	150.00	150.00
Total Sales			10,630.00

Table 2: Cost

Item	Quantity (unit)	Price (RM)	Total (RM)
Uptown equipment	6	600.00	299.40
Site Rental (Go-kart UiTM Kelantan Branch)	8	150.00	3,762.00
Solid Waste Management/Disposal Fee	1	500.00	900.00
Performance	1	300.00	100.00
Total cost			5,061.40
Total profit			5,568.60

Table 3: Profit distribution

Item	Quantity (unit)	Price (RM)	Total (RM)
100% UiTM Kelantan Branch Student Representative Council Fund			5,568.60

4.2 ESKEP 2024: Riang Raya

This income generation initiative was spearheaded by the Student Representative Council with the objective of securing revenue for the benefit of students at UiTM Kelantan Branch. The initiative took the form of a seven-day exposition, hosted at Medan Ilmu on the UiTM Kelantan Branch, Machang Campus. Referred to as ESKEP, this exposition showcased the diverse activities of various student clubs and associations, thereby engaging the entire student body of the campus.

The event had featured 39 commercial stalls, each equipped with a 20 x 20 feet tent for vendors. Additionally, one 20 x 20 feet tent and six more 20 x 20 feet tents were allocated at no cost to the activities of the student clubs and associations. Furthermore, two "halfmoon" tents, each measuring 40 x 20 feet, was designated for student dining and for hosting VIPs during the closing ceremony.



This initiative was designed to cultivate students' ability to manage and excel under the pressures of orchestrating substantial events while concurrently pursuing their academic goals. Additionally, it seeks to independently generate revenue to provide financial assistance to students.

During the event, given that the on-campus food stalls have yet to commence their operations, this exposition offered an invaluable opportunity for students to procure food and refreshments within the campus, thereby obviating the need to exit the campus for such necessities.



The financial proceeds from this program were deposited into the Student Representative Council's account and allocated to various designated funds. These include the Student Representative Council Fund (supporting both welfare and administrative functions), the International Fund (financing international programs), the *Gerobok Rezeki* Fund (providing welfare assistance), and the Faculty Fund (facilitating faculty-level welfare activities). This strategic allocation ensures comprehensive support and enrichment for the student body. Table 1 displays the sales gained from the program, Table 2 shows the cost used to run the program, and Table 3 represents the profit distribution of ESKEP 2024: *Riang Raya*.

Table 4: Sales for commercial space

Item	Quantity (unit)	Price (RM)	Total (RM)
Hotspot stall rental	18	1,000.00	18,000.00
Special stall rental	1	850.00	850.00
Exclusive stall rental	1	800.00	800.00
Standard stall rental (outside vendor)	18	700.00	12,600.00
Standard stall rental (student vendor)	1	630.00	630.00
Total sales	39		32,880.00

Table 5: Cost for commercial space

Item	Quantity (unit)	Price (RM)	Total (RM)
Rental of 20x20 stall tent with equipment	20	400	8,000.00
Rental of 40x20 Halfmoon Tent	2	1,000	2,000.00
20x20 Administrative Tent and PA System	1	400	400.00
20x20 Activity Tent	6	400	2,400.00
Solid Waste Management/Disposal Fee	6	300	1,800.00
Cleaning Management Fee	7	157	1,100.00
Wireman Fee	1	1,000	1,000.00
DB box	2	300	600.00
Site Rental (Medan Ilmu UiTM Kelantan Branch)	6	676	4056.00
Total Cost			21,356.00
Total Profit			11,524.00

Table 6: Profit distribution

Item	Total (RM)
10% Staff Sports and Welfare Association Fund	1,152.40
90% Student Representative Council Fund	10,371.60

4.3 UiTM Merch

The UiTM Merch initiative, orchestrated by the Student Representative Council (SRC) of UiTM Kelantan Branch for the 2023/2024 academic year, is slated to launch on June 7, 2024. This venture, in strategic collaboration with MB Clothing, is designed to offer students an enriching entrepreneurial experience, subtly promote UiTM's brand, and generate revenue in alignment with Sustainable Development Goal 8 (Decent Work and Economic Growth). Additionally, it aims to cultivate meaningful external partnerships consistent with Sustainable Development Goal 17 (Partnerships for the Goals). It was officiated by Deputy Vice Chancellor of Universiti Teknologi MARA.



The promotional campaign for UiTM Merch had been conducted from May 31 to June 6, 2024, focusing on generating interest and visibility. Pre-orders were facilitated through a specialized website from June 7 to June 14, 2024, with an anticipated product completion date of June 29, 2024. Sales were managed via social media platforms, targeting the entire student and staff body of UiTM Kelantan Branch. MB Clothing operated the sales portal, offering short-sleeve jerseys at RM69 and long-sleeve jerseys at RM59, thus providing a cost-effective alternative to common market prices.



The students are responsible for overseeing the distribution and promotional strategies, ensuring that all communications uphold the highest standards of professionalism and sensitivity. This initiative is poised to deliver substantial benefits, offering students practical entrepreneurial experience while enhancing UiTM's brand reputation and fostering strategic external alliances.

Table 7: Sales

Item	Quantity (piece)	Price (RM)	Total (RM)
Merch sales	395	8.00	3,160.00

Table 8: Project cost

Item	Total (RM)
Website purchase	200.00
Labor force	316.00
Promotion	492.00
Merch delivery	64.00
Commission UiTM Perlis and Perak Branch Student Representative Council	68.00
Total cost	1,140.00
Total profit	2,020.00

Table 9: Profit distribution

Item	Total (RM)
100% UiTM Kelantan Branch Student Representative Council Fund	2020.00

4.4 Mini Uptown: Student Centre

The Mini Uptown: Student Centre event is strategically scheduled to take place one week after the conclusion of the ESKEP 2024: *Riang Raya* program, ensuring a seamless transition from one successful event to another. This engaging marketplace were set up at the parking lot of the student center at UiTM Kelantan Branch, featuring an impressive array of 6 large tents, each measuring 20 x 20 feet. The stalls were operational from 8:00 A.M. to 5:00 P.M., spanning two periods: from May 12 to May 16, 2024, and then again from May 19 to May 21, 2024.

A total of 12 carefully selected vendors participated in this event, offering a diverse range of products and services designed to cater to the varied interests and needs of the student body. The program was initially approved for a 5-day duration, but due to an overwhelmingly positive response from students, it has been extended to 8 days. This extension not only underscores the event's success but also amplifies its benefits to the university community.



The Mini Uptown: Student Centre serves a dual purpose. Beyond its role as a revenue-generating venture, it significantly enhances the student experience by providing convenient access to food and other essentials. This is particularly important as, during this period, the campus food stalls are not yet fully operational, thus addressing a crucial need for accessible dining options.



Furthermore, the event's profits were allocated to four key funds within the UiTM Kelantan Branch Student Council's bank account. These funds include the Student Council Fund, which supports various council activities; the International Programme Fund, aimed at fostering global engagement; the *Gerobok Rezeki* Fund, dedicated to providing essential resources to those in need; and the Faculty Fund, which supports faculty-specific initiatives and resources. This prudent distribution of funds ensures that the benefits derived from the event are maximally leveraged to support both student welfare and institutional goals, reflecting a commitment to enhancing the overall educational experience and community engagement at UiTM Kelantan Branch.

Table 10: Sales

Item	Quantity (unit)	Price (RM)	Total (RM)
Hotspot stall rental	2	800.00	1,600.00
Standard stall rental (outside vendor)	9	700.00	6,300.00
Standard stall rental (student vendor)	1	630.00	630.00
Standard stall rental (outside vendor extended)	11	360.00	3,960.00
Standard stall rental (student vendor extended)	1	324.00	324.00
Total Sales	12		12,814.00

Table 11: Project cost

Item	Quantity (unit)	Price (RM)	Total (RM)
Rental of 20x20 Stall Tent with Equipment	6	600.00	3,600.00
Solid Waste Management/Disposal Fee	8	150.00	1,200.00
Wireman	1	500.00	500.00
DB box	1	300.00	300.00
Stall tagging	2	2.00	4.00
Site Rental (Student Centre UiTM Kelantan Branch)	8	377.00	3,016.00
Cleaning Management Fee	1	75.00	75.00
Total cost			8,695.00
Total profit			4,119.00

Table 12: Profit distribution

Item	Total (RM)
100% UiTM Kelantan Branch Student Representative Council Fund	4,119.00

4.5 Sukan Antara Fakulti (SAF) Food Fest

Sukan Antara Fakulti (SAF) represents an annual sports competition hosted across all UiTM branches, encompassing 17 distinct sports disciplines contested at the faculty level. This esteemed program is eagerly anticipated by students, particularly at UiTM Kelantan, where it stands as a major highlight within the academic calendar. The event, orchestrated by the *Jawatankuasa Sukan Pelajar* (JSP) at each branch, is meticulously organized to deliver an engaging and competitive experience for all participants.

To enhance the vibrancy of SAF, the JSP has engaged the SRC to facilitate the operation of food stalls during the event. These stalls are scheduled to operate for a span of two days, contributing to the festive atmosphere of SAF. Seventeen vendors are expected to partake, with the stipulation that they supply their own tents and equipment. Consequently, the financial burden of providing tents rests with the vendors, thereby alleviating this cost from the event organizers.

It is noteworthy that, six vendors only operated for one of the two days, resulting in a corresponding single-day rental fee. This limited presence of certain vendors has led to a marginal decrease in overall profitability from the sales. Nonetheless, the proceeds from the food stalls were equitably distributed between the SRC and JSP, according to a predetermined percentage allocation. This arrangement ensures a fair division of revenue while optimizing the operational efficiency and financial outcomes of the event.

Table 13: Sales

Item	Quantity (unit)	Price (RM)	Total (RM)
Standard stall rental (2 days)	11	100.00	1,100.00
Standard stall rental (1 day)	6	50.00	300.00
Total sales	17		1,400.00

Table 14: Project
cost

Item	Quantity (unit)	Price (RM)	Total (RM)
Solid Waste Management/Disposal Fee	2	75.00	150.00
Site Rental (Go-kart UiTM Kelantan Branch)	2	250.00	500.00
Photostat	1	20.00	20.00
Total cost			670.00
Total profit			730.00

Table 15: Profit distribution

Item	Total (RM)
65% UiTM Kelantan Branch Student Representative Council Fund	474.50
35% Student Sports Committee	255.50

4.6 MPP CARE: 'Jom Balik Kampus'

The Student Representative Council (SRC) of UiTM Kelantan Branch embarked on its inaugural initiative on April 13 and 14, 2024, marking a significant milestone in their tenure. Following their recent appointment, the SRC was confronted with the challenge of supporting students during a period of exclusively online instruction mandated by UiTM Malaysia. This decision was influenced by a range of factors, including the coinciding month of Ramadan, which necessitated remote learning.

As the conclusion of Ramadan approached, students faced substantial difficulties in returning to their respective campuses for the Eid celebrations. By the fourth day of Eid, the demand for bus tickets had far outstripped availability, leaving many students stranded as they were unable to secure transportation home. This scarcity of tickets, exacerbated by high travel demand from Malaysians heading to their hometowns, presented a considerable logistical problem.

In response to this critical issue, the SRC of UiTM Kelantan Branch undertook a commendable initiative by partnering with UiTM Shah Alam to coordinate a bespoke transportation solution. This collaborative effort aimed to address the urgent need for accessible and affordable travel options. On April 13, students from UiTM Shah Alam who were temporarily residing in Kelantan were accommodated on a bus departing at 8:00 A.M. from UiTM Kelantan Campus in Kota Bharu. Conversely, on April 14, students from UiTM Kelantan who were residing in Selangor boarded a bus at 8:00 A.M. from UiTM Shah Alam.



This initiative was distinguished not only by its efficiency but also by its cost-effectiveness. While the students did generate revenue from ticket sales, they ensured that the fare remained substantially below market rates. Tickets were priced at RM35, compared to the prevailing market price of RM50. This deliberate pricing strategy was designed to mitigate financial burdens on students during a period of increased expense associated with the festive season. Overall, the initiative exemplified the SRC's commitment to addressing student needs with both pragmatism and empathy, thereby enhancing the overall student experience during a challenging time.



Table 16: Sales

Item	Quantity (person)	Price (RM)	Total (RM)
Bus ticket	59	35.00	2,065.00
Total sales			2,065.00

Table 17: Project cost

Item	Total (RM)
Bus rental cost	1,300.00
Maintenance	300.00
Fuel	249.40
Total cost	1,849.40
Total sales	215.60

Table 18: Profit distribution

Item	Total (RM)
50% UiTM Kelantan Branch Student Representative Council Fund	107.80
50% UiTM Shah Alam Student Representative Council Fund	107.80

5.0 Discussions and conclusion

The role of student empowerment in entrepreneurship activities is crucial for enhancing the productivity and effectiveness of student initiatives. Empowered students, who are given the right and responsibility to organize and manage activities, tend to show higher levels of creativity, problem-solving, and decision-making skills. This directly influences the success of entrepreneurship activities, as empowered students are more likely to take ownership of the projects and push for better outcomes (Longva, 2021). Through initiatives such as Uptown UiTMCK and SAF Food Fest, student leaders have demonstrated an ability to transform simple ideas into profitable ventures, highlighting the positive link between empowerment and productivity.

Furthermore, these entrepreneurship activities allow students to become more independent in generating income. By managing real-world business scenarios, students learn valuable skills like financial management, marketing, and strategic planning, which can later be applied to their personal or professional endeavors. This independence fosters a sense of self-reliance, encouraging students to explore entrepreneurial opportunities beyond university life, thereby contributing to long-term economic empowerment.

The income generated from these activities is not only used to sustain future projects but also contributes to student welfare and international programs. These funds support initiatives such as scholarships, mental health programs, and student exchange opportunities, ensuring that the benefits extend beyond the organizers to the wider student community. By reinvesting the profits, these entrepreneurial activities create a sustainable model that enriches both individual students and the university at large, further enhancing the overall impact.

6.0 Reference

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