



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

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IT ENTREPRENEURSHIP (UHAK1032)

Activity 2 - Idea Generation Problem Analysis using Fishbone Diagram

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SoC

UTM

INSPIRING CREATIVE AND INNOVATIVE MINDS



Problem Analysis

- In group of 5, please identify a problem
- Identify the causes towards the problem, categorize by the people, machine, process, etc
- Are there any primary cause? How about the secondary causes?
- Draw the diagram in the mahjong paper
- Do a quick presentation & get other group opinions



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Problem in UTM

- **INACTIVE** participation in class.
- **INACTIVE** activities involvement in student society e.g PERSAKA
- **INCREAMENT** of social problem in student campus.
- **LACK OF INTEREST** to persue study at postgraduate level(local student).
- **INCREASE** of accident rate in UTM