

EMBEDDING ENTREPRENEURSHIP SKILLS IN UNIVERSITY CURRICULUM: **MALAYSIA**

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Why Bill Gates decided to sell Microsoft?

Letter from Sardar Banta Singh of Punjab to Mr. Bill Gates of Microsoft

Subject: **Problems with my new computer**

Dear Mr. Bill Gates,

We have bought a computer for our home and we have found some problems, which I want to bring to your notice:

- There is 'Find' button but it is not working properly. My wife lost the door key and we tried a lot to trace the key with this 'find' button, but was unable to trace. Please rectify this problem.
- My child learnt 'Microsoft word' now he wants to learn 'Microsoft sentence', so when you will provide that?
- I bought computer, CPU, mouse and keyboard, but there is only one icon which shows 'MY Computer': when you will provide the remaining items?
- It is surprising that windows says 'MY Pictures' but there is not even a single photo of mine. So when will you keep my photo in that.
- There is 'MICROSOFT OFFICE' what about 'MICROSOFT HOME' since I use the PC at home only.
- You provided 'My Recent Documents'. When you will provide 'My Past Documents'?
- You provide 'My Network Places'. For God sake please do not provide 'My Secret Places'. I do not want to let my wife Bebbu to know where I go after my office hours.

Regards,

Banta

Last one to Mr Bill Gates : **Sir, how is it that your name is Gates but u are selling WINDOWS?**

PRESENTATION OUTLINE



■ Introduction to Universiti Utara Malaysia (UUM)

- Bachelor in Entrepreneurship
 - Masters in Technopreneurship
-
- Introduction to the Entrepreneurship Development Institute (IPK)

 - Council of Trust for Bumiputera (MARA)



UNIVERSITI UTARA MALAYSIA

WEBCUBE COMMUNITY



e-web.uum.edu.my

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UNIVERSITI UTARA MALAYSIA
[UUM]

www.uum.edu.my



BACKGROUND

- Universiti Utara Malaysia was formally incorporated on **16th February 1984**
- **Mission** to provide academic excellence in the areas of business management education, IT and quality management
- Academic niche areas are focused on such disciplines as management, accountancy, economics, information technology, tourism management, banking and finance, social development, human resources development, international affairs management and **entrepreneurial development.**



BACKGROUND (cont.)

- Huge campus, which cost RM 580 million, started operation on 15 September 1990.
- It comprises 15 residential colleges which can accommodate 20,000 students in total.
- Many of these colleges are named after multinational and public listed companies, namely MAS, TENAGA NATIONAL, TM, PROTON, PETRONAS, TRADEWINDS, EON, GUTHRIE, MISC, PERWAJA, MAYBANK, BANK MUAMALAT, YAYASAN AL-BUKHARY, BUKIT KACHI 1 and 2.
- UUM is one of the very few universities that offer full accommodation to its students.



VISION & MISSION

- **Vision:**

To turn the University into a distinguished [Management University](#).

- **Mission Statement:**

To actualise the University's charter and philosophy as a centre of academic excellence that produces human resources who are competent and committed in developing the nation and humanity at large.



THE OBJECTIVES

- UUM acts as a catalyst for development in the northern region of Peninsular Malaysia.

- The objectives:
 - To be the centre of excellence for management.
 - To be the reference centre in all aspects of management.
 - To be the premier resource centre in the field of management.



ACADEMIC PROGRAMMES

- Three (3) colleges:
 - **College of Law, Government and International Studies (COLGIS)**
 - Law, Public Management, Development, International Affairs



ACADEMIC PROGRAMMES

■ College of Business (COB)

□ Accounting, Banking, Finance, Business, Technology Management, etc.

□ Bachelor of Entrepreneurship



ACADEMIC PROGRAMMES

■ College of Arts and Sciences (CAS)

- IT, Decision Sciences, Education, Communication, Tourism, Counseling, Economics, Social Work, Media Technology, etc.

- Masters in Technopreneurship



BACHELOR OF ENTREPRENEURSHIP

- The first ever programme offered in Malaysia.
- Entrepreneurship will become the catalyst to spur the economic growth of the country.
- This programme is also concerned with the government policies such as the **New Economic Policy** and the **National Development Policy** that emphasize -- the importance of entrepreneurs' role in shaping the Bumiputra Industrial and Business Society (MPPB) to achieve the objectives of national development.



BACHELOR OF ENTREPRENEURSHIP

- Entrepreneurship could also help to check the country's unemployment problems by creating more jobs.
- This programme is hoped to successfully produce more graduates with strong entrepreneurial culture who are more knowledgeable, proactive and creative.



BACHELOR OF ENTREPRENEURSHIP

OBJECTIVES of the Program:

- To produce high calibre graduates with suitable attitudes and skills in entrepreneurship so that they could become successful entrepreneurs.
- To produce entrepreneurs through education and training.
- To produce graduates who are be able to consult, guide and advice the prospective entrepreneur.
- To produce graduates who are able to work as managers in financial institutions, governmental and non-governmental departments.
- To produce skilled entrepreneurs and trainers who are capable of providing entrepreneurial training to educational organizations.



BACHELOR OF ENTREPRENEURSHIP

- **DURATION OF STUDY - 4 YEARS**
- **SUMMARY OF PROGRAM'S NEEDS**

Component	Credit Hours
A. University Core	22
B. Programme Core	105
C. Electives Programme	3
Total	130



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MASTERS OF TECHNOPRENEURSHIP

Background:

- MARA-UUM MOU was signed on 5 May 2005 in Bangi, Selangor.
- MOU commenced from November 2004 until November 2007 (3 years)
- May be extended on mutual agreement



MASTERS OF TECHNOPRENEURSHIP

Objectives:

- To produce educated, knowledgeable, skilled, determined and resolute technopreneurs in world-class IT business.
- To generate intelligent, creative, innovative and progressive technopreneurs in IT business management in line with the 8th Premier Application and the production of the human capital in the Ninth Malaysia Plan (MP9).



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MASTERS OF TECHNOPRENEURSHIP

Mission:

- To produce local technopreneurs who are able to master knowledge and generate wealth through the capabilities IT technologies.



MASTERS OF TECHNOPRENEURSHIP

MSc (Techno) by Coursework – minimum requirement: 42 credit hrs
Programme Structure:

- **Core Courses (21 credits)**
 - Project Management for IT Professional
 - System Integration Environment
 - Seminar in IT
 - Aspects of Law in Entrepreneurship
 - Entrepreneur and Business Finance
 - New Venture Creation
 - Marketing Development
- **Electives Courses (3 credits)**
 - IT Service and Consultation
 - Creative Content
- **Master Project (18 credits)**
 - Project Proposal and IT Business Planning
 - Entrepreneurial Internship
 - Project Development



MASTERS OF TECHNOPRENEURSHIP

- Students in this program will be given:

A.	Study Loan from MARA
B.	An Incubator at UUM for Research
C.	Books and a notebook
D.	Field Trips to Industries and businesses
E.	Monthly Allowances of RM500 (20 months)

- Academic Mentor and Industrial Mentor



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www.ipk.uum.edu.my

Institut
Pembangunan
Kewirausahaan



the **ENTREPRENEURSHIP DEVELOPMENT INSTITUTE**

Universiti Utara Malaysia



background

- The institute was formerly known as 'Business and Entrepreneur Development Centre'.
- Started operations on 1st March 1990
 - Became an institute on 1st Nov 1993
 - Due to expanding activities and the increasing demand of entrepreneurship development in Malaysia
- It is known by its Malay acronym 'IPK'

Mission & VISION

Our Mission:

- To nurture, cultivate, develop and groom Malaysian entrepreneurs.

Our Vision:

- To serve as the hub of entrepreneurship development in Malaysia.



Our OBJEctive

To develop knowledge and skill entrepreneurs through:

- Training
- Research
- Consultancy
- Information dissemination
- Special projects

Main activities ...





① Training

IPK provides entrepreneurship and business trainings, programme, workshops, seminars, colloquiums and other entrepreneurship and business activities.

- For students and external agencies/general public

Among some of the training offered:

- **Organizational Management**
- **Motivation**
- **Information Technology**
- **Marketing**
- **Accounting/Finance ...**



IPK actively carries out research in **SMI business** and **entrepreneurship** within Malaysia and the northern region. Among researches that have been successfully carried out by the institute are:

- Bumiputera Commercial and Industrial Community (BCIC)
- Survey evaluating MPPB Development Programs in all states to enhance the development of action plan in selective sectors
- Role of supporting Agency to Small and Medium Industry (SMI)
- Surveying the need of Human Resource Development (HRD) at selected manufacturing sectors
- 'Zakat' Information System
- Entrepreneur Data Model And Prototype With Kedah/Perlis Malay Chamber Councils

Consultation

EDI provides consultancy and training programmes to Small and Medium Enterprise (SME) businesses and outside agencies. EDI has a pool of panel consultants who are expert in their respective business and entrepreneurial fields.



Special Projects

IPK coordinates and manage the entrepreneurship development programmes at the University and School levels.

- IPK manage the special projects with government agencies and relevant corporate organizations from time to time.

The special projects are as follows:

- Technopreneurs Programme
- Siswaniaga Kiosk
- Junior Consultants Programme (KUM)
- Smart Teenager Entrepreneurship Programme

Information Dissemination

IPK is involved in developing entrepreneurs database for those involved with the institutes.

The relevant information is expected to assist IPK's clients.

IPK disseminates entrepreneurship information through:

- exhibitions,
- bulletins,
- seminar and conferences,
- EDI's website,
- booklets, pamphlets, and brochures.





Siswaniaga

UNIVERSITI UTARA MALAYSIA

Membangun Keusahawanan Mahasiswa

BUSINESS PREMISES IN CAMPUS





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Majlis Amanah Rakyat

Selamat Datang Ke Laman Web Rasmi Majlis Amanah Rakyat (MARA)



Agensi di bawah Kem. Pembangunan Usahawan & Koperasi Malaysia (MECD)

Council of Trust for Bumiputera

HAYATI HASHIM
MARA



MINISTRY OF ENTREPRENEUR & COOPERATIVE DEVELOPMENT (MeCD)

'...provides a conducive environment for the development of genuine entrepreneurs who are innovative and progressive; possess the quality, resilience and competitiveness in all sectors; and to inculcate an entrepreneurial and co-operative culture amongst Malaysian citizens'

'Entrepreneurship, the career of choice'



MINISTRY OF ENTREPRENEUR & COOPERATIVE DEVELOPMENT (MeCD)

Agencies :

- **Development Bank of Malaysia**
- **Cooperative College of Malaysia**
- **Credit Gurantantee Corporation**
- **Council of Trust for Bumiputra (MARA)**
- **Contractor Services Centre**
- **Perbadanan Nasional Berhad (PNS)**



**COUNCIL OF TRUST FOR BUMIPUTRA
(INDIGENIOUS GROUP)
MAJLIS AMANAH RAKYAT- MARA**

Objective:

To motivate, guide, train and assist bumiputras to participate actively and progressively in commercial and industrial enterprises, towards creating a strong and viable businesses



MARA HIGHER EDUCATION INSTITUTIONS

- **MARA COLLEGES**
- **MARA PROFESIONAL COLLEGES**
- **MARA VOCATIONAL INSTITUTES**
- **MARA HIGHER VOCATIONAL INSTITUTES**

EMBEDDING ENTREPRENEURSHIP SKILLS

Through offering:

- a course/subject on Entrepreneurship across all programmes offered by the colleges (except MARA colleges). Compulsory for all students.
- a 3-year Diploma in Entrepreneurship in MARA Profesional College
- a co-curriculum – Students Entrepreneurship Programme for those who are interested.
- Entrepreneurial soft skills embedded in all of the programmes

SUPPORT AND GUIDANCE

Students get support and guidance from:

- **Bumiputra entrepreneurs**
- **Entrepreneurial Development Division**
- **Workshops and seminars organized by MARA and/or colleges**
- **Ministry of Entrepreneur and Cooperative Development**
- **Financial aid and advice from eg Development Bank**



Thank you
"MARA terus mara"

TERIMA
KASIH