

Entrepreneurship in TVET-Make It Happens

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ABSTRACT

This paper is about a sharing of experiences of PKT transformation entrepreneurship journey in educating, encouraging, developing and producing graduates with entrepreneurial mindsets as aspired by the nation. Begin with Malaysian Polytechnics Entrepreneurship Center (MPEC) strategic planning framework, the initiatives implementation plans for the development of entrepreneurship has been strategically developed. This plan outlined 3 major strategies, each with its own initiatives and activities. Further, the initiative implementation roadmap is set up where the planning, execution and monitoring of the implementation process are carried out accordingly. Ultimately, these well implemented strategies managed to achieve the targeted KPI. Nevertheless, PKT achievement in entrepreneurship development has been acknowledged at the ministerial level. Most importantly, the emergence of the young entrepreneurs among PKT graduates is felt to be one of the great achievements. This project has also proven that with the great and concerted effort from all parties involved we can make it happens.

KEYWORDS: Entrepreneurship, TVET, Polytechnic Kuala Terengganu (PKT), Center of Development of Entrepreneurship or Centre of Entrepreneurship Development, C | O | N | C | E | P | T.

INTRODUCTION

Polytechnic Kuala Terengganu (PKT) which was established as early as 1999 under the concept of City Polytechnic is an institution of technical education and vocational training. It started with certificates in electronic communication engineering, information technology engineering certificates, certificates of civil engineering construction and mechanical certificates. In line with the development of the education system, gradually PKT started offering three Diploma courses namely Diploma in Electrical and Electronic Engineering Communications (DEP), Diploma in Electrical Engineering (DEE) and Diploma in Information Technology (DIP).

Malaysian government has continuously encouraged the aspect of Human capital development. In order to realize the government's inspiration, PKT has set up Center of Development of Entrepreneurship or Centre of Entrepreneurship Development which is also known as C | O | N | C | E | P | T. The Establishment of the Centre of Entrepreneurship Development (C | O | N | C | E | P | T) Polytechnic Kuala Terengganu (PKT) is consistent with the policies and objectives of the Strategic Plan for Higher Education (PSPTN) and the Action Plan PSPTN Phase II, which emphasize on the importance of values and entrepreneurial skills that need to be instilled among students in institutions of higher learning in Malaysia [1]. As such, efforts to produce well-balanced and holistic students, PKT under the leadership of the director Mrs. Hajjah Radiah Che Su has intensified the efforts especially in providing infrastructure facilities for students and staff of the PKT to further enhanced the entrepreneurship agenda. One area of focus and priority is given to entrepreneurship development, where strategic location and the space have been allocated purposely to carry out entrepreneurship programs and activities.

BACKGROUND OF C | O | N | C | E | P | T

Centre of Entrepreneurship Development which is also known as C | O | N | C | E | P | T was built on the vision and aspirations of various Malaysia Education Policies, which served as the principles in forming Malaysia Education System. It was officially launched on the 1st of July 2014. This centre will serve as a platform for our students to have a real life learning experience where some knowledge cannot be imparted in the classroom per se [2]. It is located at a two-storey shop-built house in the middle of the city of Kuala Terengganu. The strategic location is not only able to generate a good income even further encourage the students to venture into business [3].

Three retail outlets were set up under the joint venture term with three different industries. This center allows students to get involved in the real business transaction. As such, students are well exposed to the knowledge and skills especially in the management of the retail business. Besides building entrepreneurial characteristics, this center allows students to identify business opportunities and gather the resources needed to start a business. With vision to provide a room for the development of creative and innovative ideas as well as inculcates the culture of entrepreneurship in producing high quality, visionary, self-independent graduates and followed by its mission to initiate and generate the process of developing graduates with value added and competent knowledge of entrepreneurship in fulfilling the National needs and aspirations, this centre would be able to support and encourage students who are likely to become a successful entrepreneur in the near future.

THE STRATEGIC DEVELOPMENT OF ENTREPRENEURSHIP

The Malaysia Polytechnic Entrepreneurship Centre (MPEC), Department of Politeknik Malaysia is fully responsible for the development of Entrepreneurship for the whole polytechnic Malaysia. As such, this centre has laid out strategic plan and models which serves as guidelines for all Malaysia polytechnics.



Figure 1: MPEC strategic planning

Using the Framework of MPEC Strategic Planning, we embedded the Special Project on Incubation, Coaching and Entrepreneurship (SPICE) Program in our Strategy and Initiative Implementation Plan [4]. There are 4 stages in this development program, namely Stage 1 for the Exposition, Stage 2 Cultivation, Stage 3 Development and Stage

4 Evolution and for every stage; it consists of each different components i.e. ELEMENT (Experiential Learning to Enhance Marketability And Entrepreneurship), CARE (Coaching Towards Achieving Real Experience), INVEST (Innovative Venture in Strategic Trade) and DO IT.

PKT Entrepreneurship Development Plan

This plan has laid out 3 main strategies. For every strategy, there are several initiatives which eventually followed by its own respective activities or program.

Table 1: PKT Entrepreneurship Development Plan

Strategy	Initiatives	Activities
Enhancing innovative and entrepreneurial learning and teaching	<ul style="list-style-type: none"> • Curriculum interpretation • Adopting Active, Explorative, Experiential Learning and Service Learning approach • The development of personal, interpersonal and social skills • Nurturing moral, habit and virtues 	<ul style="list-style-type: none"> ✓ Classroom teaching and assessment ✓ Simulation and role play ✓ Hands-on experience ✓ Seminar, talks and other related programmes ✓ Focus on Students’ engagement
Enhancing the learning support system for the students’ entrepreneurial development	<ul style="list-style-type: none"> • Providing infrastructural support • Encouraging innovation • Sharing of best practices • Job creator 	<ul style="list-style-type: none"> ✓ Incubator ✓ Setting up kiosks ✓ Collaboration, strategic partnerships and industrial involvement ✓ assisting in company registration/company set up ✓ supporting students in creating and growing businesses
Enhancing innovative and entrepreneurial staff	<ul style="list-style-type: none"> • sharing of best practices by individuals and institutions • providing practical exposure in controlled environment • providing opportunities for the staff to be involved in innovation • Allowing flexibility • enhancing recognition and acknowledging star performers 	<ul style="list-style-type: none"> ✓ Providing real life activities outside classroom ✓ Seeking practical experience as real entrepreneurs ✓ Attending talks, seminars and other entrepreneurial discourse ✓ Initiating innovation and getting involved in innovative and creative circles ✓ Rewards on excellent achievements

The 1st Strategy is Enhancing Innovative and Entrepreneurial Learning and Teaching. The initiatives are enhancing curriculum by using a variety of pedagogical methods in classroom as well as developing students’ soft skills besides of nurturing values and good habits.

The 2nd Strategy is enhancing the learning support system for the students’ entrepreneurial development. At this juncture, the plan is initiated by providing conducive and suitable infrastructure, encouraging innovation, sharing of best practices, and encourage students cum young entrepreneurs to be a job creator. Among the activities are setting up kiosks and incubator, collaboration and etc.

The 3rd Strategy is by enhancing innovative and entrepreneurial mind set among the staff. We employ and encourage the sharing of best practices among the individuals, providing opportunities and platform to further develop the knowledge and their entrepreneurial skills. Not to forget, to reward and recognize upon their achievement. These are done through various activities which will be explained more details in this paper.

Consequently, the strategies and initiatives have been carefully sequenced in order to ensure each development would build a successful foundation.

The Road Map

The planning and executions of implementation process is conducted according to the roadmap.

THE ROADMAP

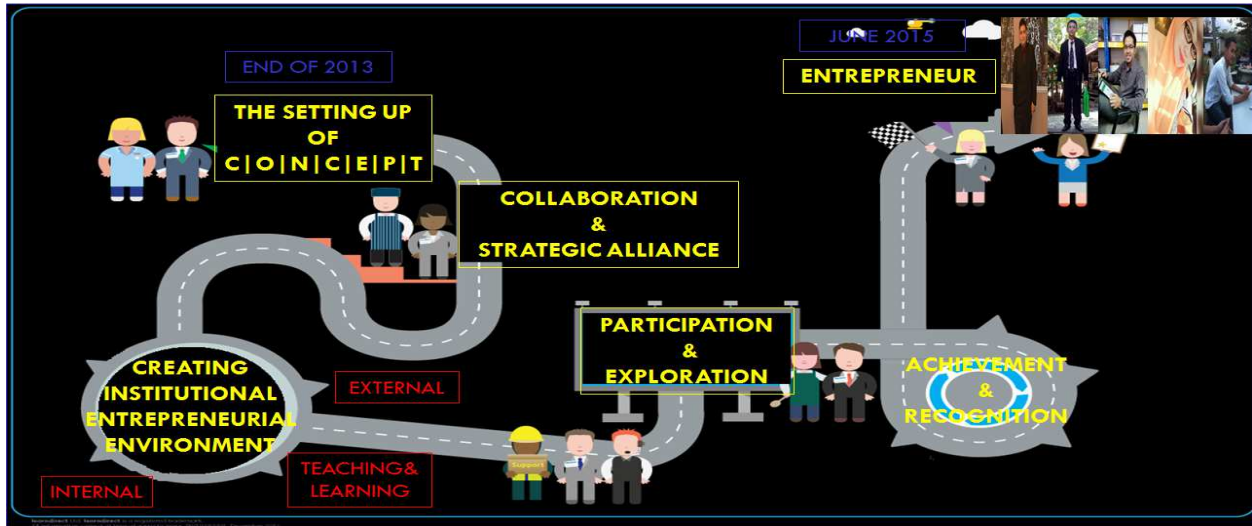


Figure 2: The roadmap

The Establishment of CONCEPT started towards the end of 2013 which was followed by the collaboration effort with strategic alliances. At the same time, a conducive institutional entrepreneurial environment i.e. internal, external and in T&L classroom was created to create the business ambience in order to enhance the understanding and to install interest among the students [5]. The centre also encourages students and the staff to progressively participate in various forms of activities and continuously conducted exploration, as well as having a bench marking as to set some standard for our monitoring and CQI [6].

As a form of motivation, every single achievement and recognition of students and staff was acknowledged by the administrators[7]. Ultimately, PKT is looking forward to producing young and vibrant entrepreneurs among the graduates every year.

Walk the Talk

The plan has been put into practice. Begin with the launched of the CONCEPT which had been graced by the director of MPEC JPP, a signing of Note of Understanding ceremony with the strategic alliances remarked the official starting of the centre. 5 newly graduated students were recruited under the Young Entrepreneur Internship Programme namely Afiq, Nurin, Mulqueen, Faris and Syed Kamal.

Three outlets i.e. Open Café which is wholly operated by MF Poly Star which owned by one of the intern, Ziq Bakery and Pastry under the brand of Poly Cuisine and CONCEPT Boutique which carries Batik Attire from Exclusive Batik, served as a living classroom for our students to learn in a real business situation.

The initiatives in the Exploring and cultivating interest in entrepreneurship are continuously carried out. Students were involved in several high impact entrepreneurship programmes, organized some entrepreneurship activities and attended workshops and seminars in order to further enhance the entrepreneurship skills. Educational visits to industries and places were also conducted as to have some bench marking for the students' and officers' continuous quality improvement and standardization.

ACHIEVEMENTS AND RECOGNITIONS

Among our great achievements were finalist in Polytechnic Entrepreneurship Award PEA 2015 and 1st runner up in Ministerial Entrepreneurship Award MEA 2015. Last but not least, our ultimate achievement was when we successfully groomed 5 young entrepreneurs under our own young entrepreneur internship programme.

CONCLUSION

The fabricated strategies and implementation had shown the ultimate achievement objectives as what aspired by the education blueprint. Somehow, this is the first step to rather a long journey forward. With the never ending

support from the top level management, we hope that to be able to produce more entrepreneurial graduates in the near future.

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