



CULTIVATING ENTREPRENEURIAL MINDSET AND GLOBAL SKILLS IN THE CURRICULUM

05 OCT 2023

Assoc. Prof. Dr. Sahadah Haji Abdullah
School of Business Management

Education Background

- Bachelor in Computer Science, UTM.
- Master in Computer Science, UTM
- Master in Technology Management, UTM
- Phd in Technopreneur Development & New Venture Creation, UTM
- Post Doctorate in Entrepreneurship, Cambridge University, UK

Area of Expertise

- Technopreneur Development & New Venture Creation
- Digital Business Development & Management Strategy
- E-Commerce & Digital Marketing
- Cashless Community Development

EDUCATION INNOVATION



SHAPING GRADUATES FOR LIFE AND WORK IN THE DIGITAL WORLD





Course Content

- Awareness
Developing Competent Young Graduate
– Are We There Yet?

9am

01

- What Knowledge & Skills are most Worth?
- What They Do & How They Work?
- How Can We Support Our Young Graduates?

10am

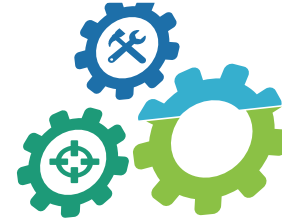
02

- How to Make It Work?
 - Let's Redesign

11am

03

Learning Outcomes



Understanding the digital world, the important value of entrepreneurship, and global skills in any field of study;



Analyze best practices in nurturing students toward entrepreneurial mindset and global skills; and



Engage **lifelong learning**, **support collaborative** and **fueling the awareness toward enterprising project** in the classroom.

***What Robert Kiyosaki Says
About Poor Dad & Rich Dad
Theory?***

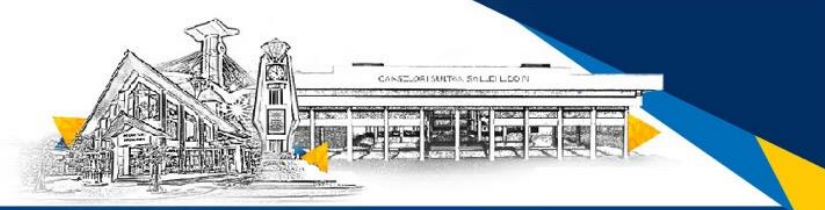


We are living in an era of **unprecedented** technological advancement.

The digital world has **permeated every aspect of our lives**, reshaping the way we live, work, and conduct business.

In the Digital World, Gen Z require Global Skill to face Global Challenges!

Global Skills - WHY IT IS IMPORTANT



- *An individual will work with someone with a different background*

- *Global skills are a requirement for all job seekers*

- *Business world today - local is dead and global is the new norm.*

Cultural Awareness & Cultural Competence:

- Cross-Cultural Communication & Reducing Misunderstandings
- Cultural Sensitivity
- Cultural Intelligence (CQ)

Adaptability and Flexibility:

- Embracing Change & Resilience

Enhanced Career Opportunities:

- Global Job Market & International Mobility

Global Market Access & Effective Collaboration:

- Expanding Opportunities & Competitive Edge
- Cross-Border Partnership & Leveraging Diversity

Intercultural Competence:

- Conflict Resolution & Negotiation Skills

The Entrepreneurial Mindset



An entrepreneurial mindset is characterized by **a vision for innovation**, **a willingness to take calculated risks**, and **the ability to see opportunities where others see challenges**. **It's about having a clear sense of purpose and direction.**

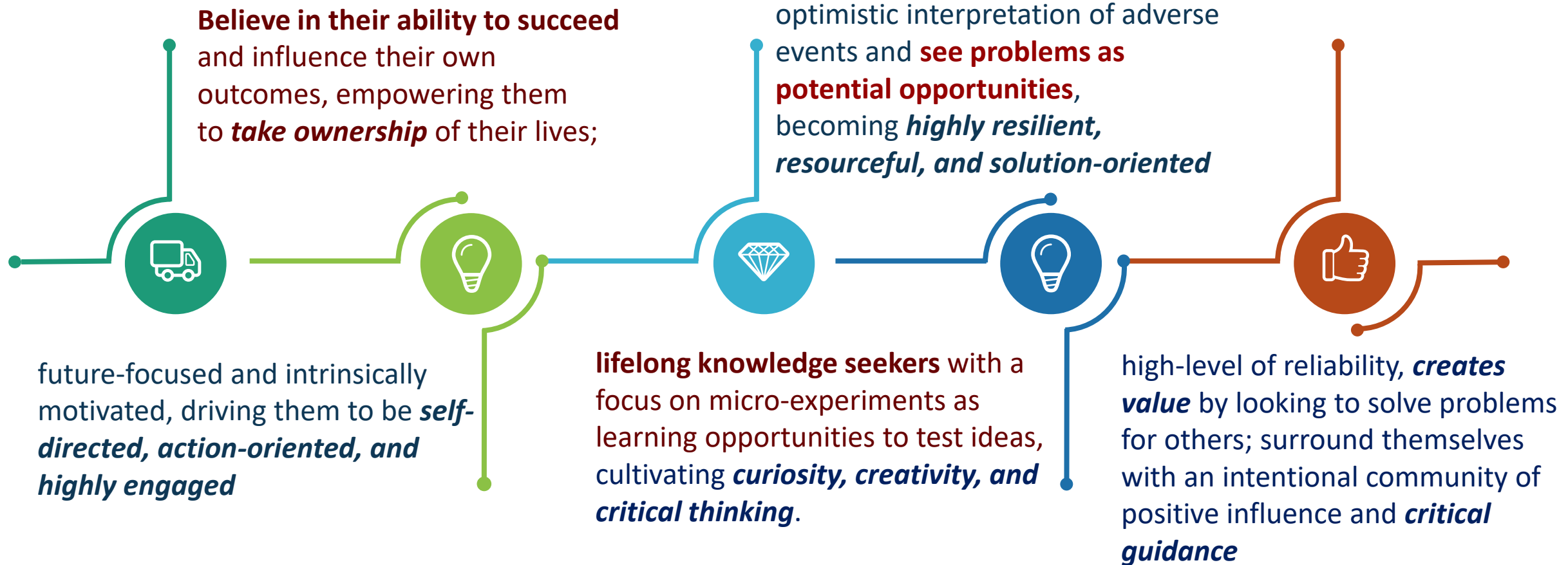
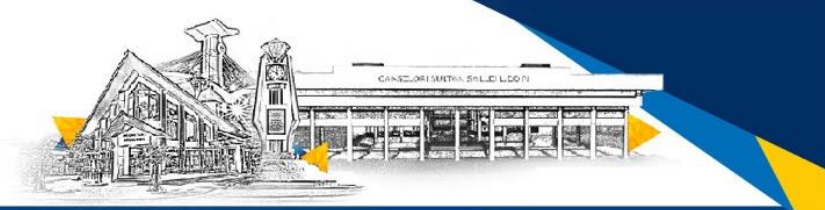
Problem-Solving Orientation

Resilience and Adaptability

Resourcefulness

Embracing Failure

An entrepreneurial mindset is a **specific set of beliefs, knowledge, and thought processes** that **drives entrepreneurial behavior**. Those with an entrepreneurial mindset tend to:



Entrepreneurial Mindset

- Communication
- Interpersonal Skills
- Leadership
- Adaptability
- Problem-Solving
- Time Management
- Emotional Intelligence
- Creativity
- Negotiation
- Conflict Resolution

Soft skills



Global Skills



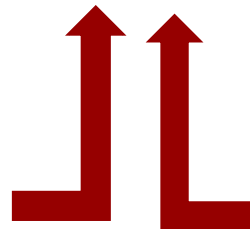
GLOBAL Competencies
BIG YES !!!

Global Mindset

- **Cultural sensitivity** - Interpersonal skills, sense of respect
- **Collaborative skills** - Networking
- **Comfort with the uncomfortable**
- **Capacity to motivate**

• Those that have *confidence, flexibility, adaptation skills and the ability to work with all types of people* are the ones who prove to be most successful.

*Developing Fluency -
Information, media & technology*



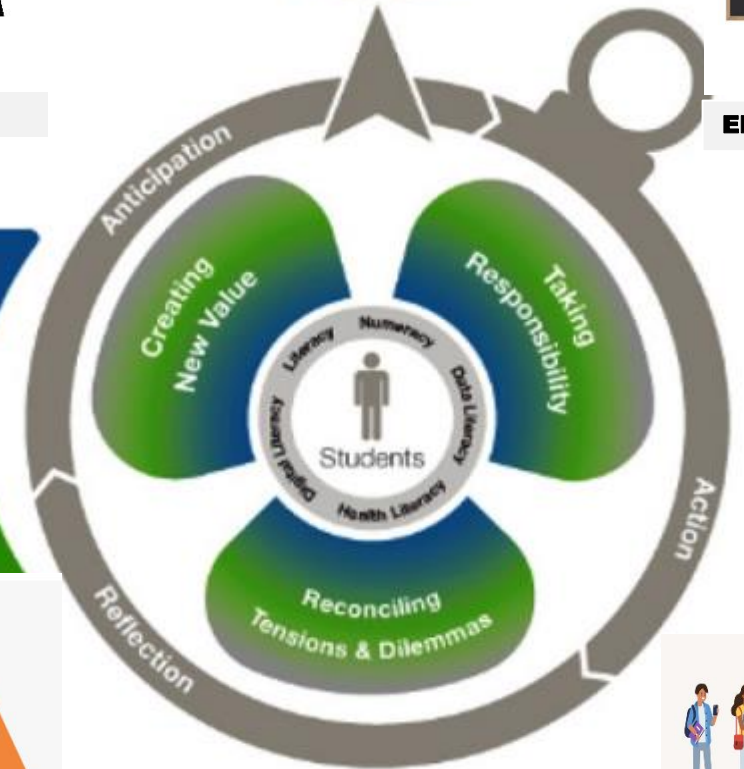
*Enabling technology-
Medium/Tools*

Developing **Competent** Young Graduate for Future Challenges – Are We There Yet?

The Future of Education and Skills: OECD
Education 2030 Framework (OECD, 2018)



Knowledge, skills, attitudes and values are seen as interconnected and interacting to produce competencies (or capabilities) in action.





The challenges

Education for Life and Work

Deeper Education - A person becomes capable of what was learned in one situation and applying it to new situations

Holistic Approach

High Performance

Self Dependent



self-growth

Good Habits

'Better Me, Better We

greatest strengths

lasting success

team-growth



Ton of Energy !

Developing Competent Young Graduate – Are We There Yet?



Our challenge

WHAT YOU DIDN'T KNOW ABOUT
**GRADUATE
UNEMPLOYMENT**
IN MALAYSIA

“Study hard. Get a degree. Find a good job. Live happily ever after.”

Sound familiar?

Every year, **over 290,000** students graduate from institutions of higher learning. Unfortunately, 1 out of 5 graduates remain unemployed, with the majority being degree holders. These **graduates make up 55% of those who are unemployed**.

EduAdvisor

Updated as of 23 October 2021



Vaccination Tracker
48.77M
Doses administered
MORE DETAILS

Highlight

Malaysia's unemployed graduates rose 22.5% in 2020

theedgemarkets.com / theedgemarkets.com July 27, 2021 12:38 pm +08

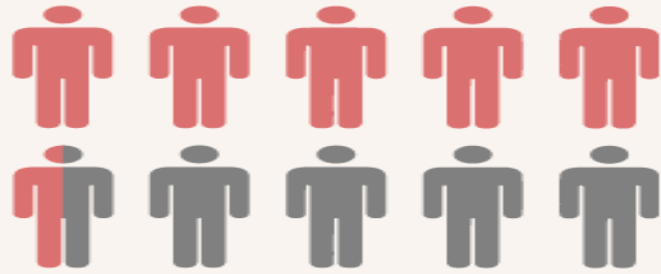
f t w i t e



Our challenge



Findings show that unemployment in Malaysia is concentrated among the **youth**.



5.8/10 OF THOSE **UNEMPLOYED** ARE BELOW AGE 24

> **290,000** students graduate annually, but **ONE IN FIVE** fresh graduates remain unemployed 6 months after graduation



AMONG FRESH GRADUATES WITH TERTIARY EDUCATION,



DEGREE HOLDERS ARE UNEMPLOYED
(highest unemployment %)

OF WHICH...

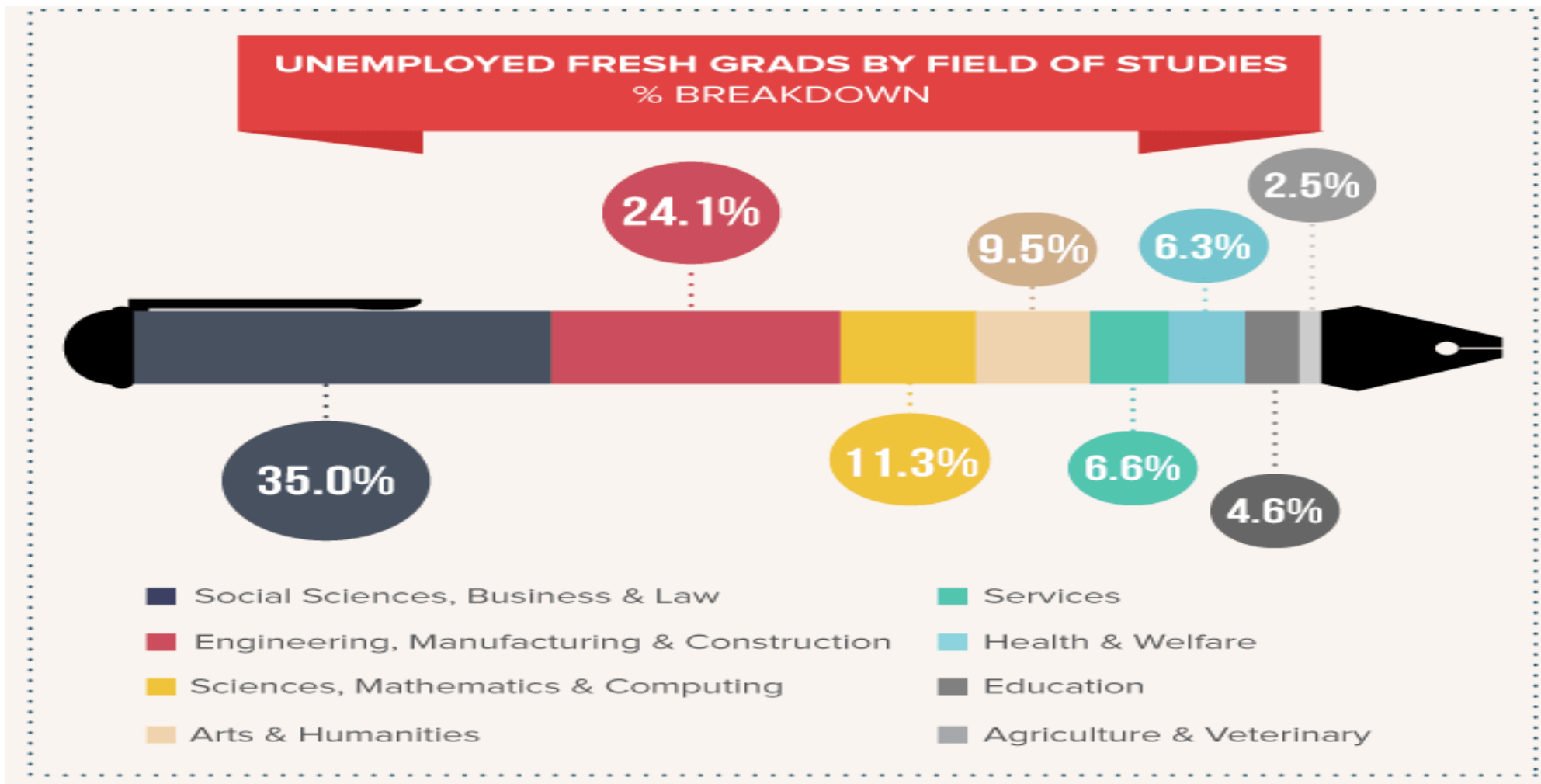
35%



ARE FROM **SOCIAL SCIENCES, BUSINESS & LAW**

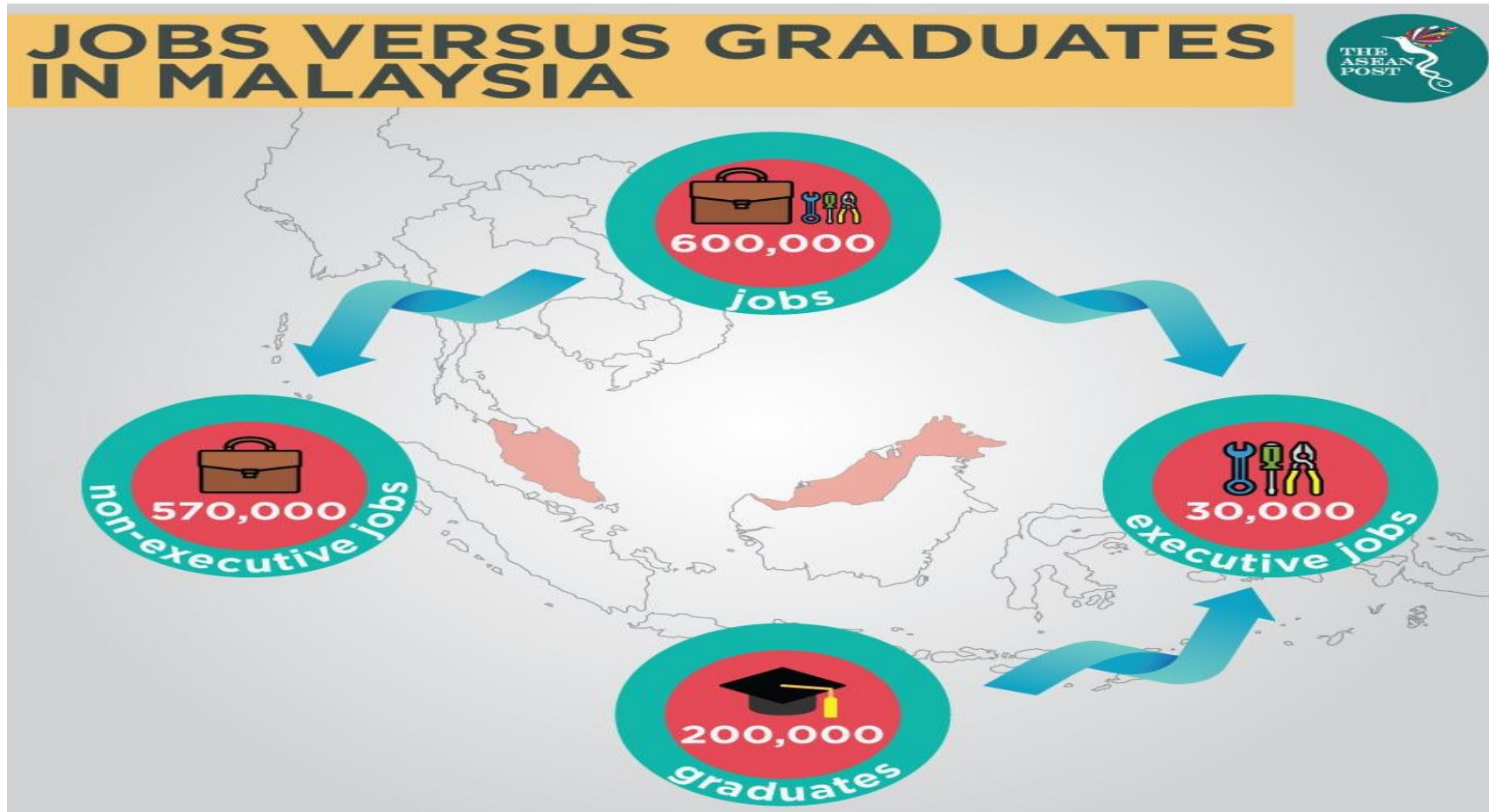
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Our challenge



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The unemployment mess in Malaysia



Source: *The Asean Post*

1st August 2022

Our challenge



BERITA SEMASA

MALAYSIA EKONOMI ISU SEMASA DUNIA PENJAWAT AWAM SWASTA POLITIK HARTANAH PENDIDIKAN

UTAMA > Isu Semasa Terkini > Seramai 216,048 (56%) Graduan Universiti Menganggur Daripada 385,800 Penganggur di Malaysia. Apakah..

Isu Semasa Terkini

Seramai 216,048 (56%) Graduan Universiti Menganggur Daripada 385,800 Penganggur di Malaysia. Apakah Punca & Masalahnya?

HONDA
The Power of Dreams

CIT

LIVE TV

Graduan kumpulan paling banyak menganggur

28 Okt 2015, 1:00 petang 28 Okt 2015, 1:12 petang

1.8K 8





54,103 Siswazah Menganggur 6 Bulan Lepas Tamat Pengajian

Diterbitkan: Khamis, 17 Ogos 2017 3:46 PM



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Graduan bumiputera paling ramai menganggur

Siti Norhawa Mohd. Ali

pengarang@utusan.com.my

08 November 2018 3:00 AM

KUALA LUMPUR 7 Nov. - Meskipun institusi pendidikan tinggi dianggap sebagai batu loncatan kepada belia untuk memperoleh masa depan lebih baik, terdapat kajian menunjukkan graduan bumiputera menghadapi kesukaran untuk mendapat pekerjaan.

Kadar pengangguran golongan tersebut didapati lebih tinggi berbanding rakan sebaya mereka yang tidak mempunyai pendidikan tinggi.

More and more graduates are facing unemployment in Malaysia



Graduates will have to respond to the challenges by constantly upgrading their professional skills or by reskilling." – NSTP/Vincent D'Silva

By **Vincent D'Silva** - February 3, 2020 @ 9:01pm

Close **RECOMMENDED**

Our challenge



Top Reasons For Fresh Grad Unemployment

Khazanah Research Institute's School-to-Work Transition Survey 2018

SKILLS MISMATCH



Education institutions emphasise academic and professional qualifications while employers prioritise soft skills and work experience.

Skills ranked most important by employers (%)



Source: KRI (2018)

IHLs Vs Employer

EduAdvisor

Our challenge



Top Reasons For Fresh Grad Unemployment

Khazanah Research Institute's School-to-Work Transition Survey 2018

LACK OF ENTREPRENEURSHIP SKILLS



Graduates are unaware of the importance of entrepreneurship skills, which are important whether for career advancement or to start a business.

LOW TAKE-UP RATE FOR STEM



Despite an increasing demand by employers, only **32%** of tertiary students are enrolled for STEM courses.

STEM: Science, Technology, Engineering and Mathematics

LOW PARTICIPATION IN TVET



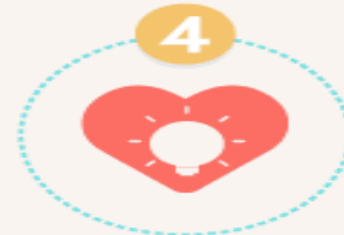
TVET is one of the most useful qualifications to get a job. However, only **9%** of students are in polytechnics.

TVET: Technical and Vocational Education and Training

Our challenge



TOP 5 TRAITS VALUED BY EMPLOYERS



- 1** PROBLEM-SOLVING SKILLS
- 2** COMMUNICATION SKILLS
- 3** ABILITY TO WORK INDEPENDENTLY
- 4** WILLINGNESS TO LEARN
- 5** ABILITY TO WORK UNDER PRESSURE

Malaysia's Top IN-DEMAND JOBS — 2020 —



1	Engineering	<i>Civil engineer, mechanical engineer, electrical engineer, electronic engineer, project engineer, telecommunications engineer, industrial and production engineer</i>
2	Computer Science	<i>Systems analyst, software developer, applications programmer, database engineer, network engineer, cybersecurity executive, systems administrator</i>
3	Business	<i>Sales and marketing manager, digital marketing executive, finance manager, corporate financial adviser, financial reporting analyst, human resource manager, recruitment manager, account executive, auditor, tax consultant</i>
4	Agriculture	<i>Plantation manager, agricultural manager, estate manager.</i>
5	Actuarial Science	<i>Data scientist, big data engineer, data mining analyst, pricing actuary, valuation actuary, mathematician</i>
6	Chemistry	<i>Chemist (research and development), chemist (rubber), chemist (polymer), chemist (textile), chemist (quality control), chemist (pharmaceutical), sedimentologist</i>
7	Occupational Safety and Health	<i>Occupational health and safety officer, safety and health officer, waste management competence person.</i>
8	Graphic & Multimedia Design	<i>Graphic designer, animator, multimedia designer, layout artist, 2D animator, 3D artist, visual effects artist, UI designer (user interface), UX designer (user experience)</i>



SOURCES

Kementerian Pendidikan Malaysia | Higher Education Statistics 2018

Department of Statistics Malaysia | Labour Force Survey Report 2018

Khazanah Research Institute | The School-To-Work Transition of Young Malaysians 2018

JobStreet | Job Outlook Report 2019

- JobStreet | Job Outlook Report, 2022
- Malaysian Employers Federation, 2022
- EduAdvisor, 2022

UUM Graduate, 2019



Jadual 1e: Status Graduan Bekerja Mengikut Penaja

Penaja	Jumlah	%
Jabatan Perkhidmatan Awam (JPA)	61	1.78%
PTPTN	34	0.99%
Majlis Amanah Rakyat (MARA)	6	0.17%
Kerajaan Negeri/Yayasan Negeri	135	3.93%
Persendirian (Ibu Bapa/Keluarga//Sendiri)	2709	78.91%
Lain-lain	4	0.12%
Kementerian Pelajaran Malaysia	425	12.38%
Kementerian Kesihatan Malaysia	3	0.09%
Bank (Bank Rakyat, Maybank, CIMB dll)	2	0.06%
Yayasan Kuok Berhad	10	0.29%
Institusi Pengajian Tinggi Awam (IPTA)	26	0.76%
Jabatan Kemajuan Orang Asli (JKOA)	3	0.09%
Yayasan Tunku Abdul Rahman	6	0.17%
Yayasan Tan Sri Lee Loy Seng	1	0.03%
Yayasan Tun Tan Cheng Lock	1	0.03%
Yayasan Swasta	4	0.12%
Syarikat Swasta	3	0.09%
Jumlah	3433	100.00%



UUM Graduates

	2019		2020		2021	
Total Graduates		5757		5795		6590
Self Employed	314/	5.45%	240/	4.14%	195/	2.95%
Work in Private Sector	2840/	49.33%	415/	7.16%	3182/	48.2%
Work in Gov Sector	1188/	20.64%	40/	0.69%	1200/	18.2%
Unemployed	162/	2.81%	443/	7.64%	1038/	15.75%
Unknown Status						



What Employers Say About Our Graduates !



08/12/2015 Tue 10:20 in Malaysia by Aditi Sharma Kalra

70% of Malaysian employers disappointed with the quality of fresh graduates



Human Resources magazine and the HR Bulletin daily email newsletter:
Asia's only regional HR print and digital media brand. [Register for your free subscription now](#)



malaymail

Recent reports have revealed that most employers aren't getting what they want from their graduate hires.

-Malaysian Employers Federation, 2023

The Star

“However, they require training because they lack skills and experience,” he said.

He said fresh graduates had to be aware and understand the realities of today's competitive job market.

“They should consider whether the skills they possess match industry requirements, such as soft and digital skills,” he said.

Friday, 19 May 2023

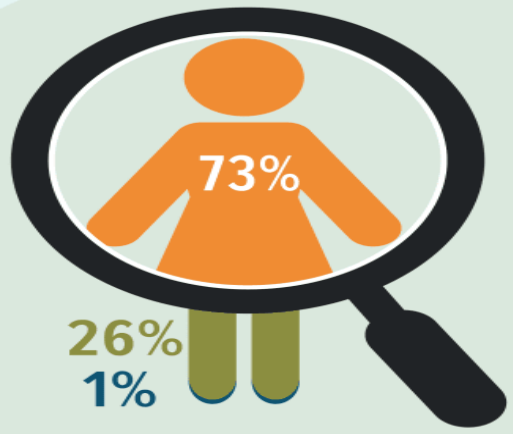
Syed Hussain Syed Husman
Executive Director

SVTT Resources Sdn Bhd

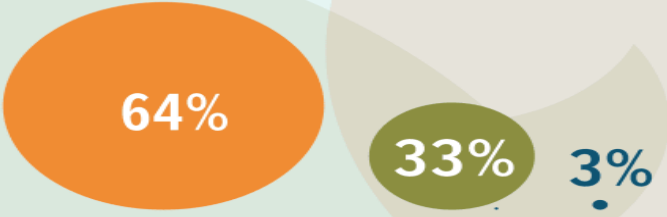


NEW COLLEGE GRADS LACK SOFT SKILLS, EMPLOYERS SAY

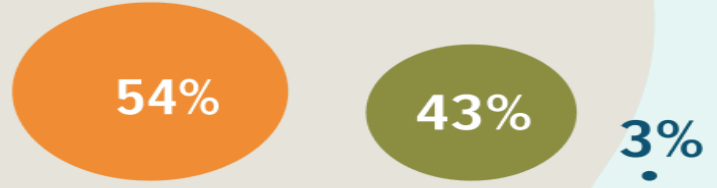
Employers want job candidates with “uniquely human” skills, but finding those candidates isn’t easy. Nearly 3 in 4 employers say they have a hard time finding graduates with the soft skills their companies need.



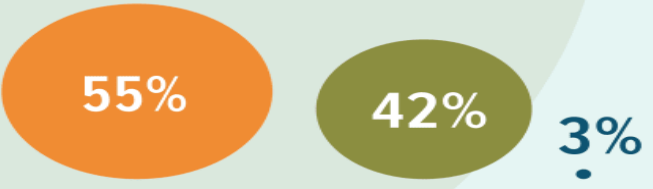
How would you describe the process of finding qualified applicants whom your organization values?



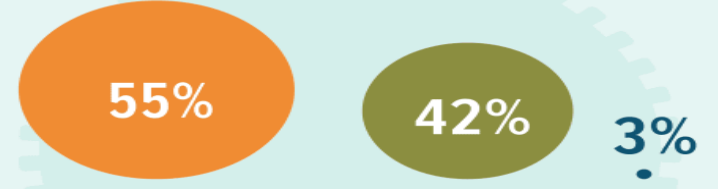
How would you describe the process of finding qualified applicants with CRITICAL-THINKING skills?



How would you describe the process of finding qualified applicants with COMMUNICATION skills?



How would you describe the process of finding qualified applicants with LISTENING skills?



How would you describe the process of finding qualified applicants with INTERPERSONAL skills?

- VERY OR SOMEWHAT DIFFICULT
- VERY OR SOMEWHAT EASY
- DON'T KNOW

Source: Cengage/Morning Consult, a 2018 survey of more than 650 employers and over 1,500 students.



59%

Poor attitude
or character



64%

Poor command
in English



60%

Poor communication
skills

EMPLOYERS ALSO FELT GRADUATES LACKED:



Adaptability



Multitasking
skills



Decision-making
skills



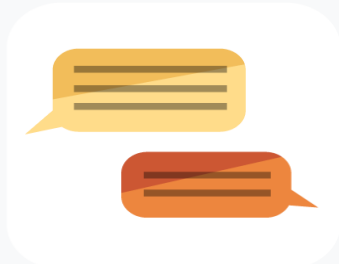
Problem solving
skills



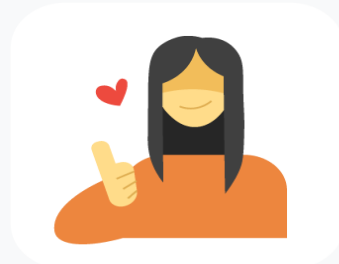
What Knowledge & Skills are most Worth?



The Top 10 Soft Skills



Communication



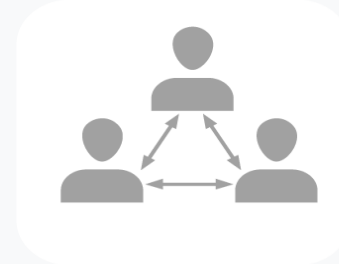
Self-motivation



Leadership



Responsibility



Teamwork



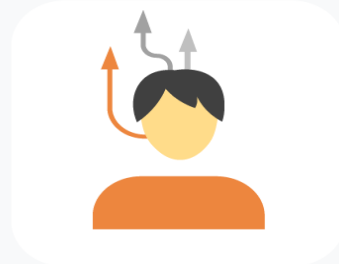
Problem solving



Decisiveness



Ability to Work Under Pressure and Time Management



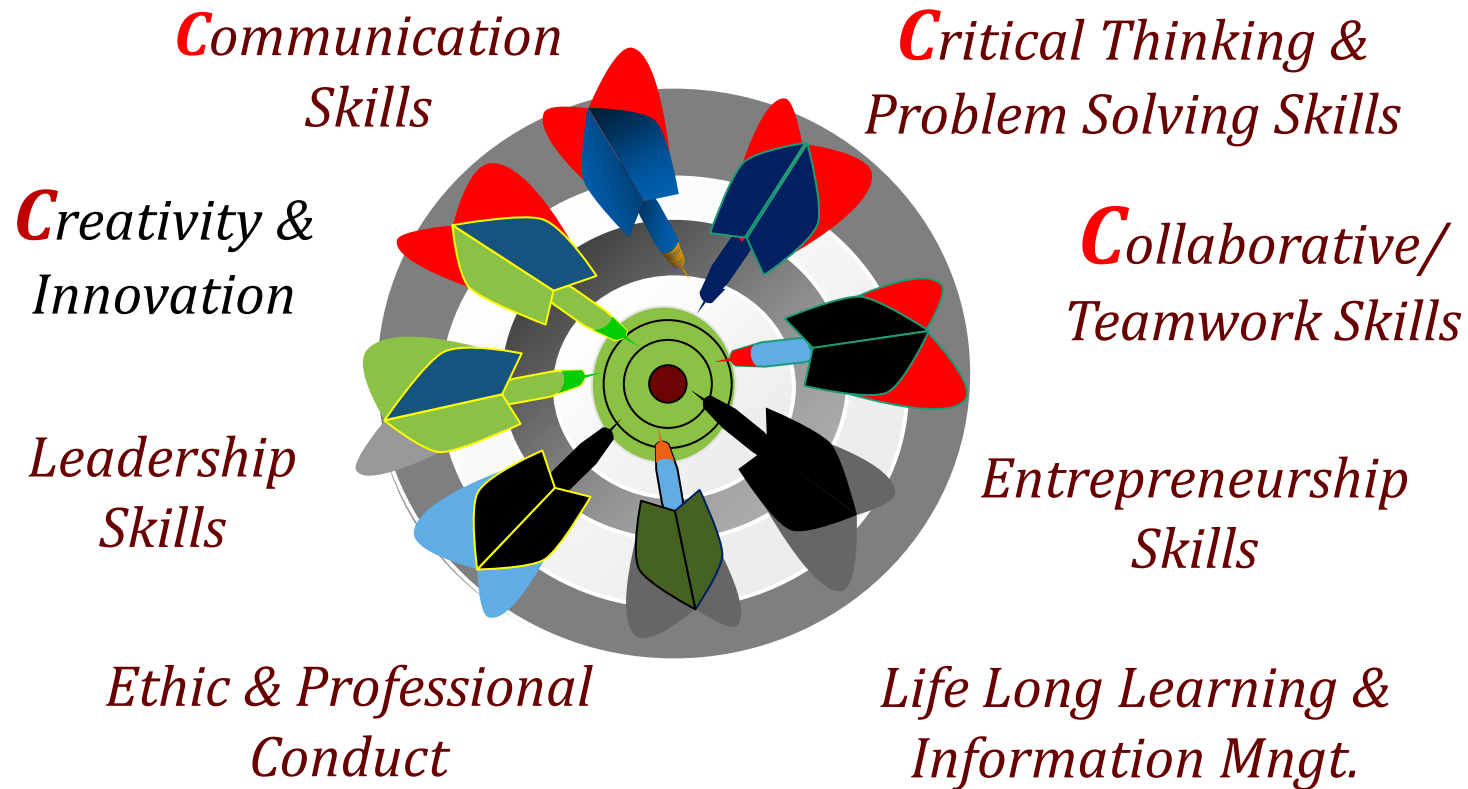
Flexibility



Negotiation and Conflict Resolution



Holistic Students Development



What Our Students Say About
Our Teaching ?

What They Really Want ?





ILMU • BUDI • BAKTI





ILMU • BUDI • BAKTI





ILMU • BUDI • BAKTI





Individual Assignment: Practical Approach

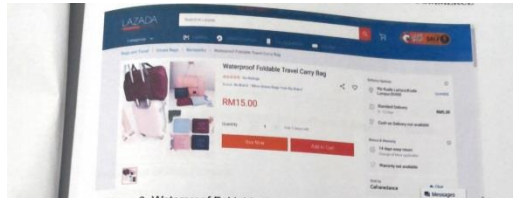


Figure 3: Waterproof Foldable Travel Carry Bag with price that appear on Lazada



Figure 4: Woman fashion long purse with price that appear on Lazada

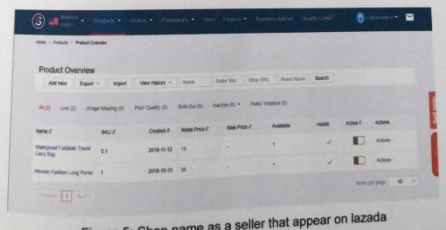


Figure 5: Shop name as a seller that appear on lazada



Figure 1: Waterproof Foldable Travel Carry Bag

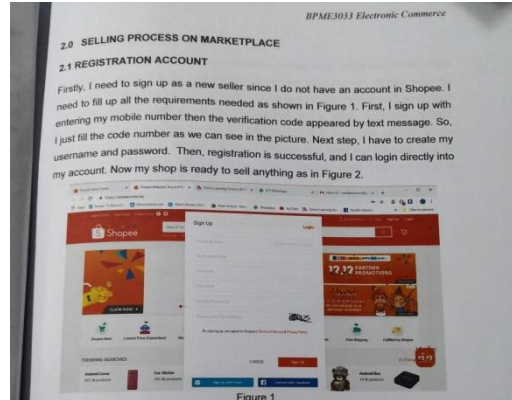


Figure 1



Figure 2

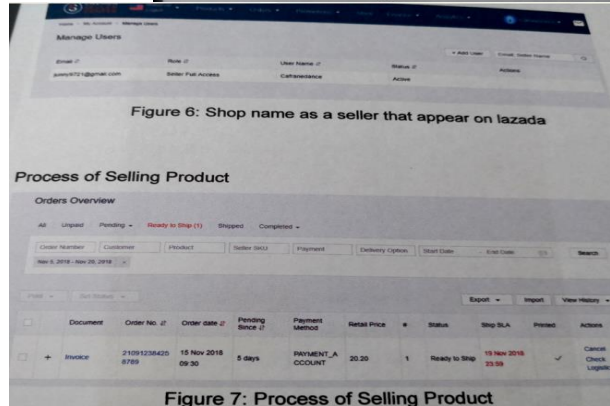
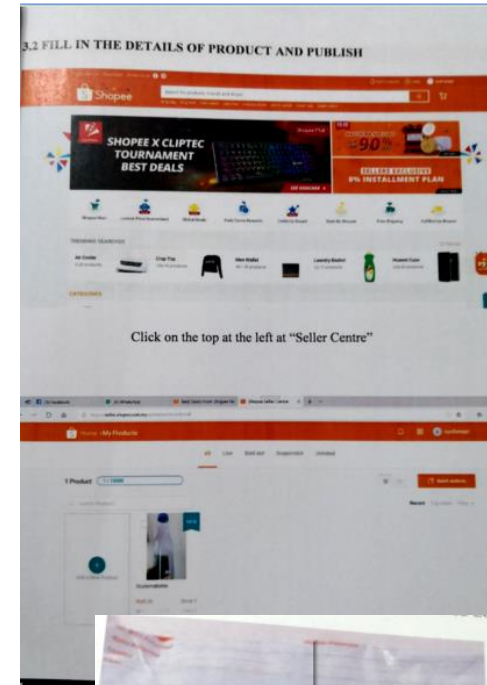


Figure 7: Process of Selling Product





How Far They Can Go?












Real Case Study

- Design/Methodology/Approach: Analysis is based on the survey results performed in September 2015 to July 2020. **There, 2629 out of 3206 students representing Bachelor in Business Administration and Bachelor in Entrepreneurship** provided answers on their development in digital entrepreneurship via the learning process in e-commerce course. Teaching approaches have been modified from the original e-commerce teaching and learning process.
- Findings: **29% out of 3206 students are actively involved in online business** and becoming digital entrepreneurs, with **87% applying practical approaches** and starting their business via digital platforms during their individual assignments and group projects.



Entrepreneur education programs should be included in all areas of study, since students from other areas have core knowledge that can open up opportunities for entrepreneurial enterprises based on knowledge or high-value technology.

All fields of study should include the entrepreneur design-thinking course in their curricula, and when changes are introduced to the curricula, fostering the formation of groups of students from diverse areas of study, thus maximizing diversity in work groups.

Global Entrepreneurship Monitor (GEM) 2019, Global Report

<i>Stanford University, USA</i>	<i>Cambridge University, UK</i>	<i>Massachusetts Institute of Technology (MIT),</i>
<i>Harvard University</i>	<i>Nanyang Technological University, Singapore</i>	<i>Ciputra University, Indonesia</i>



Tentang UC

Seputar UC

Program Akademik

Calon Mahasiswa

Journey UC

Start your **ENTREPRENEURSHIP JOURNEY** with us !!





*How Can We Support Them ?
&
How to Make It Work?*



Educator with Entrepreneurial Mindset- Think & Act as entrepreneur

- *Believe Entrepreneurs Can Be Developed/Taught*
- *Entrepreneurial Spirit & Motivation*
- *Drive, Ambition and Stamina -Let's face it!*
- *The Temperament to Manage Adversity.*
- *The Capacity to Embrace Change.*
- *A Ton of Energy.*
- *Network & Engage -"Iron Sharpens Iron."*
- *Love it...Love Them*





- *Building entrepreneurial atmosphere in the classroom*
- *Project Based Learning – attitude of learning & Service*
- *Learning approach through experiencing*
 - *Manage real Events*
 - *Participation in exhibition*
- ❖ Create an **environment that enables innovation** in teaching practice.
 - *learning is a process of producing*
 - *have networks to share practice — both good and bad.*
- ❖ *Expose to Media*

*How Can We Support Them ? &
How to Make It Work?*



***Partnerships between the educational sector,
the business community and the creative
industry***



Redesign

Teaching Approach

***•One Way to Two Ways & Three Ways
Communication***

***Group Project & Assignment
Assessment***

.....Just Go, Start & Make it Happen!



The Entrepreneurial Process

Entrepreneurial process	Resources to help the student carry out each step
1. Define their project idea.	<p>For certain steps of the project, the teacher could invite a speaker to give details on the step to be carried out. After learning about the students' project, the speaker could refer to his or her personal experience.</p> <p>Another teacher from the program, from another program or from the college's continuing education department could also be consulted.</p>
2. Describe the team's strengths and weaknesses in carrying out the project.	
3. Define the context of the project.	
4. Describe their offer.	
5. Define their communication plan.	
6. Develop their action plan.	
7. Develop their human resources plan.	
8. Develop their financing plan.	
9. Implement and evaluate the project.	

Example of Entrepreneurial Projects



TABLE P.2 *Examples of entrepreneurial projects*

Program of study	Examples of pedagogical projects with an entrepreneurial focus
Creative Arts, Literature and Languages	<ul style="list-style-type: none"> • Offering services to review literature for a publishing house • Offering services to write articles of interest to young people 17 to 25 years old • Offering services to revise texts for a publishing house • Offering services to write articles for a local newspaper • Creating a touring, cooperative cultural or theatre troupe • Offering assistance services to a group of local artists • Producing a cultural or literary magazine • Producing a show (e.g. readings, poetry) • Producing a newspaper (e.g. a monthly publication)
Fine Arts	<ul style="list-style-type: none"> • Organizing an exhibit of student productions • Designing and setting up a booth at a fair or exhibition
Music	<ul style="list-style-type: none"> • Organizing a concert • Offering music courses • Creating an orchestra and producing shows

Example of Entrepreneurial Projects



<p>Social Science</p>	<ul style="list-style-type: none"> • Offering homework assistance services in an elementary school • Starting up a nonprofit community service organization • Organizing an international aid project • Conducting a survey for the course in question on a subject of interest to the college • Offering peer mentoring and assistance • Doing volunteer work
<p>Science</p>	<ul style="list-style-type: none"> • Carrying out a school/workplace project that supports certain technical programs at the college through the creation of new consumer products (e.g. Dietetics, Biotechnology) • Offering analysis services (e.g. biomedical analyses) • Organizing a science fair • Offering ecosystem characterization services
<p>Biotechnology</p>	<ul style="list-style-type: none"> • Offering services for: <ul style="list-style-type: none"> ○ microbiological analyses ○ biochemical analyses ○ product or waste toxicity analyses ○ quality control ○ composting

Example of Entrepreneurial Projects

Program of Study	Project with Entrepreneurial Focus
IT/ICT	<ul style="list-style-type: none">• IT/ICT Business Idea Competition• Social Commerce for SME<ul style="list-style-type: none">• <i>FB ads</i>• <i>Commercial Blog</i>• <i>Twiter</i>• <i>Instagram</i>• Google Location for Shop/Business Centre• Repair /Computer service business• Catalog Design• Developing a web page for others
Multimedia	<ul style="list-style-type: none">• Multimedia Business Idea Competition• Visual Commerce• Project Manager/Audio• Interaction Designer/ Animation• Corporate Video

Example of Entrepreneurial Projects



Project with Entrepreneurial Focus

- Refreshment stand at local games
- Child care
- Hot dog stand
- Yard care
- Shopping service for seniors
- Pet sitting
- Delivery services
- House cleaning service
- Janitorial services for local businesses
- Selling used clothes
- Jewelry making
- Catalog sales
- Add value to an existing product (packaging, new Marketing local crafts design, new customers, different size)
- Travel services

Example of Entrepreneurial Projects



One Big Project for All

Event Management –Exhibition



THANK YOU

*Educators play a multifaceted role in cultivating an entrepreneurial mindset in the classroom. By **creating an environment** that nurtures creativity, resilience, critical thinking, and problem-solving, **educators can empower students to develop the skills and mindset** necessary for success in entrepreneurial endeavors and in life.*