ENTREPRENEURSHIP DEVELOPMENT IN MALAYSIAN HIGHER EDUCATION: CHALLENGES, OPPORTUNITIES & WAY FORWARD

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WHERE WE WANT TO BE?

High Income
Targets US$15k-20k per Capita by 2020

Inclusiveness
Enables all communities to fully benefit from the wealth of the country

Sustainability
Meets present needs without compromising future generations

Quality Life

NEM: CHARACTERISTICS OF MALAYSIA 2020

- Market Led
- Well-Governed
- Regionally Integrated
- Entrepreneurial
- Innovative
“The education system must be reviewed and improved continuously to produce quality human capital...to produce excellence and talented graduates who can think creatively and strategically with skills in entrepreneurship and leadership for success.”

Prime Minister
Najib Tun Abdul Razak
INVEST Malaysia 2010
30 March 2010
To produce entrepreneurial graduates (graduates who have entrepreneurial mindset, capabilities and attributes).

To increase the number of graduate entrepreneurs.

To produce academics and researchers with entrepreneurial mindsets and capabilities.
MAIN INITIATIVES

- Entrepreneurship foundation module
- Credited co-curriculum activities
- Awareness and inculturation programmes
- Entrepreneurship/Business plan competition
- Social Entrepreneurship
- Collaboration with industry
Challenges & Opportunities

- Confusion of entrepreneurship education with general business and economic studies
- Lack of engagement with non-business disciplines
- Conflicting philosophies on the role of entrepreneurship in higher education
Challenges & Opportunities

- Need for more innovative pedagogy
- Competency of academic
- No establish framework/system to measure impact
Challenges & Opportunities

- Inculcation of entrepreneurship culture requires time and patience
- Lack of parental support
- Lack of interest among students
WAY FORWARD 1
Policies on Entrepreneurship Development

Launched – 13 April 2010

To promote strategic and holistic entrepreneurship development in Malaysian Higher Education

THRUST 1:
Establishment of Entrepreneurship Centre in every public IHLs

THRUST 2:
To prepare well-planned and holistic entrepreneurship education and development

THRUST 3:
Strengthening developmental and entrepreneurial empowerment programmes

THRUST 4:
To provide a reliable and effective assessment mechanism

THRUST 5:
To provide a conducive environment and ecosystem

THRUST 6:
To increase the competency of academics
ENTREPRENEURSHIP AS CRITICAL AGENDA PROJECT (CAP) UNDER NATIONAL HIGHER EDUCATION STRATEGIC PLAN

WAY FORWARD 2

Three Strategic Objectives

1. To provide a conducive ecosystem
2. To increase the number of graduate entrepreneurs
3. To increase competency of academics
<table>
<thead>
<tr>
<th>Strategic Objective 1</th>
<th>KPI</th>
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</thead>
<tbody>
<tr>
<td>To provide a conducive ecosystem</td>
<td>% of students exposed to structured entrepreneurship programmes</td>
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<table>
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<th>PI</th>
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<tr>
<td>% of funding allocated for entrepreneurship programmes and activities</td>
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## Strategic Objective & Respective Indicators

<table>
<thead>
<tr>
<th>Strategic Objective 2</th>
<th>KPI</th>
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<tr>
<td>To increase the number of graduate entrepreneurs</td>
<td>% of graduates venturing into business activities after graduating</td>
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<tr>
<td></td>
<td>PI</td>
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<td>% of students doing business while still studying</td>
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## Strategic Objective & Respective Indicators

<table>
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<tr>
<th>Strategic Objective 3</th>
<th>PI</th>
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<tr>
<td>To increase competency of academics</td>
<td>% of internal educators that have entrepreneurship expertise</td>
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<td></td>
<td>% of external expertise involve in entrepreneurship teaching</td>
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WAY FORWARD 3
Establishment of National Entrepreneurship Council Of Higher Education

WAY FORWARD 4
Towards an Entrepreneurial University
A call for coordinated action as entrepreneurship thrives in ecosystem in which multiple stakeholders play key roles
Entrepreneurship is vital for Malaysia to be a developed nation by 2020.

EE has become a policy and CAP.

Malaysia will work with other countries on moving entrepreneurship education agenda.

CONCLUSION