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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
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PRIORITIZE PRACTICAL RATHER THAN THE THEORETICAL ASPECT IN STUDENT ENTREPRENEURSHIP PROGRAMME



UUM ONLINE: Penang – University lecturers are encouraged to prioritize the practical rather than the theoretical aspect in the implementation of entrepreneurship programme as determined by the Ministry of Education Malaysia (MoE).

Director of the Cooperative and Entrepreneurial Development Institute (CEDI), Assoc. Prof Dr Chandrakantan Subramaniam said in the next 12 months lecturers who were involved should focus on the practical aspect of the implemented entrepreneurship module.

"MoE has allocated MYR1.2 million to the university through CEDI to implement entrepreneurship programmes that will engage students through four programmes namely Future Learning Education Development (FULED), Asnaf, MyAgrosis, Northern Creativepreneur Incubator (UCI) and Siswaprenuer.

"The Key Performance Index (KPI) on student entrepreneurship set by the MoE will become the KPI used by UUM instead of the CEDI KPI," he said at the opening of the Development

and Consolidation of MyAgrosis Entrepreneurship Module Workshop and the Northern Creativepreneur Incubator (UCI) at Neo + Hotel recently.

The three-day workshop which began on 28 January was attended by lecturers from the School of Creative Industry and Performing Arts (SCIMPA), the School of Economics, Finance and Banking (SEFB), the School of Multimedia and Communication Technology (SMMTC) and the School of Business Management (SBM).

Dr. Chandrakantan said MoE had divided the entrepreneurship phase into several phases, namely Phase 1 (2010-2015) involving the introduction of entrepreneurship, Phase 2 (2016-2020) involving the empowerment of graduates in entrepreneurship and the last phase, Phase 3 equipping students with entrepreneurship knowledge.

According to him, the sustainability of good relations between CEDI and the various schools was significant in ensuring that the delivery of entrepreneurship knowledge to the students involved in the programme could be done more effectively.

"This is in tandem with the views of the Deputy Secretary-General of MoE, who emphasized the importance of involving the Asnaf, B40 group and the disabled in entrepreneurship programmes at the Institutions of Higher Education.

"The importance of establishing genuine entrepreneurs amongst students is paramount so as to ensure that the KPIs set by the MoE can be achieved by UUM," he said.



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