

Promoting entrepreneurship education through open and distance learning (ODL) in Malaysia: a case study of Wawasan Open University (WOU) students at Penang Regional Centre (PGRC)

URL	http://weko.wou.edu.my/?action=repository_uri&item_id=524
-----	---



Promoting Entrepreneurship Education through Open and Distance Learning (ODL) in Malaysia: A Case Study of Wawasan Open University (WOU) students at Penang Regional Centre (PGRC).

Ms. Lalitha Ramasamy

School of Business Administration

Wawasan Open University

Penang, Malaysia

lalithar@wou.edu.my

Contents

- Introduction
- Significant of the study
- Literature Review
- Methodology
- Results
- Recommendations
- Conclusion



Introduction

The importance of entrepreneurship to the growth of Malaysia's economy is substantiated by the amount and *variety of supporting mechanisms and policies.*

WOU as an ODL institution has developed the curriculum of its Entrepreneurship Development (ED) *course that is able to cut across* schools/faculties to *equip every WOU student with entrepreneurial skills.*



Significant of the study

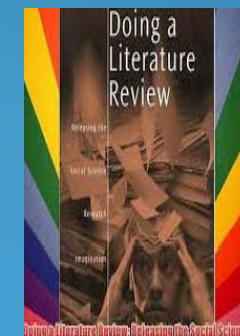
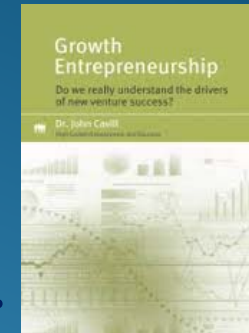
The research findings obtained are expected to contribute to the *teaching and learning* of entrepreneurship education (EE).

The study will be helpful to *all open and distance learning (ODL)* institutions in promoting entrepreneurial culture by *designing* their *curriculum* to create students who are *innovative and creative*.



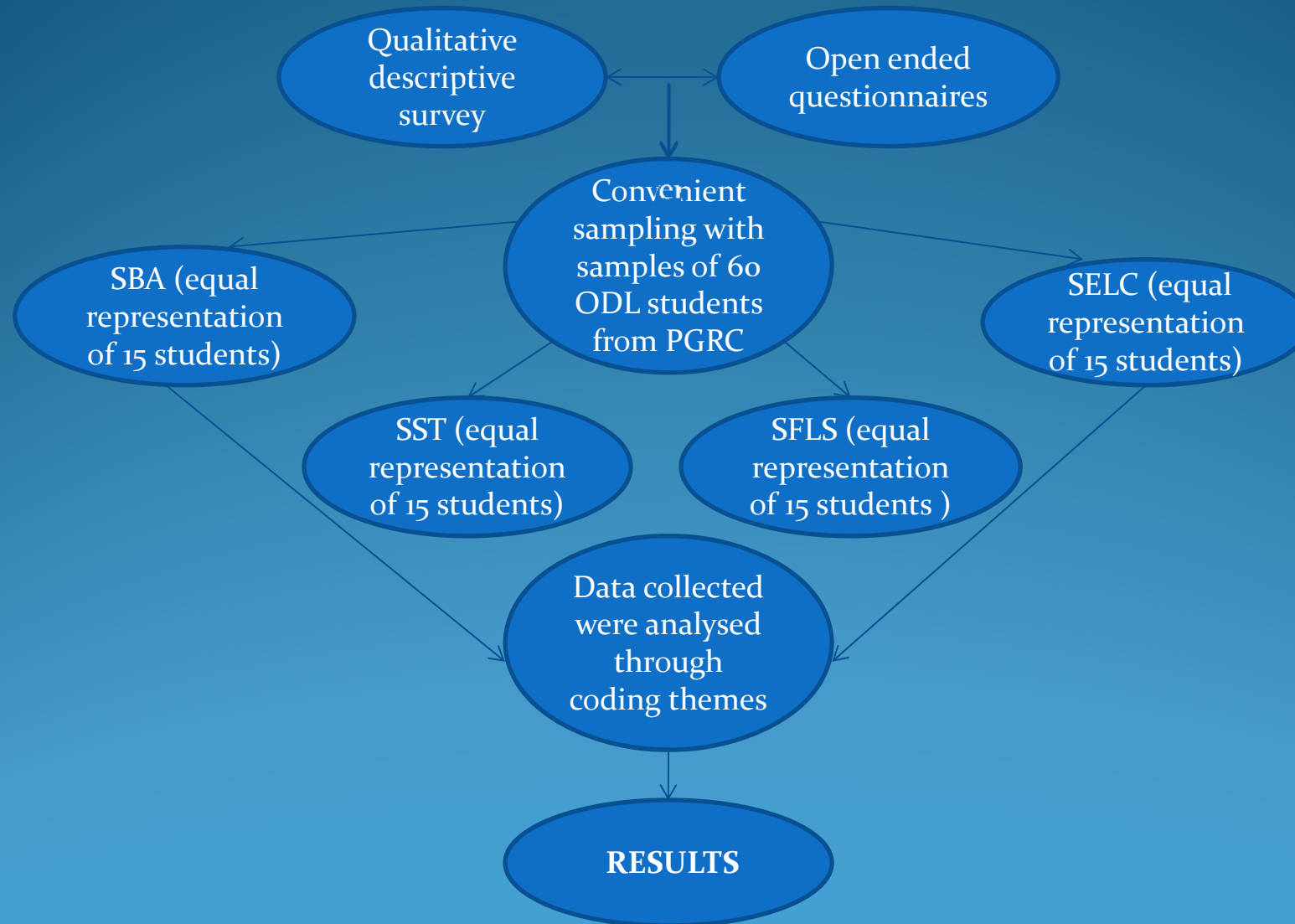
Literature Review

- Many countries believe that *entrepreneurship is the main element for stimulating economic growth and development* hence leading to increased *employment opportunities* (Ossai and Nwalado, 2012).
- Therefore, *education is a vital component of economy prosperity* especially in developing countries that are characterised by low income and high unemployment level (Ndibe et al., 2013).
- *EE is a lifelong learning process* starting from an *early age* as at *elementary school* and *progressing* through all *levels of education* (Odunaike and Amoda, 2013).



Methodology

Qualitative Research Paradigm

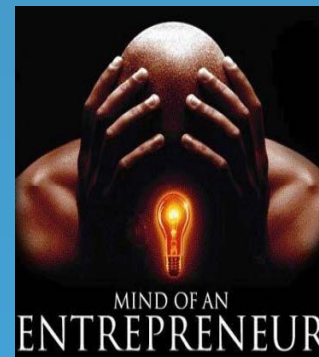
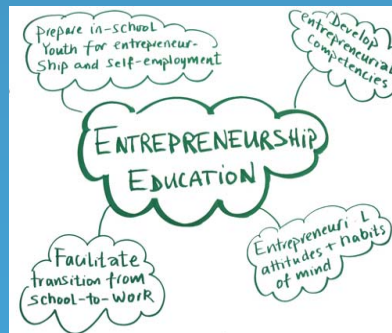


Results

The EE variables were examined;

- The role of university to promote entrepreneurship;
- Entrepreneurship curriculum and content;
- Work experience and parental occupation.

- Perception of the students from the School of Business and Administration (SBA) on WOU's role in promoting entrepreneurship.**
- Perception of the students from other schools (SST, SFLS and SELC) on WOU's role in promoting entrepreneurship.**



Discussion

i. **Perception of the students from the School of Business and Administration (SBA) on WOU's role in promoting entrepreneurship.**

- Reviewed WOU as a university that has a vital role in propagating EE.
- WOU should also shoulder the responsibility to promote EE to reduce the gap of unemployment in Malaysia.
- WOU has bigger role to play in promoting the culture of entrepreneurship as being one of the leading ODL University.
- ED course should be made a compulsory course for all students instead of it only being offered as one of the university course (optional).

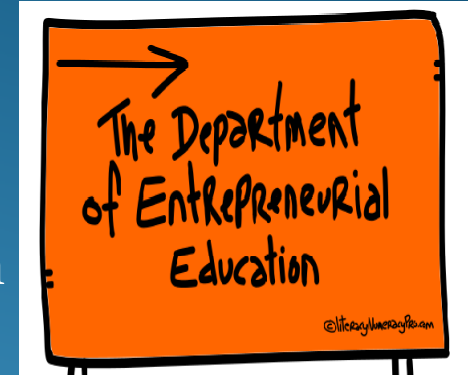
ii.

Perception of the students from other schools (SST, SFLS and SELC) on WOU's role in promoting entrepreneurship.

- WOU has a major role to play in promoting entrepreneurship as one important mean to solve unemployment.
- Students in the higher education environment need to be equipped with the entrepreneurship skills.
- ED course in WOU is seen as the basic fundamental knowledge course for entrepreneurship which teaches students to think and behave entrepreneurially.
- ED course should be made compulsory for all students across the university.

Recommendations

- ED course should be made compulsory and to be taught in all four schools in WOU.
- Curriculum design should support employability skills such as, starting own business, presentation skills, creativity and leadership abilities.
- Centre of ED to link to the university's alumni association.
- WOU should also think of providing short training programmes on entrepreneurship skills.

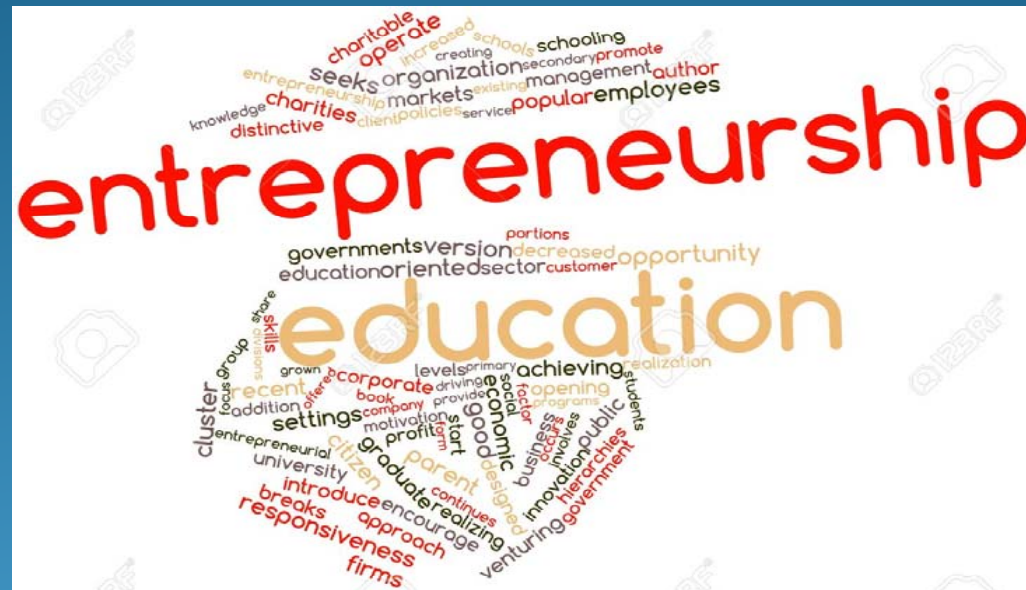


Conclusion

- WOU has a major role in promoting EE.
- Demand for entrepreneurship in the country can be divided into three main groups;
 - a. government
 - b. students
 - c. business world
- WOU as one of the leading ODL higher education is mandated to promote education for sustainability, its role in the contemporary education platform is to prepare graduates to become productive workers, intelligent consumers, effective and patriotic citizens.



Thank You



*“Educationist should build the capacities of the spirit of inquiry ,
creativity, entrepreneurial and moral leadership among students
and become their role model”*

APJ Abdul Kalam