

Learning-by-doing In Entrepreneurship Education – A case study Of College PolyTech MARA, Kuala Lumpur, Malaysia

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Content — Entrepreneurship education has received an overwhelming attention in the Malaysian curriculum for the last twenty years. There has been a growing concern on how education institutions particularly at tertiary level imparts entrepreneurial knowledge and skills in their syllabus. The Malaysian government has committed itself towards the creation of young entrepreneurs and had since then embedded the entrepreneurship education in its tertiary curriculum. Beginning as a compulsory subject in the university curriculum where students are being taught the theoretical aspects of doing a business, the subject has developed beyond the classroom teaching and learning. ‘Experience in the best teacher’ and hence this study looks into the learning-by-doing method in entrepreneurship education in College PolyTech MARA, Kuala Lumpur, Malaysia. The program known as ‘PUTRA’ was introduced by MARA, a government agency to nurture entrepreneurial talents among graduating final year students. A loan of RM 10,000 was granted to each eligible student for the start-up of their business venture. In 2014, 36 students have officially registered their business venture and have been granted the start-up PUTRA business loan of RM 10,000. In this paper, we look into the extent of which the initiatives introduced have impacted on the students’ learning curve in entrepreneurship and their performance in business. The questionnaires survey and focus group interviews have been employed as a method of collecting the relevant data on the students’ demographic and their business information. Currently, the data collection is in its final stage and the results of the study shall be made available in the full paper.

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