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## NEW MODEL AND CONCEPT FOR TECHNOPRENEURSHIP STUDIES IN UNIVERSITY THROUGH EXCELLENCE CENTER

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### ABSTRACT

This study purpose is to provide a new model and concept to develop excellence center for technopreneurship studies in the university. The research focus of the technopreneur center goes beyond the domain of traditional interdisciplinary technology by adding the interaction between university, Ministry of Rural and Regional Development, State's Government, central government agency and faculty and excellent center in university. The objectives of developing excellent center to give focus as a guidance and exercise center to students and staffs in successful technopreneurs. The existence of this Center will ease the process of developing the technopreneur sector through the Guidance and Young Entrepreneur Training program among the students and staff of the university. With this, entrepreneurs that are able to compete on global level will be born in the effort of realizing the K-economy vision. Based on a study of technopreneur center, strong support was found for create and develop new model and concept needs to apply for implementation in university as role player of an information center that spreads information about technopreneur development and commercializing technology between university and industry.

### BACKGROUND

In the effort of the country to move towards achieving the status of a developed nation that has a strong competitive spirit, emphasis has to be given to the development of entrepreneurs. Up to now, the main focus has been given to the development of conventional entrepreneurs, causing less focus on the development of technopreneurs.

In creating entrepreneurs that has strong will power, independence and able to compete in the global arena, the Ministry of Rural and Regional Development (KKLW) will introduce a few entrepreneurship programs throughout the Eight Malaysia Planning, among them is the Technopreneur Development (PHASER). This program is meant to develop the technopreneurs, especially among the Bumiputera, so that they have a strong competitive spirit that has quality to reach the global stage. KKLW also emphasizes on 5 (five) strategies, which are exposure to business opportunities, cultural exercise and development of human resources, sponsorship, ready availability of premises, and marketing.

Third of Long Term Planning Framework (RRJP3) emphasizes on the need of high technopreneurship skills to speed up the process of implementing the K-economy in Malaysia. To ensure that this country is always able to compete with others, RPJP3 also hopes that the technopreneurship skills and management is increased until Small Medium Industries (IKS) that are advanced in technology is achieved by the technopreneurs of Malaysia.

At the time being, there is no one agency or division that is giving exclusive attention to the development and advancement of the technopreneurs. The attention of the Ministry of Rural and Regional Development (KKLW) and government agencies like MARA and PUNB is towards the development of conventional entrepreneurs that are involved in traditional businesses such as food and clothing. However, KKLW is making an effort to play an important role in universities with the function of providing the Graduate' Effort Development (PPUS) and Student In Free Enterprise (SIFE) programs, and Graduate's Entrepreneur Training Scheme (LKS) to students in higher educational institutes that are interested in entrepreneurship. To grab such an opportunity, it is suggested that a university level Technopreneur Center that is especially for the development of technopreneurs be created with the cooperation of the Faculty of Technology Management, Business and Entrepreneurship.

## **PROBLEM STATEMENT**

The existence of this Center will ease the process of developing the technopreneur sector through the Guidance and Young Entrepreneur Training program among the students and staff of University College of Technology Tun Hussein Onn (UTHM). With this, entrepreneurs that are able to compete on global level will be born in the effort of realizing the K-economy vision.

It has been the ambition of UTHM to create technopreneurs that are able to compete on global level. For this reason a few technopreneur development programs has been thought upon, among them are the Graduate's Entrepreneur program, Commercialization Fund and the general subject Entrepreneurship. A Technopreneur Center is important in this university to create a synergy with the efforts of UTHM.

UTHM has a cooperative tie with the state of Johore Government where in the effort of developing the field of university technopreneurs will also have cooperative ties with other parties; among them include KKLW, SIRIM, SMIDEC, MARA, PUNB and MTDC.

Seeing that this university has a variety of technopreneur expertise and facilities that are linked closely with the development of entrepreneurs, it is wise that a related Center be created.

## **OBJECTIVES OF DEVELOPING THE TECHNOPRENEUR CENTER (TEC)**

- To give focus as a guidance and exercise center to students and staff in creating successful technopreneurs by organizing exercises in a few aspects that has been identified and has to be given attention to, among them are about the role of entrepreneurs, building companies, money management, business consultation, business planning, entrepreneurship marketing, exploration fund, technological strategies for 'start-up' and law such as intellect property strategy.
- To become the starting tool for future graduates so that the field of technopreneurship becomes the best alternative when they have graduated. In consistence with the foundation of the country's industrialization, which is to foresee the number of technopreneurs towards making the country a developed nation by the year 2020.
- To act as an exercise/practice center for handling long and short duration courses such as seminars, workshops and courses that has to do with the development of technopreneurs. This is an effort to increase the ability of new and old technopreneurs so that they have more fighting spirit. In addition to that, TEC will also organize programs to train student entrepreneurs with the cooperation of Student Affairs (HEP) and Entrepreneurship Club, UTHM.
- To play the role of an information Center that spreads information about technopreneur development and commercializing technology. TEC will create a synergy with activities that is being organized by other units in the university.

## **MODELING OF THE TECHNOPRENEUR CENTER**

This Center will have relationships and cooperation with the following parties:

### **Other Departments in UTHM**

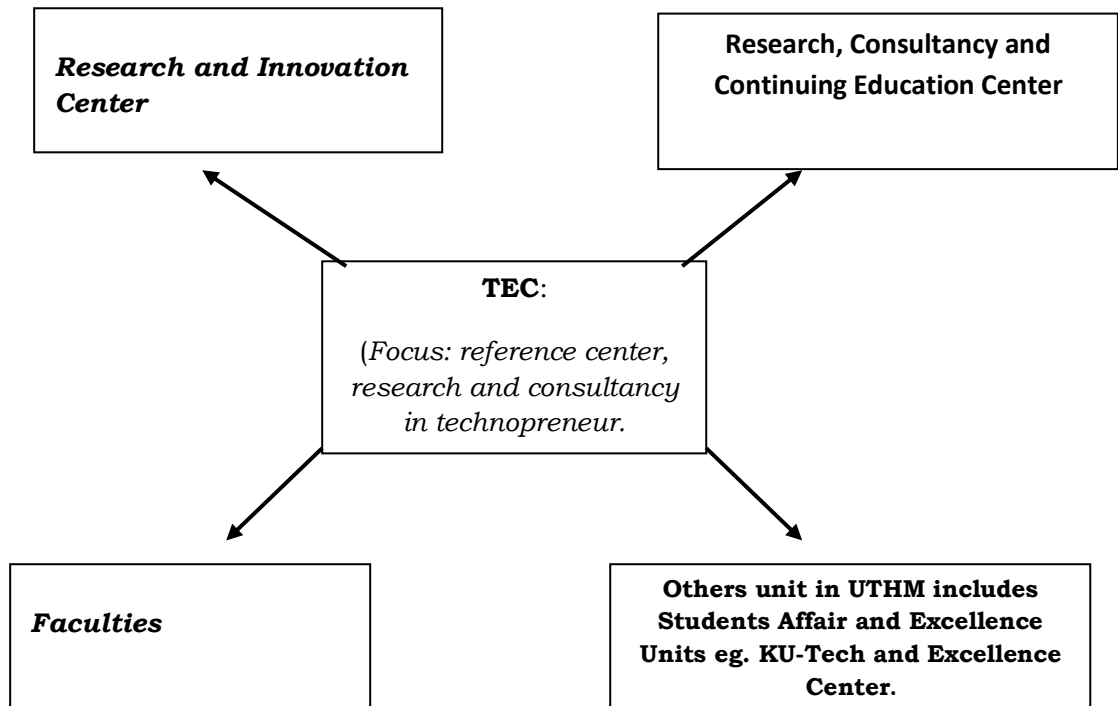
This Center will give and share input on the expertise of academic staff and support to a variety of departments in UTHM, especially faculties, education and research centers, and also create a synergy with PPI, KU-Tech, Excellence Center and other Units in UTHM. TEC will act as a 'knowledge developer/manager' (Figure 1) in the field of technopreneurship to PPI, KU-Tech, Excellence Center, Faculties, HEP other units in UTHM.

### **Outside Parties**

In the early stages, TEC will create co operations with a few government center agencies such as the Ministry of Rural and Regional Development (KKLW), MEDEC, MDC, PUNB, MARA, SIRIM,

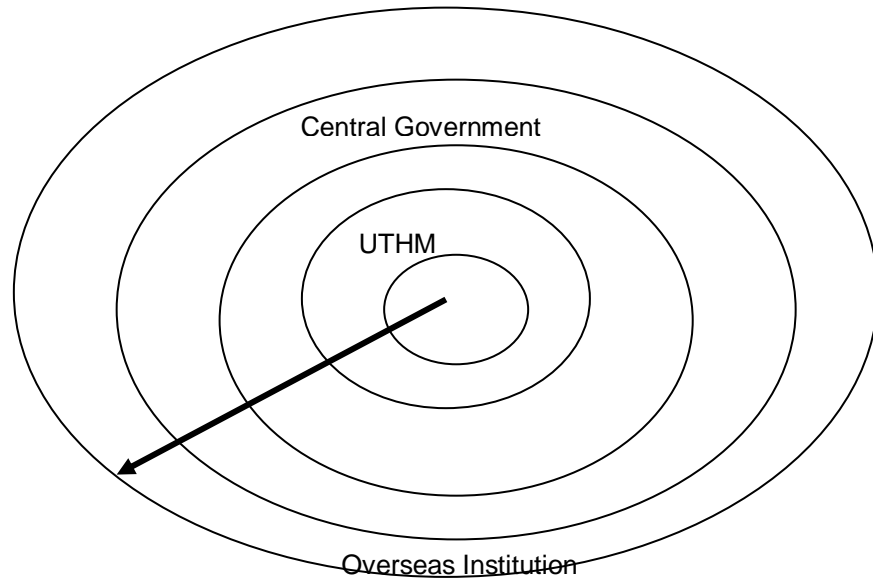
SMIDEC, Johore Entrepreneurship Corporation Limited (PUJB), Federation of Malaysian Manufacturers (FMM) and Development Bank. Relationship between other government departments, local and international universities, Non-Government Organizations (NGO's) and other parties (Figure 2) will also be created from time to time according to the need.

To play the role in creating a relationship between technopreneurs and other agencies such as the Multimedia Development Corporation (MDC), SMI Development Corporation (SMIDEC), Malaysia Trade Development Centre (MTDC), *Majlis Amanah Rakyat* (MARA) and SIRIM that are directly involved with the development of technopreneurs in the country.



**Figure 1:** The role of TEC with UTHM's Internal Unit

To play the role of body of consultation through the Research Consultation and Continuous Education Center to advise and guide technopreneurs in starting a new business and, developing and expanding current businesses. This guidance can be done through current infrastructures, like the incubator program and the teaching factory in UTHM.



**Figure 2:** Relationship between TEC and External Agencies

## **THE CONCEPT OF THE TECHNOPRENEUR CENTER**

TEC Program

Activities that can be run by this Center are:

**i) Workshops/Seminars/Courses**

Organizing technopreneur development programs such as technopreneur certificates that will be sponsored fully by the government of the state of Johore, Organizing Technopreneur Development activities such as workshops and talks for young entrepreneurs especially local entrepreneurs, Organizing long and short duration courses such as “Entrepreneurship Basics” and “Business Schemes” to future entrepreneurs that consists of UTHM’s students and staff, Organizing Technopreneur seminars.

**ii) Building A Technopreneur Data System**

Gathering and building a technopreneur information data system in the field of technology especially in the state of Johore and generally Malaysia for the reason to plan the technopreneurship development program.

**iii) Consultation**

To help the researchers that received the UTHM Commercialization Fund sponsorship in the aspects of management team development, market research and, business and marketing development and planning. To give advise and consultation to the technopreneurs in expanding their businesses.

**iv) Supervise The Entrepreneurship Subject**

To help the Faculty in supervising the Entrepreneurship and Technopreneurship subject/program that is offered under the Diploma and Bachelor Degree programs.

**v) Other Activities**

Discussions with MEDEC, UiTM, KKLW and SMIDEC about the cooperation program in the field of technopreneurs such as research and consultation. Other activities such as Technopreneurship Conference, Training For Trainers Course, local and international visits, Entrepreneurship Basics Course for UTHM staff and other technopreneur exercise programs will be planned from time to time.

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