

PENDAPAT

# SUCCESSFUL ENTREPRENEURS THROUGH ENTREPRENEURSHIP EDUCATION

01 Oct, 2022 [Volume 1 Issue 3](#) 9 views

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Entrepreneurship education at universities can raise graduates' awareness of the value and role of entrepreneurs in religion and society. Entrepreneurs can use their creativity and innovative skills to generat~



entrepreneurship education improves students' entrepreneurial potential. Entrepreneurship has been recognized globally for contributing to economic development and job creation. As a result, the government emphasizes developing entrepreneurial abilities at all levels of education and training to contribute to creating an entrepreneurial society. Entrepreneurship education is not only important in business education, but it also contributes to the development of quality human capital in terms of applying and exploring new skills and technology. As a result, entrepreneurship education does not have to be limited to business; it may also include a new concept to generate creative, innovative, and visionary individuals in every situation.

Most universities in Malaysia offer entrepreneurship courses as a core subject at the undergraduate level. The introduction of this course to all students is consistent with the educational goals of HEIs, which are designed to aid the country's economic development by (i) developing human potential through training in various fields and (ii) forming a trained group that will later function as the nation's human capital. Furthermore, in 2010, the Ministry of Higher Education developed the Entrepreneurship Development Policy for HEIs to support human capital development in creating graduate entrepreneurs. The primary purpose of this policy is to develop high-quality human capital with entrepreneurial thinking, characteristics, and values. The Entrepreneurship Strategic Plan 2013-2015 and the Entrepreneurship Action Plan 2016-2020 have also been created to support the development of entrepreneurship in higher education. This is consistent with the National Entrepreneurship Policy (DKN) goal of making Malaysia an entrepreneurial nation by 2030.

More entrepreneurs are needed to ensure that Malaysia evolves into a developed economy with a high income. Ab. Aziz (2010) said that the best society is one with a more significant number of entrepreneurs. Entrepreneurs are the most dynamic, creative, and innovative people. They are prepared to deal with life's uncertainties and use ingenuity and perseverance to achieve success. Success is measured not only in monetary terms but also in socioeconomic and community development. According to Zhang et al. (2014), successful entrepreneurs have various meanings that can be proved based on individual behavior, motivation, goals, and everyday activities that influence their success.

However, the current business situation is more challenging, and the uncertain economy forces an entrepreneur to act according to common sense or only care about profit. According to Shuhairimi and Ku Halim (2012), one of the factors of failure of entrepreneurs in business is the attitude of looking for shortcuts to pursue profit. This can be seen when many entrepreneurs take the easy way to profit and conduct unethical business, such as reducing the weight of goods, setting unreasonable prices, corruption, etc. For example, there are Bumiputera entrepreneurs who use the wrong way of "Ali Baba" by using individual influence or bribery to obtain tenders or loans.

Besides, Bologna and Rose (2015) assert that small businesses will be more susceptible to corruption due to financial limitations than large businesses. This is worrying because most graduate entrepreneurs will engage in small and medium-scale businesses after graduating. As a result, HEIs play a vital role in ensuring that entrepreneurship education may generate graduate entrepreneurs who value the interests of society rather than focusing solely on monetary items. However, the question is whether graduate entrepreneurs produced through entrepreneurship education at HEIs focus exclusively on profit or have other business aims. This scenario needs to be explored so that graduate entrepreneurs who are formed through higher education align with the National Education Philosophy, which is to produce individuals who develop holistically in terms of intellectual, emotion, and spiritual.

Entrepreneurship education at universities can raise graduates' awareness of the value and role of entrepreneurs in religion and society. Participation from various stakeholders is necessary, along with curriculum development, to produce successful entrepreneur graduates. Successful entrepreneurs always appreciate good qualities in their entrepreneurial endeavors to gain blessings and pleasure from Allah SWT. Entrepreneurs can use their creativity and innovative skills to generate goods that benefit the local community and themselves. The property earned via entrepreneurial activities is not absolute ownership; the entrepreneur serves merely as a trustee to manage the resources. The concept of al-Falah in Islam refers to the provision for success. In other words, this concept is defined as an exceptional achievement that encompasses the entirety of human life, including spiritual, material, and moral dimensions, in order to achieve success in this world and the hereafter. Therefore, successful entrepreneurs play an essential role in offering advantages to society, such as giving employment opportunities, carrying out social obligations, and assisting the surrounding community through material support or thoughts.