

Dimension of Knowledge, Practice and Skill in Entrepreneurial Field



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Abstract: *This study was conducted to know about the dimension that three main factors becomes the objective of the study, namely knowledge, practice and skills. The study also aims to see how far the relationship of these factors in entrepreneurial field. The data obtained from review literature from various characters found from internet sources, namely, journal, thesis collection, theory of entrepreneurship book collection in the library and also access information online database using a web of university. Based on the research, the result show that three elements knowledge, practice and skills is most important for our lecturer and student to gain experience and more success in entrepreneurial field.*

Keywords : Knowledge, Practice, Skills, Entrepreneurial

I. INTRODUCTION

Entrepreneurship is a significant aspect that should be molded among student in line with human capital network is required by government to realize objective Malaysia as developed country in the year 2020 [1]. [2] tells that every individual scholar that in elementary school level or Institute of Higher Education has long made acquainted with module entrepreneurship that is unitary of the important issues. Meanwhile, [3] which proved that move education acculturation entrepreneurship where courses have been planned and arranged and restructuring also did by Curriculum Division, Department of Polytechnic Studies.

According to [4] study states that in fact the teaching staff, especially technical and vocational instructors, lack knowledge because they are more likely to be technical and non-entrepreneurs. Building a fundamental understanding of entrepreneurship and business will be important because we often hear about potential identified, but failed businesses because of the failure of entrepreneurship management [5]. In the study conducted by the [6] states that the mastery of knowledge, skills and enthusiasm of the instructors in entrepreneurial education is in a wider context and involves

only learning business management skills. Hence, as instructors must be adequately equipped with knowledge, practice and skills to enable them to play a role in the implementation of entrepreneurial activities efficiency. This is supported by [7] stating that the main challenge of the production of production-based and entrepreneurship education is to provide competent and ready-to-use trainers in terms of practice, knowledge and skills. According to [8] stated that competence is a combination of aspects of knowledge, skills and personal characteristics that must be owned and practiced for the performance of a job or position. Thus, entrepreneurial field is a nub that is important in national education ecosystem beside the basic factor in the humanity skills development towards an individual.

II. OBJECTIVE

Thus, this objective of the subject is to narrate concept of knowledge, practice and entrepreneurial skills in shaping the entrepreneurial field application in educational establishment.

III. METHOD

Review of relevant literature was used to collect data for this article. Relevant articles were assessed or downloaded from on open access journals via prominent search engine such as google at (<http://www.google.com.my>) and yahoo at (<http://www.yahoo.com/>) respectively. While, subscribed journals were accessed via Universiti Teknologi Malaysia (UTM) library website at www.utm.my/psz. Related content information from textbooks, journal articles, conference proceedings, discussion papers, reports and policy documents have been read and analyzed to form part of this paper.

IV. FINDING AND DISCUSSION

4.1 Knowledge

[9] define knowledge entrepreneurship is a gift that could be viewed from an activity or an individual's conduct. [10] define knowledge not necessarily reached by conventional education, in fact, can be generated like to follow entrepreneurship programs, make past experience as fresh knowledge. Modernity current now had demanded instructor to diversify knowledge that exists and increase new knowledge in applying education system which often shift from time to time. Knowledge can be understood as education investment that is important. Through training, a person were not only enhance knowledge, even develop ability, can add good quality living. Knowledge is an aspect that is important to create education effectiveness in entrepreneurial field.

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Lecturer that knowing the latest information on entrepreneurial field inclined have a will in increasing high knowledge towards entrepreneurial field itself. There are various methods of obtaining information entrepreneurship for example like surf the internet, read the newspaper and magazine, watch television and listen in. Knowledge also is construct as fact, information and skill is desired by someone through experience or education theoretically or practical about something the matter. After that, knowledge also is various information that kept in long term memory. Relevant information this knowledge too can be accessed when circumstances need only [11]. So that, as a lecturers have more authoritative and enthusiastic in applying knowledge entrepreneurship through knowledge retrieval entrepreneurship instructor itself although no related to field those who towards technical. Modernity current now had demanded instructor to diversify knowledge that exists and increase new knowledge in applying education system which often change from time to time.

4.2 Practice

A practice that always earned by an educator in learning process and lesson is include aspect know a student learning control level, examine the students's work result, breaking an assignment or training to pupils based on student's achievement level and also took an item that demands to be respected in the teaching process and learning and finally motivate student learning. According to Man and Yu, there are five observances carried out in education, entrepreneurship namely imparting knowledge and capacity, entrepreneurship, develop entrepreneurial skills, nurture features entrepreneurship, showing attribute of entrepreneurship and lastly is in corporate cultural element in entrepreneurship to students. So every practice carried out by teacher motivate a lot to application direction entrepreneurship indirectly to students.

Apart from that, practice level that high in implementing the something program can make lecturers more confident and able to carry out duties effectively. Accordingly to [12], interest becomes one of the factors which influenced individual someone's habit. Lecturers with interest will display behavior that is positive. On the other hand, lecturers which had no interest will reflect behavior that is different. If a person the individual is interested but have the ability that is a medium, they would extend deep interest and also depend on the effort that is determined according to their levels of achievement. At the same time, teacher that is interested in his lesson, have a practice that is positive in improving academic performance and also confident with what implemented by him in fact indirectly will reflect patient nature, committed, approachable and also friendly.

Besides that, lecturers should also should play an important role towards student self awareness related to ability entrepreneurship like student involvement in learning environment which challenges and based on experience [13]. Lecturer practice in entrepreneurship will give understanding about business in terms of meaning, structure and relationship other inside economy and society [14]; increase awareness towards commercial world and develop personel qualities [15]; and ensure knowledge needed transferred from education system into industry [16]. According to Kamus

Dewan Edisi Keempat, practice is something carried out as a usual. This practice is continuous where a person will show a positive reaction if something the matter is his interest. If negative, it felt like piling onto one. Leadership behavior also converges to motivation where to achieve objective determined through process motivate people other implement something matter [17]. Apart from that, according to [18], humanity transfer method of knowledge and skills visible through leadership development that is a process through experience where leader able ask his member doing things or training to increasing their own experience when learning.

4.3 Skills

Entrepreneurial skills are rotated on self's ability throught opportunity and enhance awareness in innovation, risk and creativity towards business related activity and entrepreneurship. In implementing various entrepreneurial activities as teaching staff should strengthen skill in entrepreneurship to build an entrepreneurial activity that could be organized [18]. Thus, through concept lesson and entrepreneurial field step by step.

After that, entrepreneurial skills also can be interpreted as behavior or his action as a entrepreneur [19]. Objective educational of entrepreneurship widely accepted is to support student create their own business and develop skills and competency to achieve their industry. Education entrepreneurship also has a role that is critical in orientate and develop entrepreneurs in future time [20]. According to [21], education entrepreneurship not only related to business management or start something new business, even for preparation integrate experience, skill and knowledge before starting a business that new. Hence, education entrepreneurship need to be focused to efficiency formation entrepreneurship and more specific to humanity (soft skills) skill like efficiency correlations, arrange and plan by conceptual and giving commitment [22].

According to Nursyuhada [23], key skills in making business management decision is involves human resource utilization or human capital to be applied in business. [24] in the marketing domain, there are four principal activity namely product development, pricing, promotion and product distribution or business service. In fact on the other hand, according to [25] states that marketing environment also needs to be considered like political situation and legislation, social and culture, technology, economy and also competition.

Skill is at individual's abilities present mental and physical activity and its ability to be widened through training and repetition [26]. There are three major domain type in basic business skill namely financial management, decision makin skill, business and marketing [28]. Meanwhile [29] states skill involved in entrepreneurial actio is like technical expertise, conceptual skill and humanity skill. At the same time, [26]skill also is construed as training

achieved activity presentation result or physical and could be enhanced through training frequency.

According to [30], business skills are greatly needed by an entrepreneur which is skill pelan, skill strategies, financial management skill, marketing skills, time management skills and project management skill.

In fact, the [31] narrates skill is the individual someone's interest factor towards entrepreneurial field. Apart from that, according to [32], management skill like communication, negotiation and also forms personnel as entrepreneur also important in areas of business. At the same time, management skill also needed to give emphasis towards knowledge expansion in entrepreneurial development and business to build spirit needed [33]. Besides that, humanity's skill namely ability in teamwork. Lecturer need to have the capacity motivate people over and responsive. This skill help entrepreneur investigates character others and can influence leadership trait when facing something situation. According to Kolakowski [34], humanity skill also accessible through education that is proactive like to attend or get engaged in conference and forums or discussion on leadership. Due to this, the lecturer will be more sensitive towards all problems, prepared accept variety, easy to give praise and always flexible. By this method, the lecturer can increase communication skills that able tighten social distance and characteristic more open to hold discussions and joint negotiation student. Communicative skills often seen by employers as an indicator of potential success [35]. [36] find out that communicative skills is a skill with highest value most wanted industry. Entrepreneurial skills are among important skill in humanity (soft skills) skills that shall belong by students either primary education level or higher education level [37]. This skill involves student's self ability's to explore opportunities and develop awareness of risk, creativity and innovation in business related activity and job which encompasses ability identify the business opportunity, ability draft business planning and ability to be working itself. Apart from that, to further strengthen entrepreneurial development, student needs to focus to awareness about business and entrepreneurship; business skills; creativity, imagination and thinking that support individual entrepreneurial activity in any situation. This support students to act more effectively in change that fast which occurred in competition and industry economy and employee market. Furthermore, according to [38] narrates that through concept lesson and entrepreneurial skills can leave entrepreneurial spirit and bring student heading towards entrepreneurial field step by step. After that, the skill is a root of strength for business pillar progress [39] while [17] on the other hand states that skill to handle something situation influenced by experience that passed through by him. According to Falsafah Pendidikan Kebangsaan, skill targeted to make a person individual that is knowledgeable, capable, behave, responsible and have the potential to achieve life's well being and contribute something towards harmony and family prosperity, society and country. Skill aspects in this study context refers to lecturer mastery towards entrepreneurial skills element.

V. CONCLUSION

Knowledge, practice and is a combination of genes that play a part in the evolution of entrepreneurship skill. It refers to the availability of assistance and support services that ease the start up procedure. That may influence entrepreneurship is supportive infrastructure and provision of training and backup helps.

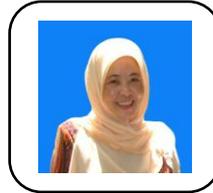
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