

# GRADUATE SUCCESS ATTRIBUTES

UHMT1012 (Sections 23 & 26)  
UHAK1012 (Section 34 & 35)

SEM 1 2019/20

Assoc. Prof Dr Azlan bin Mohd Zain

School of Computing, UTM

azlanmz@utm.my

# **UTM - Graduate Success Attributes**

## **5. ENTREPRENEURSHIP**

# What is an Entrepreneur?

An individual who **undertakes the risk** associated with creating, organizing, and **owning a business**.

# Personal Characteristics of Successful Entrepreneurs

- Persistent
- Creative
- Responsible
- Inquisitive
- Goal-oriented
- Independent
- Self-confident
- Risk taker

# Skills Needed by Successful Entrepreneurs

- Communication skills
- Human relations skills
- Math skills
- Problem-solving & Decision-making skills
- Technical skills
- Basic Business skills

# Entrepreneurship vs. Entrepreneurs

## **Entrepreneurship**

- The process of starting and running one's own business
- This involves a considerable amount of risk.

## **Entrepreneur**

- An entrepreneur is an individual who undertakes the risk associated with creating, organizing, and owning a business.

# 5 Steps of the Entrepreneurial Process

1. Discovery
2. Concept Development
3. Resourcing
4. Actualization
5. Harvesting

## Step 1: Discovery

- The stage in which the entrepreneur generates ideas, recognizes opportunities, and studies the market.

- **Entrepreneurs consider the following:**

- Hobbies or Skills
- Consumer Needs and Wants
- Conduct Surveys and Questionnaires
- Study Demographics



## Step 2: Concept Development

- **Entrepreneurs prepare the following in this step:**
- Develop a Business Plan
  - A detailed proposal describing the business idea
- Choose Location for the Business
  - Is the business online or does it have a physical location for customers to visit to purchase products, services or combinations.
- Decide if the idea will need a Patent or Trademark
  - Patent –
  - Trademark -

## Step 3: Resourcing

- The stage in which the entrepreneur identifies and acquires the financial, human, and capital resources needed for the venture startup, etc.
- **Entrepreneurs contemplate the following:**
  - Identify Potential Investors
  - Apply for loans, grants and financial assistance
  - Hire employees

## Step 4: Actualization

- The stage in which the entrepreneur operates the business and utilizes resources to achieve its goals / objectives
- **Entrepreneurs prepare for the following:**
  - Grand Opening of the Business
  - Day to Day Operations of the Business

## Step 5: Harvesting

- The stage in which the entrepreneur decides on venture's future growth, development, or demise.
- **Entrepreneurs consider the following:**
  - Future Plans for the Business:
    - Expansion to additional locations
    - Company to change structure

# Starting a Business

Understand the procedures and requirements for starting a business.

1. Develop a Business Plan
2. Acquire Finances
3. Meet Legal Requirements

# Develop a Business Plan

- A Business Plan is a detailed proposal that describes a new business.
- **Business Plans are:**
  - Presented to potential investors and lenders
  - Most business plans are 30+ pages

# Purposes of a Business Plan

- **Business Plans are used to:**
  - Obtain Financing
    - Banks and Potential Lenders require a business plan
  - Helps organize and analyze data critical to new business.
  - Provides a start-up proposal
    - Provides and outline to follow when starting the business.

# Components of a Business Plan

## 1. Executive Summary:

- Brief one to two page description of the key points of each section of the business plan

## 2. Product/Service Plan:

- Presents Product or Service being offered
- Unique features of the Product or Service

## 3. Management Team Plan:

- Qualifications of the Entrepreneur
- Qualifications of any Partners who may be involved in the business venture



# Components of a Business Plan

## 4. Industry/Market Analysis:

- Analyzes the: Customers / Competition / Industry / Demographic / Geographic and Economic data

## 5. Operational Plan:

- Includes all processes involved in producing and/or delivering the product or service to the customer

## 6. Organizational Plan:

- Management philosophy of the business
- Key management personnel
- Key employment policies

# Components of a Business Plan

## 7. Marketing Plan:

- Describes how the business will make its customers aware of its products/ services.
- The Market being served / Marketing Strategies / Promotional Plan / Marketing Budget

## 8. Growth Plan:

- Presents plan for future expansion of the business

## 9. Financial Plan:

- Includes financial statements that will help forecast the future financial health of the business.

# Finance the Business

## • Identify Potential Investors

### • **Examples:**

- Family and Friends
- Other Businesses
- Employees

### • **Contact Financial Agencies for loans, grants and financial assistance:**

- Small Business Administration
- Banks / Credit Unions
- Insurance Companies

# The Legal Environment

- Additional Legal Requirements for some businesses:
- **Permits, Certifications or Licenses:**
  - an official document giving someone authorization to run their business under the extension of the direction of the Local, State and Federal Laws.
- **Contracts:**
  - a written or spoken agreement, especially one concerning employment, sales, or tenancy, that is intended to be enforceable by law.
- **Zoning Laws:**
  - specify the areas in which residential, industrial, recreational or commercial activities may take place.
- **Taxes:**
  - a enforced contribution of funds to state revenue, levied by the government on workers' income and business profits or added to the cost of some goods, services, and transactions.

# Protecting Your Business

- More Legal Documents to Protect Your Business:

- **Trademarks:**

- Protects a business' name / logo.

- **Patents:**

- Protects the invention of products or processes from theft.

- **Copyrights:**

- Protects Creative Works: Literary, Musical, Dramatic, Artistic works

For More Information visit:

[https://www.uspto.gov/trademarks/basics/trade\\_defin.jsp](https://www.uspto.gov/trademarks/basics/trade_defin.jsp)

# Finally....

## Why Entrepreneurship?

- **Being your Own Boss**
  - Self-management is the motivation that drives many entrepreneurs.
- **Financial Success**
  - Entrepreneurs are wealth creators.
- **Job Security**
  - Over the past ten years, large companies have eliminated more jobs than they have created.
- **Quality of Life**
  - Starting a business gives the founder some choice over when, where, and how to work.



thank you!

# **UTM - Graduate Success Attributes**

## **6. LEADERSHIP**



# Understanding Leadership

- **What is leadership?**
- **Why is leadership important – why do we need leaders?**
- **Leaders – born or bred?**

*"Leadership is a function of knowing yourself, having a **vision** that is well communicated, **building trust** among colleagues, and **taking effective action** to realize your own leadership potential."*

Prof. Warren Bennis

# Leadership Theory

## Early Theories:

### Great Man Theories

- Leaders are exceptional people, born with innate qualities, destined to lead
- Term 'man' was intentional - concept was primarily male, military and Western

### Trait Theories

- Research on traits or qualities associated with leadership are numerous
- Traits are hard to measure. For example, how do we measure honesty or integrity?

# Leadership Traits and Skills

## Traits

- Adaptable to situations
- Dependable
- Dominant (desire to influence others)
- Energetic (high activity level)
- Persistent
- Self-confident
- Tolerant of stress
- Willing to assume responsibility

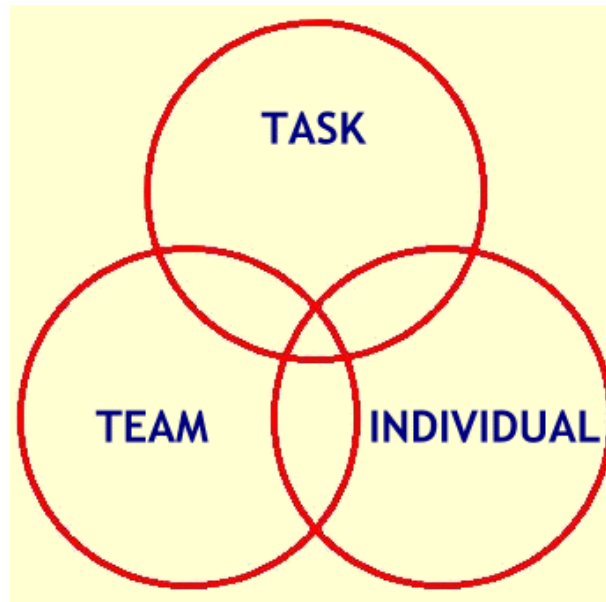
## Skills

- Clever (intelligent)
- Conceptually skilled
- Creative
- Diplomatic and tactful
- Fluent in speaking
- Knowledgeable about group task
- Organised (administrative ability)
- Persuasive
- Socially skilled

# Leadership Theory- Functional Theory

Interaction of 3 areas:

- **Task** – goal setting, methods and process
- **Team** – effective interaction/communication, clarify roles, team morale
- **Individual** – attention to behaviour, feelings, coaching, CPD



# Leadership Theory – Contingency Theory

Leadership style changes according to the 'situation' and in response to the individuals being managed – their competency and motivation

<b>Competency</b>	Low competence	Some competence	High competence	High competence
<b>Motivation</b>	Low commitment/ Unable and unwilling or insecure	Variable commitment/ Unable but willing or motivated	Variable commitment/ Able but unwilling or insecure	High commitment/ Able and willing or motivated
<b>Leadership style</b>	<b>DIRECTIVE</b> (Telling)	<b>COACHING</b> (Selling)	<b>SUPPORTIVE</b> (Participating)	<b>DELEGATORY</b> (Observing)

# Leadership Theory – Transformational theory

- Leaders inspire individuals, develop trust, and encourage creativity and personal growth
- Individuals develop a sense of purpose to benefit the group, organisation or society. This goes beyond their own self-interests and an exchange of rewards or recognition for effort or loyalty.

# Key Team Leader Responsibilities

1. **Guide/coordinate team** members – encourage teamwork and motivate individuals
2. **Provide structure** for team – set mission and purpose, clarify roles and responsibilities, allocate tasks and set objectives
3. **Clarify working methods**, practises and protocol
4. **Focus on performance** – anticipate challenges, monitor performance, delegate and provide CPD support



# Team Leader Authority

A Team Leader may refer to line management or other authorities for the following:

- **HR** (staff recruitment and training, performance and discipline, racism or bullying)
- **Policy and procedures** (Health and Safety, changes to working practises)
- **Budget & resources** (allocation and management)
- **Organisational objectives** (strategy, targets)
- **Managing change** (department restructure, office move)
- **Line management** (support and advice, own CPD)

**Finally....**

## **How to improve your leadership skills?**

- Create your action plan to develop
- Ask for feedback from work colleagues
- Practise! Take on responsibility
- Learn from positive leadership role-models
- Attend leadership and management training

# **UTM - Graduate Success Attributes**

## **7. ETHICS AND INTEGRITY**

# ETHIC

Principles of right and wrong

# INTEGRITY

Willingness To Be Honest  
At All Times

# RESPONSIBILITY

Taking Full Responsibility for  
Decisions, Goals and Outcome

# Work Ethic

What is it  
and how  
do I get  
some?

**DO WHAT  
IS RIGHT,  
NOT WHAT  
IS EASY**

# Work Ethic

How an employee shows their employer they are worth their paycheck?





A good work ethic is an **attitude**  
that combines hard work,  
good performance & dependable  
results



# Ethics in the workplace

## What Does the Employer Owe you?

- Fair & Equal Work Environment
- Fair Pay
- Safe working conditions
- On time paycheck

## What do you owe your employer?

- value your work
- Follow ALL Guidelines
- Dependable
- Avoid Gossip
- DO not steal

Ethical Problems are unavoidable in all levels of the work place.



Ethics is something that is learned and chosen throughout one's life.

Ethics is having the ability to make the right decision even under strenuous conditions.



Ethics help a lot in effective productivity as well as a great balance of responsibilities in your life on personal & professional front.



Employees, having strong ethics in personal and professional life, need no explanation, unlike those employees for whom work ethics is a growing problem.



# Common Workplace Ethics



# Act in a Professional Manner

- Be on Time!
- Be Polite!
- Be Respectful!
- Be Dependable!
- Show Initiative!





# Initiative

- Initiative is the ability to get a job done on your own, without someone constantly reminding you.
- People with initiative often come up with new ideas and ways to solve problems
- Self motivated people often volunteer for the challenging assignments



# Act in a Professional Manner

- Avoid gossip
- Do not use profanity
- Be trustworthy



# Keep your Personal Life Private

- Avoid discussing personal problems at work
- Keep personal phone calls to a minimum  
make them on your break



# Do not Steal!

Stealing is illegal and unethical at all times

## COWORKER CRIME WHO CAN YOU TRUST WITH YOUR PEN?

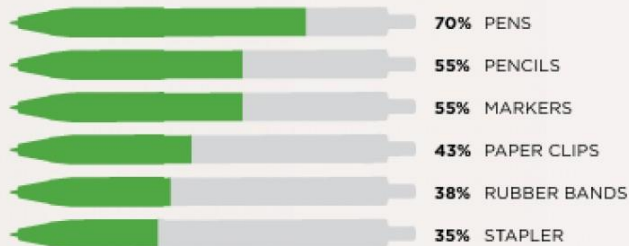
100% OF OFFICE WORKERS ADMITTED TO STEALING A PEN



1 IN 5 (23%) STOLE ON PURPOSE.



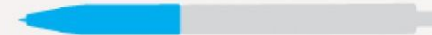
WHICH OF THE FOLLOWING OFFICE SUPPLIES HAVE GONE MISSING FROM YOUR OFFICE?



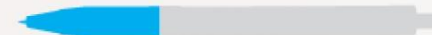
50% STOLE A PEN BECAUSE IT WRITES SMOOTHLY OR EFFORTLESSLY.



36% STOLE A PEN BECAUSE THEY LIKED THE WAY IT LOOKS.



34% COMMITTED PEN THEFT BECAUSE THEY LIKED THE COLOR.



# Do Not Waste Resources!

- Wasting resources costs the company money and can lead to environmental problems.
- Encourage your employer to recycle if they aren't already!

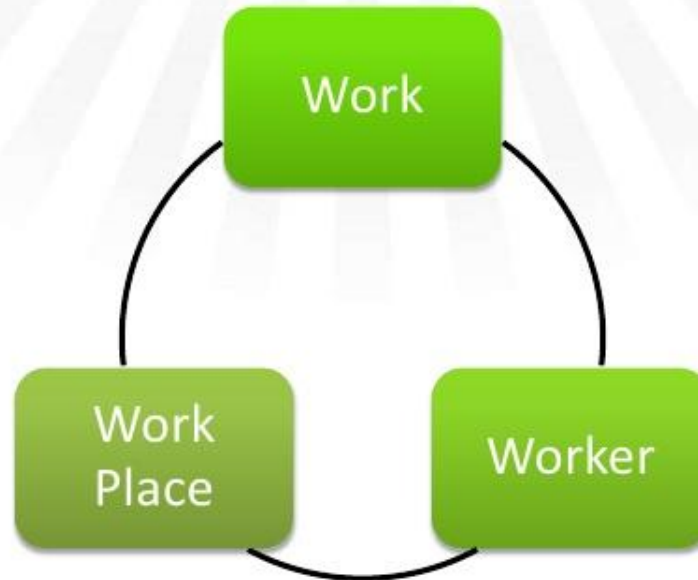
**Zero Waste Gets Real**  
How to Sort Office Waste



Reusable	Recyclable	
 <p>Stationery</p>  <p>Scrap blank paper used for memo pads</p>  <p>Desk supplies</p>	 <p>Print paper, old magazines, etc.</p>  <p>Plastic packaging marked with </p>  <p>Corrugated cardboard</p>	
<b>Special Waste Recycling Bins</b>		
<b>E-Waste</b>  Located at Shipping and Receiving	<b>Batteries</b>  Located near Security counter	<b>Writing Instruments</b> 
<b>Tips</b> <ul style="list-style-type: none"><li>✓ Consider using a cabinet in your office to share reusable supplies</li><li>✓ Donate usable items in good condition to local charities</li><li>✓ Recycle items that cannot be reused</li></ul>	<b>Tips</b> <ul style="list-style-type: none"><li>✓ Flatten cardboard for recycling collection</li><li>✓ Plastics with  symbol are recyclable</li><li>✓ Items made up with mixed materials are not recyclable</li></ul>	

# Summary ....

## Need for Work Ethics





## Activity 3 – Making short movie

- Create **one fun/enjoyable movie**
- Reflect to any one GSA topics, Chapters 5-7
- Duration of video - 10 to 15 minutes.
- Your video must be uploaded on e-port folio (Activity 3)
- Great idea to publish the best video.
- Evaluation 30% : 25% - lecture, 5%- students

### Assessment (10 criteria)

- 1) Reflect to the topic of GSA chosen (Entrepreneur/ Leadership/ Ethics&Integrity)
- 2) Informative / delivering message
- 3) Visual/Graphic quality
- 4) Audio/Sound quality
- 5) Lighting quality
- 6) Music effect
- 7) Fun/enjoyable (not bored)
- 8) Story moral
- 9) Teamwork
- 10) Movie subtitle – English (for Bahasa video), Bahasa (for English video)