



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SCSD3761

Technopreneurship Seminar

Case Study 3 Report

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SECTION : 02

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SUMMARY

This case study report discusses about the materials required as the reference for writing the article, the platform for publishing the article, as well as the reflection of this course from each team member. The title of this article is called “Entrepreneurship Mindset of Yeong Che Fai, Co-founder of DF Automation and Robotics” and it is written by the team members of the group Haymakers. The details for this report are discussed at the following sections.

DATA COLLECTION

Website reference:

1. <http://cfyeong.fke.utm.my/>
2. <https://www.linkedin.com/in/yeongchefai/?originalSubdomain=my>
3. <https://www.crunchbase.com/person/chee-fai-assoc-prof-dr-yeong>
4. <https://www.dfautomation.com/>
5. <https://techcareinnovation.com/>

Video Reference:

<https://www.facebook.com/TechnopreneurSeminarUTM/videos/1827084984348020>

ARTICLE PLATFORM

Title : Entrepreneurship Mindset of Yeong Che Fai, Co-founder of DF Automation and Robotics

Platform : Medium

Link :

<https://medium.com/@pangwenjie97/entrepreneurship-mindset-of-yeong-che-fai-co-founder-of-df-automation-and-robotics-a819026cf801>

COURSE REFLECTION

Reflection by Pang Wen Jie

From this course, I learned a lot of the knowledge and soft skills required to be a technopreneur in the future, and I have gain quite a lot of experience while executing the case studies, which are seminar, montage, as well as article. At the beginning of this course, i had no idea what kind of challenges that faced throughout the whole semester, and i am quite afraid of not being to execute the task successfully. However, thanks to the teammates who always put their best feet forwards as well as provide support with each other so that we are able to finish each task without major issues. During the preparation of the seminar, i learned how to write an event proposal, request for the invitation letter, as well as to host a live stream via streamyard. From the talk by Dr Yeong Che Fai, i learned how students can venture into the field of business with a proper entrepreneurship mindset even though they are not in the course related the business. He shared a few knowledge on entrepreneurship mindsets, elements of innovation and business pitching via NABC model. With his talk, i understand that even we are students, but having a change of mind will result in a great opportunity to start up an company and sell the researched product to help the person in need. This course also required us to create a montage, and i learned that there are a lot of programmes and facilities related to entrepreneurship in UTM. I also learned how to use Animaker to create a montage in a form of video. I also learned how to write an article and publish it on the blog, and this increases my writing abilities as well as data collection skills. I would like to thank Dr Fuad for the patience and guidance so that we are able to complete each tasks successfully. I would also like to thank my teammates, as well as all classmates in both Section 1 and Section 2, who always give support to each other even with the hardest time as a final year student. In conclusion, this course aids us to increase our soft skills, as well as a few technical skills that will be required in the industry after the graduation.

Reflection by Ong Shi Bing

I have learnt a lot from this course from the beginning up until the end. In the entrepreneurship seminar, I learnt to find suitable speakers who are willing to give speeches regarding entrepreneurship. In my opinion, it is not easy to find a speaker who is willing to give talks to students. Besides, I had learnt to work with a team in preparing an event such as making proposals, sending email to potential speakers, hosting live events on social media, preparing posters and many more. It is a valuable lesson for me so that I have experience in hosting an event in the future. Furthermore, I learnt in hosting a live event as I was assigned by my team members to become the emcee of the event. Before the event, I prepared a script for myself and carried out rehearsal with my group members so that everything ran smoothly during the event. I was a shy person who did not talk a lot and this event provided me an opportunity to speak and boost my confidence. Other than that, I learnt some valuable lessons from the presentation by Dr. Yeong. I learnt the importance of entrepreneurship mindset which is very crucial if we want to start up a business. From the case study, I also learnt to collect data from the entrepreneur from UTM. Besides, this course also gives me new experience in writing an article. Besides, I also learnt the importance of team working in this course as we need to do a lot of discussion for the assignments and projects. Not only that, my teammates and I were helping each other during the documentation. In conclusion, this course has provided me a lot of opportunities not only in learning new knowledge regarding hosting an event, but also improved my personal skills such as communication skills, team working skills and many more.

Reflection by Chia Yi Min

In the process of completing this course, I have improved my writing skill, communication skill, organisation skill and problem-solving skill. In this course, we are assigned a task to set up a webinar that is related to entrepreneurship. From the process of planning the webinar, I learned how to communicate with teammates by discussing the tentatives of the webinar. I learned that we need to communicate in a professional way when we request for a speaker to join our webinar. Each of the member have their own responsibility in the webinar, I had a concurrency task in the webinar which ensure the webinar can go smoothly within the limited time and as a backup to control the stream channel when teammate is in a bad condition such as if a lost network connection or something malfunctioning on computer. I had to build up organisation skills because I need to make sure the webinar follows the tentative and learn how to host the stream at the same time. For the problem solving skill, we were faced with a lot of problems when we organised the webinar such as finding the suitable speaker and finding the suitable platform for hosting. In order to solve the speaker problem, all members use their networking, such as asking their friends that had the experience in webinar on how to find a speaker or can ask them to recommend the speaker. We discussed using Webex as a hosting platform but we found out the time was limited to recording video problems. To find a suitable hosting platform, we search the internet for the suitable platform such as StreamYard and we ask another group to join the package provided by StreamYard. A key way in which this course has helped me to improve my writing ability is through helping me to understand how to develop and maintain a controlling report for my work. A deep understanding of events, helps me to have a lot of ideas to write the report and reflection based on writing structure.

Reflection by Mohd Ainal Farhan bin Mohamad Johari

Through the Technopreneurship Seminar course, I have learned and experienced a lot of new skills and knowledge. I learned how to conduct a talk event from the first project. I also learned the importance of having a good leader and teamwork to ensure the event's success. Since I had been assigned the multimedia part, I learned a new web-based software called Canva. I successfully designed the event's background, overlay, and more. Not to mention, I also learned a lot of new things from our speaker about entrepreneurship. I felt grateful to be able to participate in the first project. Next, the new knowledge keeps coming as new assignments arrive. For example, I learned how to extract the critical success factors of Mr Arif Tukirman.

Additionally, I also learned how to create an article. I noticed that there are several guidelines to ensure the article is professional. All of this starts from the data gathered through interviews, surveys, and references. Not to forget, it is crucial to determine which platform to choose for uploading the article. In a nutshell, these are some of the new knowledge and skills I gained throughout this semester, and it is a good course for the student to participate in the study.

Reflection by Mohamad Faiz Hakimi bin Ishak

Throughout this Technopreneurship Seminar course, a lot of new knowledge and experience that I gained from this course. One of the things that I gained from this course is the knowledge on how to hold a technopreneurship talk. From holding this talk I learned on how to find the presenter that was willing to help us to give the talk. Even though it's not me who was tasked to find the presenter, I also know how hard this task is to be done by my teammate. From the talk event, I was tasked to manage the multimedia part of the event. I needed to prepare a poster for the talk and was responsible for spreading the news of the talk to the other students. The hardest part in this task is to make sure that the poster that I design is enough to satisfy all my team members. Even though I need to change the design a couple of times, I still manage to finish the design by the end of the due date that has been set by my team.

The other benefits that I gained from this course is being able to extract the key success attribute from the successful person that my team and also other teams in my class had found to give the talk. Every presenter that my class finds will always give good tips to use to make sure that we are also able to achieve a successful life just like the one that they already had right now. In conclusion, this course has helped me know more about technopreneurship and set a path for a new career for the future.