



LINC 2013 Conference



**TAYLOR'S
SCHOOL OF
ENGINEERING**

Entrepreneurship: The First MOOC in Malaysia

Mushtak Al-Atabi

Taylor's University. Malaysia

The Sixth Conference of MIT's Learning International Networks Consortium (LINC)

June 16th - 19th, 2013 – MIT, Cambridge, Massachusetts, USA.

Outline

- About Taylor's
- Entrepreneurship
- MOOC
- Results
- Concluding Remarks

About Taylor's

- 
- A wide-angle photograph of the Taylor's University campus. The scene features several modern, multi-story buildings with white facades and large windows. A prominent building in the center has a wide, flat roof and a glass facade. The buildings are situated around a large, calm body of water that reflects the sky and the structures. The sky is overcast with soft, grey clouds. The overall atmosphere is clean and modern.
- For-Profit Private University
 - Comprehensive University with 11 Schools including medicine, engineering, law, business, hospitality, etc..
 - 12,000 full time students
 - Educate the youth of the world to take their productive places as leaders in the global community.

Entrepreneurship

- Unlocking of resources
- Thinking as a Process
 - Naming
 - Classifying
 - Wiring
- Our brains are wired to respond to negative stimuli
- How to rewire our brains to detect opportunities?



The MOOC

- OpenLearning.com
- 60 on-campus students
- 1500 online students
- 600 active students
- Students are required to work on a project in a team and on-campus students are required to have at least 1 online student in their team.

Course Content

- Why Entrepreneurship?
- Think like an Entrepreneur
- Develop Value like an Entrepreneur
- Lead like an Entrepreneur
- Communicate like an Entrepreneur
- Build an Entrepreneur Dream Team
- Manage money like an Entrepreneur



Assessment and Support

- 50% Final Exam
- 50% Coursework (project, portfolio, etc..)
- Students completing the course successfully will receive a certificate
- Support
 - Myself
 - 1 part time assistant
 - 2 videographers

Bolts and Nuts

- Videos of Lectures and tutorials
- Online quizzes
- Online assignments
- Online forums
- Brain Rewiring
- Badges
- Karma Points

Lectures and Tutorials

Entrepreneurship  @ Taylor's University Lakeside Campus 



Home Course Feed Course Content Teams & Projects Gallery Brain Rewiring Cohort Settings Course Settings

Modules » Why Entrepreneurship? » Videos

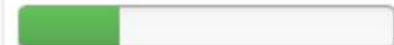
Lecture 1 : Why Entrepreneurship?

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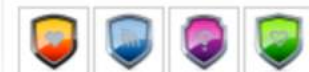
Entrepreneurship Admin
First Cohort

★ 1496 karma



3 unstarted activities

8 started activities



CREATE CONTENT

Your content name...

Go

✓ You have watched this video. Set as 'not watched'.

MOOC @ Taylor's University Lecture 1 : Entrepreneurship by Prof. Mushtak Al-Atabi



- Massive Open Online Courses
- Promise to transform the world educational landscape
- Currently we have more than 900 online students from more than 100 countries and 70 students on campus

Online Quizzes



Nawal Kishore Prasad

12 days ago

Collapse



Prof.Mushtak! How to resolve the problem for question 4.

[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)



Han Boh Juan

12 days ago

Collapse



Hi, Success. Online student.

[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)



Francien van der Werff

12 days ago

Collapse



Try the framework prof Mushtak is talking about in his lecture. Without revealing the answer I can tell you that it is one word

[Reply](#) [You like this](#) [Unlike](#) [Pin Comment](#)



Han Boh Juan

11 days ago

Collapse



Hi, right, one word only. Online student.

[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)



Mushtak Al-Atabi ★

12 days ago

Collapse



Thanks a lot Francien van der Werff

[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)

Assignments- RM 5 Challenge



Fida Abbott

18 minutes ago

[Collapse](#)



Prof. Mushtak, may I ask you a question regarding this 5 Ringgit Challenge? Because I live in US, I don't know what we can buy with 5 Ringgit Malaysia. Would you let me know, please? My next question, can I convert it in US dollar? For example with 5 RM, we can buy KFC in a package (chickens, mass potato, green beans, etc.). I can predict it should be around US\$10, so I can work on that amount. What do you think?

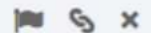
[Reply](#) You like this [Unlike](#) [Pin Comment](#)



Mushtak Al-Atabi ★

less than a minute ago

[Collapse](#)



Dear [Fida Abbott](#), the trick is to realise that your resources are well beyond the RM5. your resources will include your ideas, your connections, etc.. Imagine if you do not have any money, can you do something that you can make money through? you may want to watch the videos of the on campus students in which some students made money without using the RM5.

[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)

Brain Rewiring



Mohammed Mohaymen Khan

about 6 hours ago

[Collapse](#)



16/06/2013

Today i am grateful for:

- 1) My parents
- 2) making progress in the lab reports
- 3) Pizza

[Reply](#) [You like this](#) [Unlike](#) [Pin Comment](#)



Michael Paa Kwesi Asare

about 9 hours ago

[Collapse](#)



Today 16th June I am Grateful to God for:

1. My Father
2. Men who Empowers other people
3. Ghana winning their football match against Lesotho in the 2014 world cup Qualifier

[Reply](#) [You and Mohammed Mohaymen Khan like this](#) [Unlike](#) [Pin Comment](#)



Anna Chan

about 10 hours ago

[Collapse](#)



June 16, 2013

I am grateful for

1. A quiet Sunday.
2. For staying home for the day.
3. My silly boys.

[Reply](#) [You and Mohammed Mohaymen Khan like this](#) [Unlike](#) [Pin Comment](#)

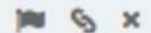
Badges



Sandro Farinelli

25 days ago

[Collapse](#)



I used to lack Initiative in my life and this has never brought me anything good. This time, with regards to Oklahoma's People, I've jumped as fast as possible because the Brain Rewiring exercise took my life in a different direction in just three months. I want to keep onto the path of Initiative, Thanks for this Badge Professor it means a lot for me.

[Reply](#) You like this · [Unlike](#) [Pin Comment](#)



Santosh Kumar Dubey

2 months ago

[Collapse](#)



Thanks Sir for this honor. I promise you to continue my good work through out this course. You inspire me a lot so I'm dying to join your lecture live please tell me the way I can join your lecture live and can give my comments and feedback to live class. I miss the class a lot. Thanks again professor.

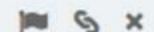
[Reply](#) You, Santosh Kumar Dubey and Phoenix Lum like this · [Unlike](#) [Pin Comment](#)



Mushtak Al-Atabi ★

2 months ago

[Collapse](#)



I appreciate your support and learning attitude.

[Reply](#) Phoenix Lum likes this · [Like](#) [Dislike](#) [Pin Comment](#)

Interaction



Fida Abbott

about 4 hours ago

[Collapse](#)



Mr. Mushtak, I see your new hair style. Nice.

SMILE!!!

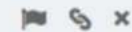
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Francien van der Werff

2 months ago

[Collapse](#)



Mushtak, how would you value talent? I mean you can have all the technical qualifications and skills, but you do not have the talent which is needed e.g. to be a good racer. Awaiting your comment.

[Reply](#) You and Phoenix Lum like this · [Unlike](#) [Pin Comment](#)



Mushtak Al-Atabi ★

2 months ago

[Collapse](#)



Good question. We are all looking for the talent but do we really know how to train someone to recognise talent? This is the million dollar question. So I define talent as a set of qualities, attitudes and attributes when you have them you are a talented racer (or engineer or accountant, etc..) or you have the potential to be one. So talent is having the right head, heart, hand and any other attributes that are needed to excel at doing the job . I hope this makes sense.

[Reply](#) Phoenix Lum and Gioia Magliozzi like this · [Like](#) [Dislike](#) [Pin Comment](#)



Francien van der Werff

2 months ago

[Collapse](#)



Many thanks for your answer. It makes perfect sense indeed. Have you heard of competence based learning?

[Reply](#) Phoenix Lum likes this · [Like](#) [Dislike](#) [Pin Comment](#)

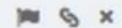
On-Campus-Online Interaction



Benja

14 days ago

[Collapse](#)



Professor Mushtak,

As team leader for our group I am writing for your assistance. Last night we were supposed to meet with the campus members of our team at 12pm Malaysia time. It has taken nearly a month since the time I asked these members to meet with us on Skype. They have continually put it off...while continuing to make progress on their HPV project. They did not bring our 5 Ringgott challenge to the class, and to this point all we have received from them is them telling us that they have skills and they would like to be part of the R&D team. I am finding this type of action to be duplicitous and aggravating. I waited online until after 1:30 am my time to see if any of them would make any comments on the Skype chat. None of them signed in...but we found out that they went to lunch during the meeting...the meeting lasted 2.5 hours.

We need 1 of 2 results to come from this situation. Either 1: these member become fully engaged in our project...no more lip-service; or 2: They graciously remove themselves from our team...so that we no longer continue to count on them and their contributions.

We really hoped that they would truly be fully engaged in the project and still have this hope. They still have the chance to begin contributing in a substantive way. But they need to know...anything less than substantive is not welcome anymore. They are either on the boat...or they are in the water.

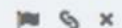
[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)



Lim Wei Kit

13 days ago

[Collapse](#)



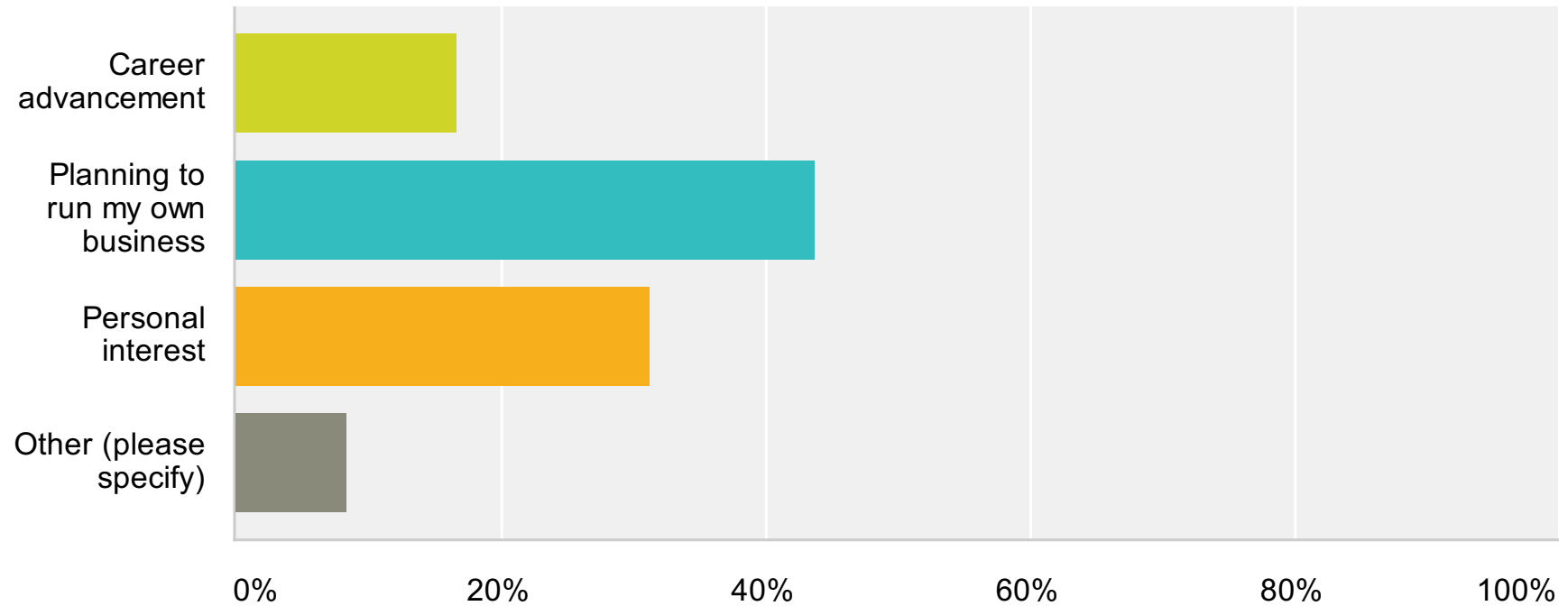
Yes we understand that previously that we were not that active participating in the team's discussion however after Prof talked to us we did involve ourself. Michael arranged a skype session with u and was ready on time waiting for the Skype call to happen. Soon after gabriel told me that u postponed the meeting to an hour an a half later. That caused us to make plans for other things. When we got back we saw that u made a mistake in the time difference and the meeting was already over. How could u put the total blame on us, We did standby at 12pm the initial stated time and came back at 130pm when u said u postponed the meeting to an hour and a half later.

[Reply](#) [Like](#) [Dislike](#) [Pin Comment](#)

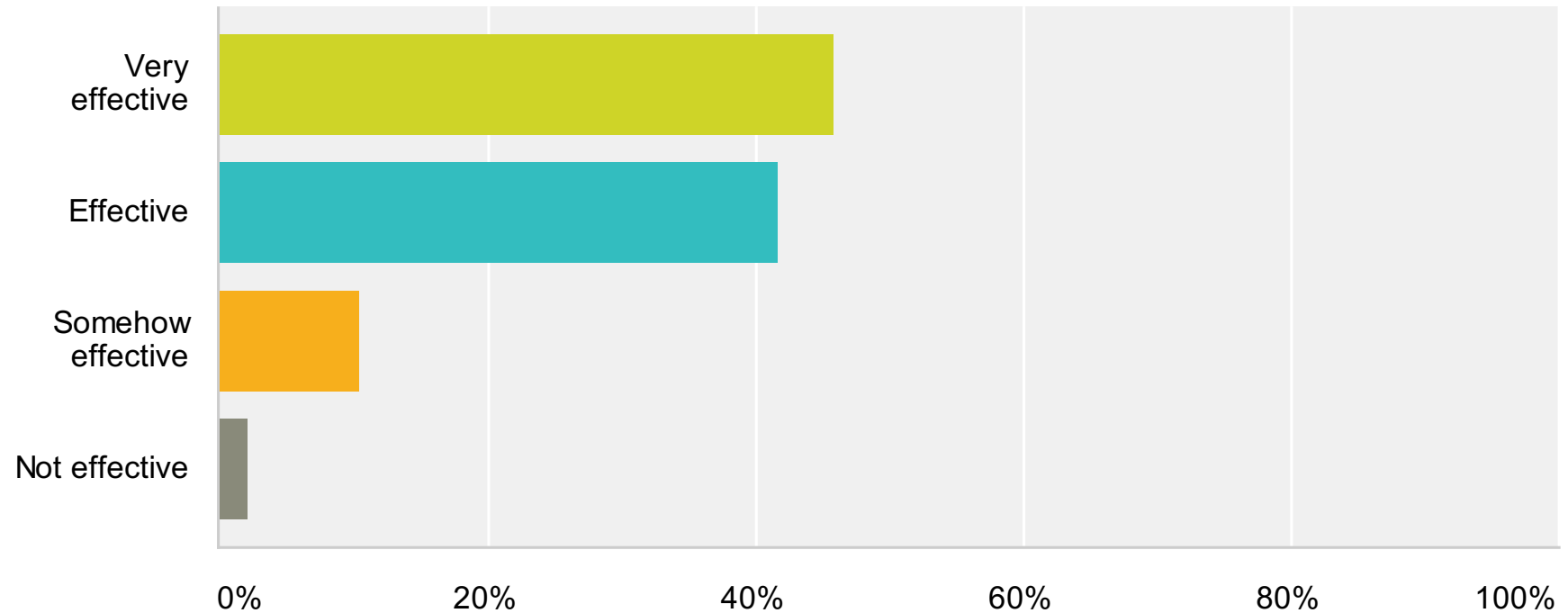
Projects

- Brain Rewiring
 - To rewire 1,000,001 Brains
 - Upon which Taylor's University will grant a Scholarship to one deserving student selected by the rewired community.

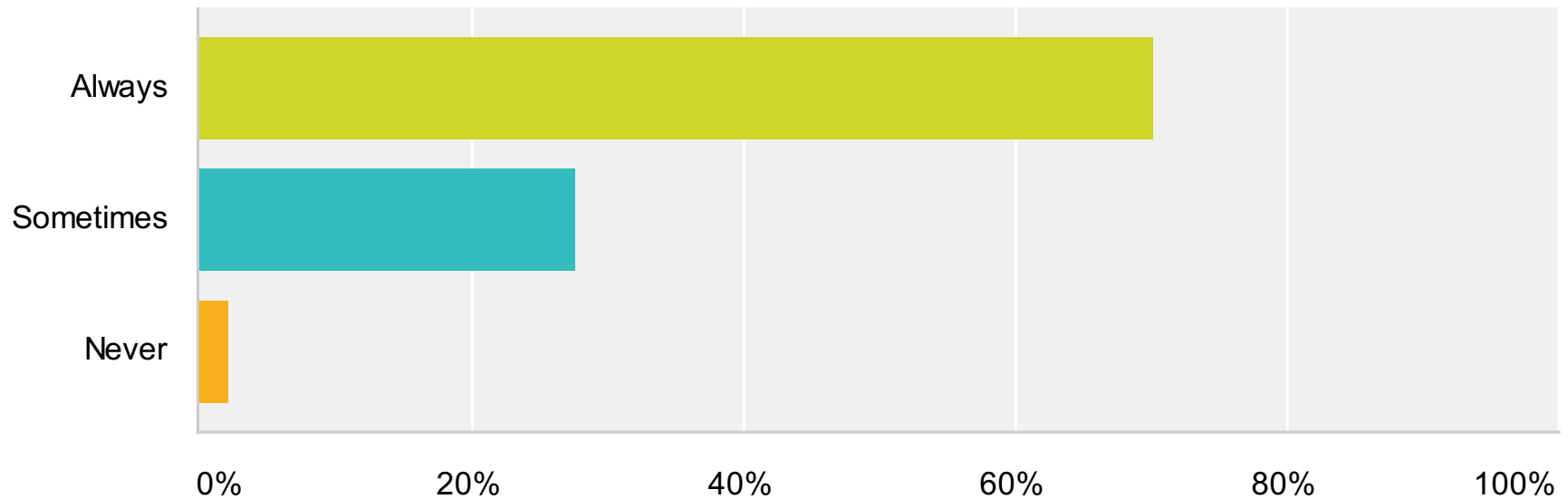
What was your reason to join this MOOC?



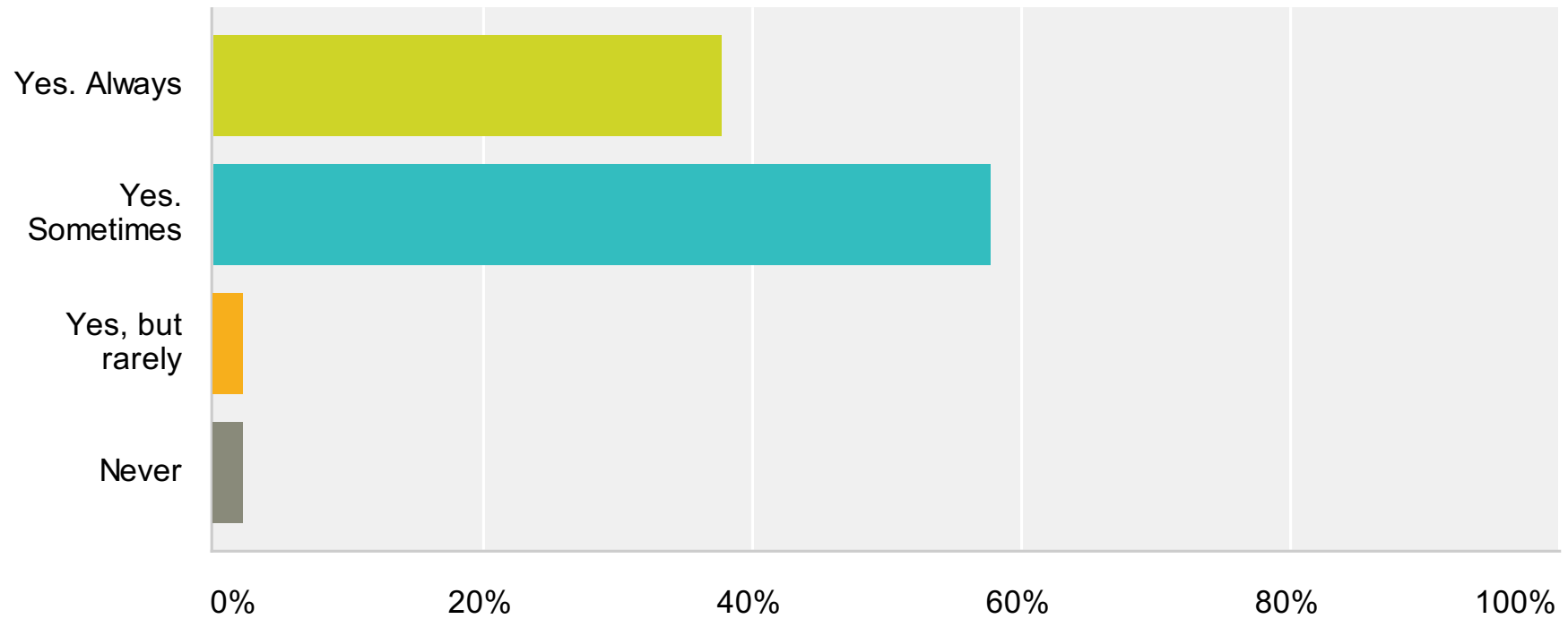
How effective your learning was?



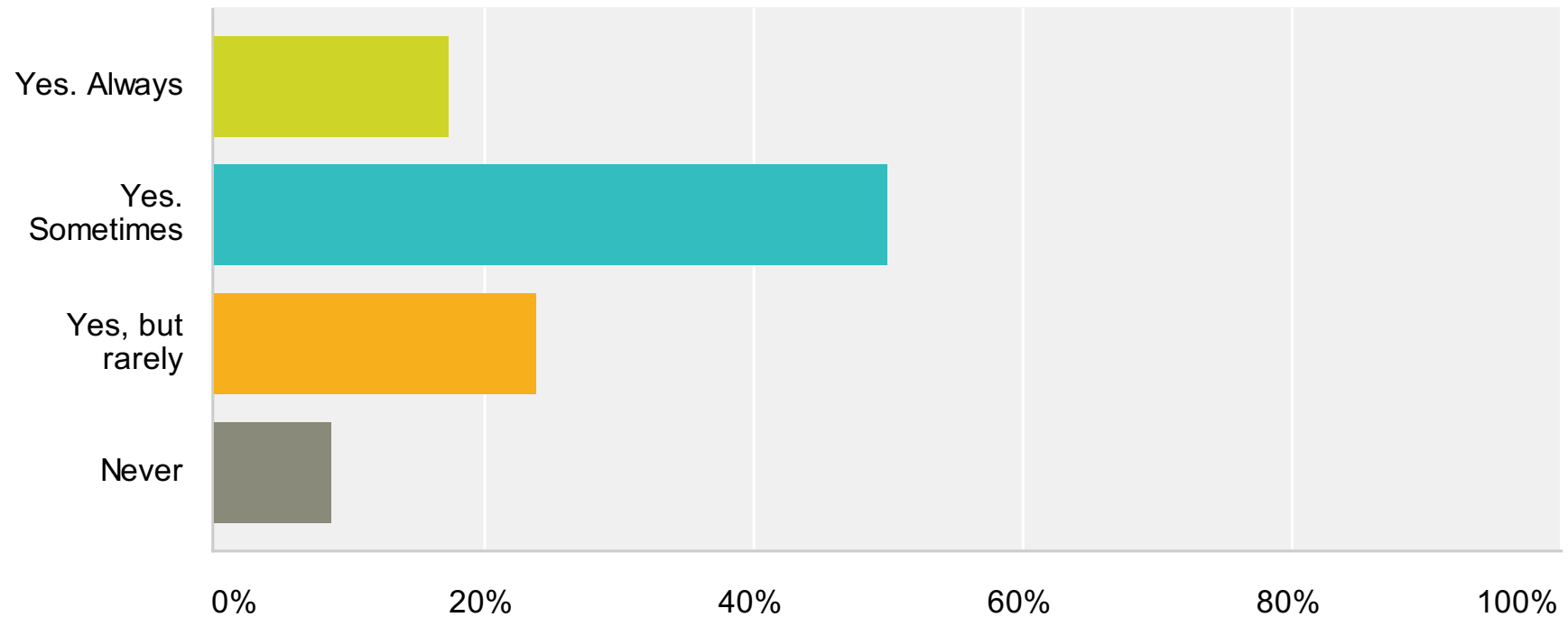
Did you receive useful feedback from the instructor?



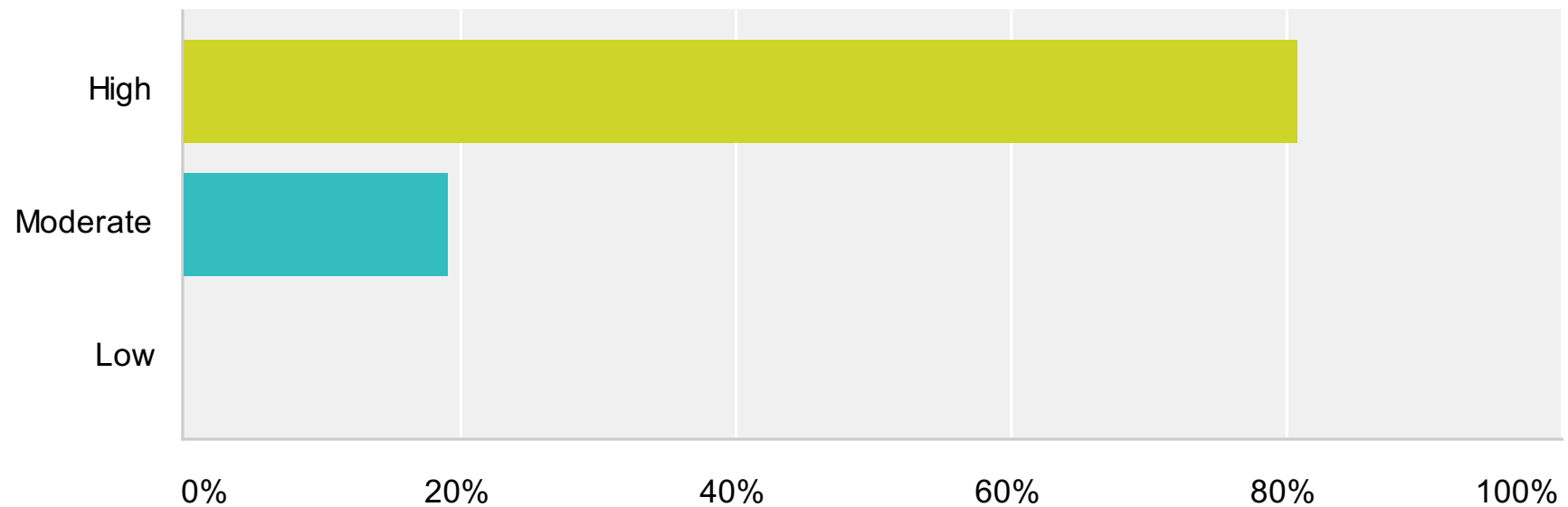
Did other students on the MOOC offer help and support?



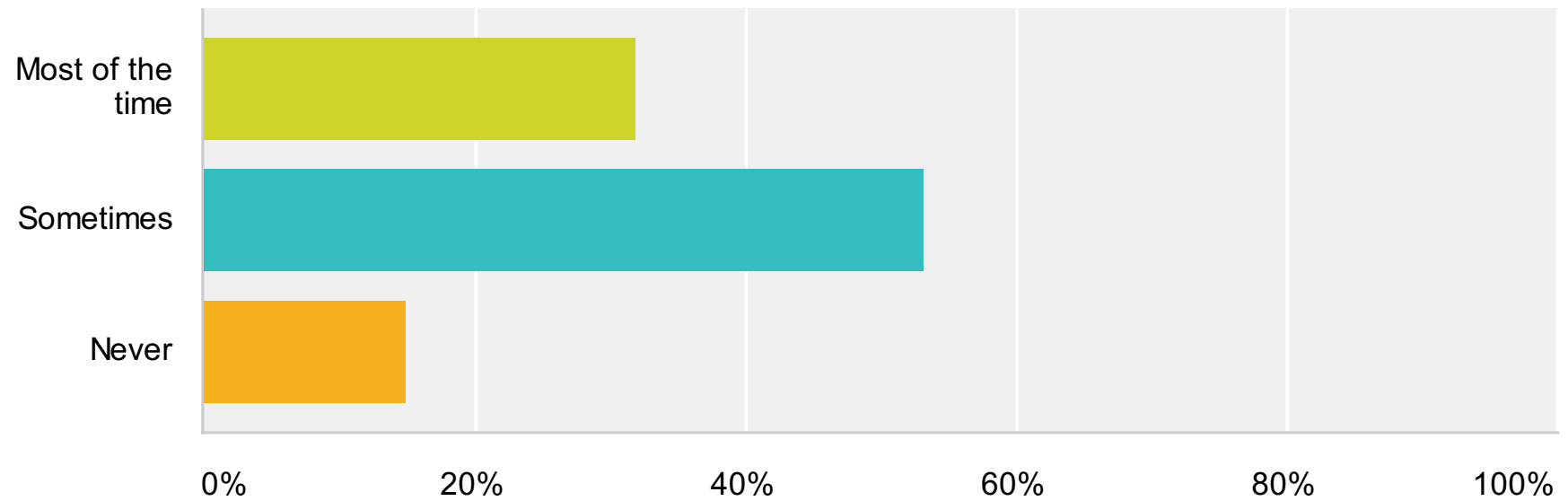
Did you provide help and support to other students on the MOOC?



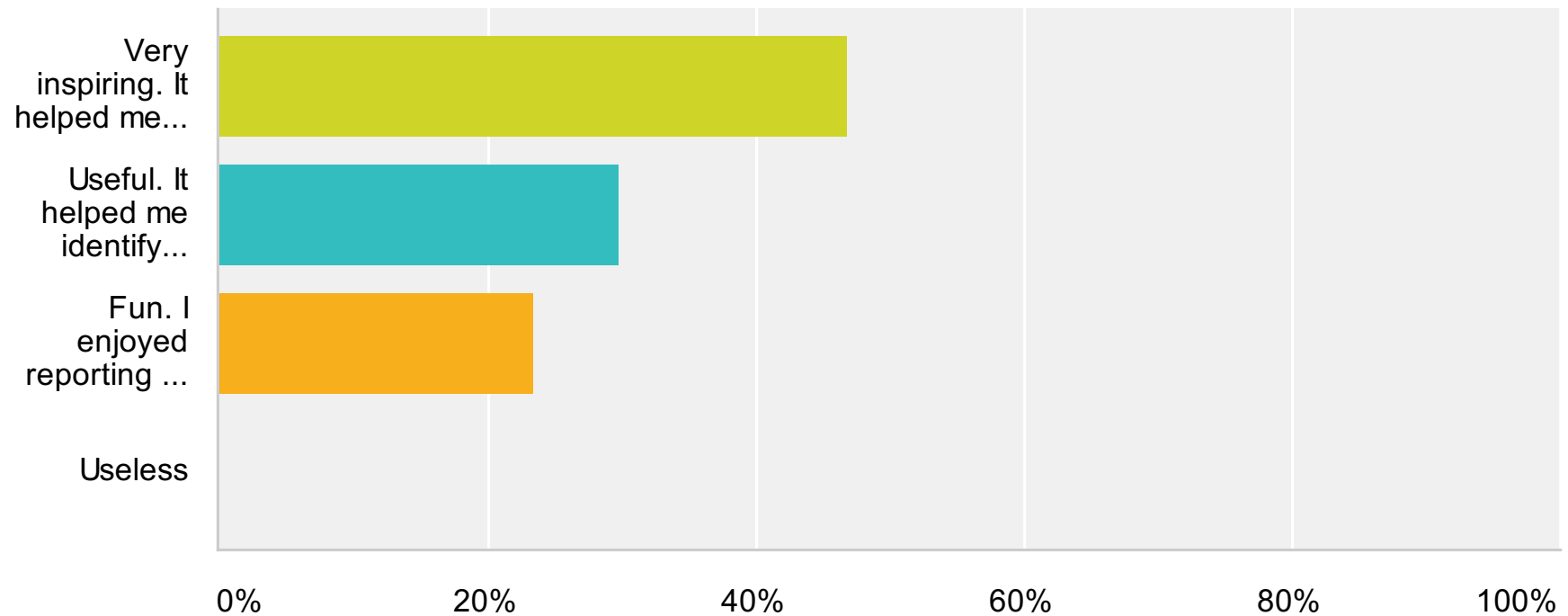
How was the quality of learning materials (lectures, quizzes, etc..)?



Did you collaborate with other students?



How did you find Brain Rewiring?



Students' Comments

“.... it differs from other MOOCs I've participated in so far. It's more time consuming and somewhat harder to follow, but it's been the most *engaging* and useful one at the same time. Sadly, I only found it a month and a half after the course had started, so I'm far behind on lectures and assignments. On the bright side, I did find it. It's not very important for me to get a certificate on this course, because the value of the knowledge I'm getting is so much higher.”

“This class is so real that I forget that I am an online student. The brain rewiring part help us get *connected* to all online and on-camps students. This is the first MOOC that I felt so *connected*.”

Concluding Remarks

- Both on-campus and online students benefits from the MOOC.
- For me it is both addictive and time consuming experience
- The MOOC is still a new concept in Malaysia
- It can help promote Malaysia as an educational destination
- MOOC can provide insight into learning in terms of educational research

thank you!

