

Islamic Transformation Centre for Enhancing the Qur'anic and Entrepreneurship Knowledge and Skills Among Youth: Empirical Findings

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Abstract: The purpose of this paper is to collect the findings from data collection and also discussion from results obtained in enhancing the Qur'anic and Entrepreneurship knowledge and skills among youths in term of the use of Information and Communication Technology (ICT) via Islamic Transformation Centre (ITC). By utilizing the Business Model Canvas (BMC), the findings are gathered based on the customer segments that have been recognized and it will be matched with the Value Proposition Design (VPD). The main focus of customer segment in this study is youth. Data is gathered from the targeted customer segment in order to meet with the objectives of this study. This conceptual paper seeks to put forth a collaboration approach, namely the combined deployment of the Quadruple Helix Model (QHM) mooted by Agency Inovasi Malaysia, the concept of Whole-of-Government (WoG) implementation across the Malaysian Government Agency, also supported by the Network of Mosque (NoM) and the use of ICT. In order to introduce Quranic and entrepreneurship knowledge and skills to the youths effectively, the integration of governments, professionals, academia, industry and citizen supported by the use of ICT are required in order to leverage Quranic and entrepreneurship knowledge and skills. Youths are expected to play an important role for the advancement of Islam as well as the enhancement of societal wellbeing.

Keywords: Quranic; Entrepreneurship; knowledge; skills; ICT; QHM; WOG; BMC; ITC; NoM; Customer Segments.

I. INTRODUCTION

Youth, is a period of high energy and enthusiasm coupled with idealism and invincibility. The environment and society in which youths dwell have a very significant impact of how they utilize their talents, strengths, energy and idealism [1]. The milieu of the youths in Malaysia, the home environment, the media, education, government policies and societal values all have a profound effect of shaping the youths. In this paper, the focus is to enhance the Qur'anic and Entrepreneurship knowledge and skills among youth by setting up a one stop center that could help in emboldens youth to grasp a curriculum that seamlessly blends the values of both modernization and Islamization [2]. Qur'anic education is vital and essential for every Muslim. Besides, it is the responsibility of whole society to help new generation especially youngsters in Qur'anic learning in order to shape a true Muslim and holistic human being. In terms of entrepreneurship knowledge and skills, it helps youth not only meant to help them qualify for employment in the various industries but also to initiate their own businesses in future. With the availability of educational and skill training opportunities for Muslim youths and the economic wellbeing in the country, it is therefore not unexpected that the majority of them are sure to be able to study or work in their desired field. In this paper, the concern is to prepare Muslim youth to be a holistic generation of individuals who are intellectually, spiritually, emotionally and physically balanced, based on firm belief and devotion to God [2]. By instilling these ideas, it will be able to create positive impact to the earlier stage of education. This ideas with the collaboration of Network of Mosque (NoM) where the mosque continues to be an important organizational entity

within the Muslim community, specifically in societies [3], Whole of Government (WoG) and also the adoption of Quadruple Helix Model (QHM) which is integrated between industry, academia, society and government. In order to prepare this, it is in need to gather all the related government agencies, academician and also society to be part of this study as concept of Whole of Government (WoG) [4].

II. PROJECT BACKGROUND

In Malaysia, Muslims obtain their religious instruction from a wide variety of sources for example, from a young age at home, in school and in their surroundings, Muslims are brought up with believing that God is important and religion is obligatory; becoming better Muslims is what good Muslims should aspire to. The main purpose of this project is to inculcate the idea to youths since their young age that, in order to become an outstanding Muslim professional, a grown-up has to possess values such as understanding the Qur'an wholeheartedly, and also by having good entrepreneurship skills. Thus, by instilling these ideas, it will be able to create positive impact to the earlier stage of education. This paper therefore proposes Qur'anic and entrepreneurship knowledge and skills to shape and develop the Muslim youths that may enhance their social well-being and economic prosperity. Understanding the Qur'an will prepare the youth to be individuals who believe and practice Islam holistically, knowing Allah, understand His messages and instructions, to develop morals (*akhlaks*) following Prophet p.b.u.h and live in a balance life [1]. While entrepreneurship skills will teach how to set and accomplish goals, inspire ideas and creativity, teach ways of effective communication, build independence and confidence, develop a character to help others, and also to be socially entrepreneurial. Muslims youth usually have good business ideas and have the appropriate skills to manage it. In addition, the concept of Islamic Transformation Centre (ITC) will be adopted as one-stop center platform in providing both Qur'anic and entrepreneurship knowledge and skills to the youth as a medium of education. To achieve this noble intention, the collaboration between Network of Mosque (NoM) and Whole of Government (WoG) is needed. Besides, the adoption of Quadruple Helix Model (QHM) with the integration of industry, academia, society and government would also contribute to major success in enhancing both Qur'anic and Entrepreneurship skills and knowledge among youth.

III. RESEARCH METHOD

This paper, sought to find the extent to which youth, parent and teacher from diverse backgrounds participate in giving their thoughts and feedbacks required from the questionnaires. The data collection consisted of questionnaires, qualitative interviews and focus groups of customer segments. The main focus of customer segment in the questionnaire is students, which represented the majority of youth. Findings in this paper were limited to in-depth interviews with youth which is students as well as teachers and parents. Of these, 64 respondents have participated in this questionnaire and an interview session has also been conducted. As this paper is specifically focused on the role of youth, teachers and parents towards the importance of Qur'anic and Entrepreneurship knowledge and skills, thus, these three major customer segments were discussed in the discussion below. To achieve the objectives of this study, the findings have been tabulated and discussed as in Figure 1, 2 and 3 and for each questions asked in the questionnaires.

IV. DATA COLLECTION

This study used survey research to obtain data on the relevance of Quranic and entrepreneurship knowledge and skills of Muslim youth. This study also used convenience sampling method that focus in students, teachers and parents. These targeted population was chosen because of their important values. Firstly, the youth and also people who are always near to target which are their parents and teachers. While, teachers and parents have been chosen since respondents are person who are close and responsible to shape the youth. They were 32 students, 19 teachers and only 13 parents who have participated in this survey. This survey comprising both male and female respondents aged between 20 and 54 years old.

Furthermore, this questionnaire is divided into three parts where the first part is demographic segmentation, to collect respondent's gender, age and their group. The second part is to get respondent's understanding on Al-Qur'an and their opinion on Quranic study and the third part is to get respondent thought on entrepreneurship skills. Questionnaire is used to collect data and findings related for this study.

Another data gathered on subject matter expert (SME) was by interview session. The interview session has been conducted in order to get opinion on how SMEs view this intervention of idea in order to shape holistic Muslim youth by

enhancing the Qur'anic and entrepreneurship knowledge and skills in their education. This interview was conducted among the entrepreneurs and academicians.

V. ANALYSIS OF FINDINGS

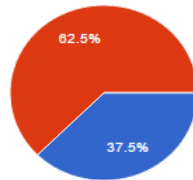
A. Quranic Understanding:

Do you know how to read the al-Qur'an?



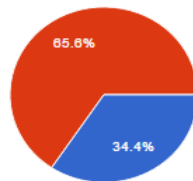
Yes 64 100%
No 0 0%

Do you know Arabic language?



Yes 24 37.5%
No 40 62.5%

Do you understand what you are reading in the al-Qur'an?



Yes 22 34.4%
No 42 65.6%

Figure1: Chart A

As displayed in Figure1, from the findings, it shows that 100% of respondents know how to read Qur'an, only 34.4% of respondents understand what they are reading and the rest of respondent, however, 65.6% of them did not understand what they are reading. The respondent's knowledge on Arabic language shows only 37.5% have knowledge on Arabic language and another 62.5% of them do not know the Arabic language.

Table 1

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Do you think the important to understand the al-Qur'an?	1.6%	0%	0%	15.6%	82.8%
Do you really feel the greatness of this Book (al-Qur'an)?	1.6%	0%	0%	17.2%	81.3%
Do you like to understand the meaning of the al-Qur'an?	1.6%	0%	0%	29.7%	68.8%
Do you agree that by understand the Qur'an can solve many problem that faced by youngsters nowadays?	1.6%	0%	0%	26.6%	71.9%
Do you agree that by understanding Qur'an can develop holistic potential of individuals who are intellectually, spiritually, emotionally and physically balanced?	1.6%	0%	0%	28.1%	70.3%
Do you think it is important for us to make class to understand the Qur'an?	1.6%	0%	0%	34.4%	64.1%
Do you plan to spend any time to learn this most important Book, the most important source of knowledge?	1.6%	0%	0%	37.5%	60.9%
Do you think Qur'an learning supposed to be one of the syllabus at every level of education (preschool, primary, secondary, tertiary)?	1.6%	0%	0%	34.4%	64.1%

For the ordinal data collection, almost all respondents agree that it is important to understand the Qur'an as a whole. Large number represent, of 81.3% strongly agree, plus with 17.2% of respondent feels the greatness of the Book (Qur'an). Besides, 68.8% of respondents are strongly agree, where they are like to understand the meaning of the Qur'an. Most of the respondents believe that by understand the Qur'an can solve many problems faced by youngsters nowadays. It shows 71.7% choose for strongly agree, while 26.7% is agree. The majority of respondents think that by understanding Qur'an can develop holistic potential of individuals who are intellectually, spiritually, emotionally and physically balanced. They are also agree that it is important to open a class to understand the Qur'an and shows their willingness to spend time to learn Qur'an, the most important source of knowledge. Plus, a majority of them agree that Qur'an learning supposed to be included in syllabus at every level of education (e.g.; preschool, primary, secondary, tertiary). It shows the percentage of 64.1% of respondents have strongly agreed and another 34.4% is agreed. For this ordinal data collection, only 1.6% of respondents show strongly disagree with all questions. The difference is very minimal and hence, non-significant. All details are shown at table 1.

From the interview that has been conducted among the subject matter expert (SME), as observed, most Muslim in Malaysia have no problem or issue on how to read the Qur'an. Most of them are mostly fluent in reading the Qur'an. However, most Muslims in Malaysia are facing problems in terms of understanding the content of the Qur'an since it is in Arabic language. From the SMEs perspective, it is totally essential for the Qur'anic learning to be included as one of the syllabus at every level of education in Malaysia. The best implementation would be started at early education that will nurture and encourage youth to learn the Qur'an at the very young age as they will have a fresh mind to learn and absorb things. It is important to understand the Qur'an since it is the book from the Creator and all Muslims should put efforts to understand it wisely. We have to encourage them to live with the Qur'an and act like what Qur'an has taught us. To sum up, it will never be too late for a person who wanted to start to understand the Qur'an wholeheartedly. The effective medium and channel to learn the Qur'an should be provided in order for Muslims not to ignore about it.

B. Entrepreneurship skills:

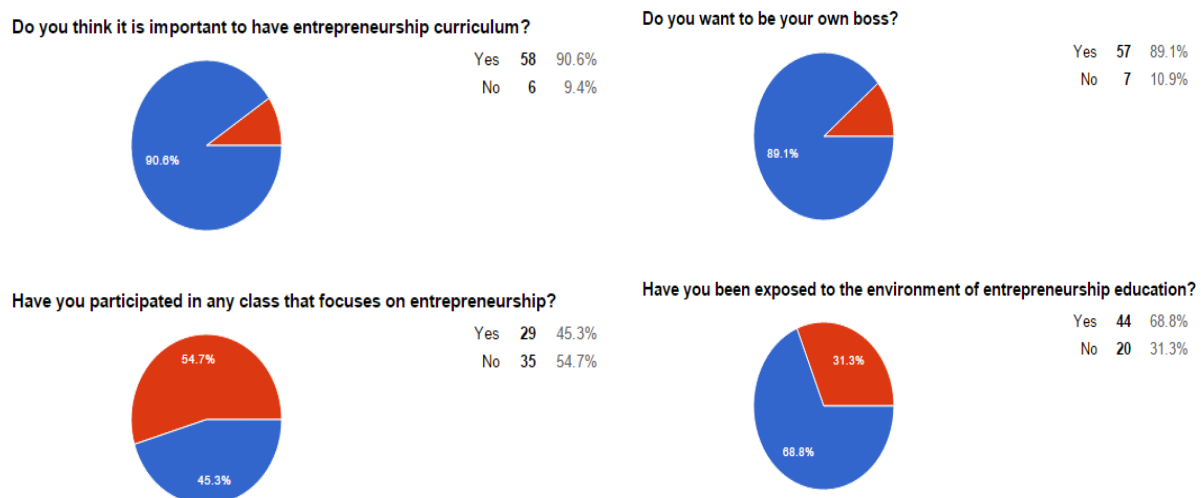


Figure2: Chart B

Meanwhile, in the entrepreneurship part, for the nominal data collection, there are four questions included in the questionnaire as displayed on Figure 2. The majority of respondents, 90.6% feels it is important to have entrepreneurship curriculum. Like half of respondents, 54.7% has never participated in entrepreneurship class. Next, more than two-thirds, 89.1% respondents wanted to be a boss, which means, they have desired to run and manage their own businesses in future. Besides, 68.8% shows that respondents have exposed to the environment of entrepreneurship education previously.

Next, for the ordinal data collection, every exact number can be seen as shown on Table 2. Almost all respondents agree (40.6%) and strongly agree (34.4%) that the education system have positive effects on developing and enterprising youths. Large number of respondents agree (46.9%) and strongly agree (43.8%) that the current economy situation encourages youth to undertake their own business activity. Half of respondents (53.1%) agree that entrepreneurship curriculum should be engaged within the education system in Malaysia. In the next question, it shows that similarities in

number where 20.3% of respondents agree and being neutral as youths are more interested in paid employment and do not want to develop entrepreneurship spirit and culture. To sum up, respondents have showed positive feedbacks when they have been asked whether they are interested to set up a business in the future. However, only few have disagreed and neutral from the survey conducted.

Table 2

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Do you agree that the education system have a positive effect on developing enterprising youths?	3.1 %	9.4%	12.5%	40.6%	34.4%
Do you think that the current economy situation encourages youth to undertake their own business activity?	3.1%	1.6%	4.7%	46.9%	43.8%
Do you agree that entrepreneurship curriculum should be engaged within the education system?	3.1%	1.6%	1.6%	53.1%	40.6%
Youths are more interested in paid employment and do not want to develop entrepreneurship spirit and culture?	3.1%	7.8%	20.3%	48.4%	20.3%
Do you interested to set up a business in the future?	4.7%	3.1%	10.9%	42.2%	39.1%

Question: Do you agree that entrepreneurship education will help to develop following qualities into the youths?

Table 3

Quality Value	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Creativity and innovativeness	3.1%	1.6%	0%	53.1%	42.2%
Flexibility	3.1%	1.6%	1.6%	54.7%	39.1%
High self esteem	3.1%	1.6%	3.1%	54.7%	37.5%
Initiative taking ability	3.1%	1.6%	4.7%	51.6%	39.1%
Knowledge for commercial and legal aspect for business	3.1%	3.1%	10.9%	51.6%	31.3%
Optimism	3.1%	1.6%	9.4%	56.3%	29.7%
Problem solving attitude	3.1%	1.6%	4.7%	57.8%	32.8%
Risk taking ability	4.7%	0%	3.1	50%	42.2
Time management	4.7%	0%	3.1%	50%	42.2%

In Table 3 shown, half of respondents agree, with the percentage is more than 50% to 60% that entrepreneurship education will help to develop quality value of creativity and innovative, flexibility, high self-esteem, have high initiative, optimism, problem solving, risk taking and also time management. Another quarter half is strongly agree that entrepreneurship education can develop those quality values and only few of them strongly disagree, disagree and neutral about it.

Another interview with the SME was conducted to get their thoughts and opinions on entrepreneurship. The interviewees totally recommend that entrepreneurship should be openly exposed and taught to students or anyone in Malaysia. Plus, from the opinion given, youth especially should learn to be an entrepreneur at the very young age since it will help them to be more independent and struggle in life and at the same time teach them to be an innovator and a risk taker. In addition, student should be engaged themselves in exploring the skills of entrepreneurship as this field might useful to prepare them in real world. Another thoughts shared by the SMEs people was that, in the perspective of economy condition especially in Malaysia today's, youth must have initiatives to grow successfully and leverage the opportunity given and not solely rigid in specific knowledge learnt and comfort zone. Youth has a lot of opportunities to involve in entrepreneurship, for example, online businesses which could help them in starting up their own businesses with less modal.

VI. DISCUSSION

Malaysia's government has putting so much efforts in developing holistic young generation since the future of the nation is upon them. The objective of youth development is to enhance their potential and talent so that it will enable them to contribute to national development [5]. The target not focuses only on the nation but also development of spiritual. According to Malaysia Blueprint Education (2015-2025), emphasized that the importance of youth to have a balance characteristics in both knowledge and skills (*ilmu*) as well as ethics and high moral value (*akhlak*) [6].

From the survey that has been conducted, it have also highlighted both spiritual and skills acquisition that will move simultaneously with Malaysia targets in developing the next generation who has holistic individuals with intellectually, spiritually, emotionally and physically balanced. In the Qur'anic perspective, it is clear to say, by learning and understanding the Qur'an, the generation of righteous Quran and knowledgeable will be developed like in the time of 'Sahabah' where Islam is the main teaching towards the development of nation and Ummah. This study also is to provide the necessary skill to increase their leadership qualities. Hopefully, skill of entrepreneurship also encourage young generation to be independent and creative. By giving the platform to the youth this can inculcate them to make effort to push themselves to success.

VII. LIMITATION

In this study, there are limitation on distributing the questionnaire since the population is quite small and it should be distributed to the bigger population of number to get more accurate data and analysis.

VIII. CONCLUSION

From the results obtained, the customer segments which are consist of students, teachers and parents are the main contributors and key players that make this islamic transformation centre as an intellectual sector. Besides, Qur'anic and Entrepreneurship knowledge and skills can give an excellent output in producing our youth generation towards the desired social well-being and economic prosperity. This conceptual ITC demonstrates the strength of collaborative concepts such as QHM, WoG and NoM involvement, and can be deployed in serving and enhancing the quality of Muslims youths who are adhering to the teachings of Qur'an and As-Sunnah, as well as enterprising and entrepreneurial in the pursuit of life opportunities [2].

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