

e-LearnPro: PLATFORM FOR IOER E-LEARNING & MOOC FOR ENTREPRENEURS

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**FACULTY OF ARTS, COMPUTING AND CREATIVE
INDUSTRY
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**e-LearnPro: PLATFORM FOR IOER E-LEARNING &
MOOC USING WEB SYSTEM FOR ENTREPRENEURS**

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I acknowledge that I have read this paper and in my opinion this paper is adequate in terms of scope and quality for the purpose of awarding the Bachelor of Education (Information Technology / Multimedia / Computerized Design) with Honors.

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APPRECIATION

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ABSTRAK

Masyarakat di Malaysia memang tidak asing lagi dengan bidang keusahawanan kerana rata-rata kita dapat lihat yang ramai rakyat Malaysia yang mencari rezeki dengan berniaga. Bidang ini makin berkembang dengan adanya teknologi yang semakin maju. Kini orang ramai lebih mudah untuk belajar tentang perniagaan dan keusahawanan dengan adanya platform seperti laman web yang boleh diakses dimana jua mereka berada. Tujuan kajian ini dilakukan adalah untuk membantu usahawan-usahawan baru untuk belajar tentang keusahawanan dan perniagaan. Hal ini kerana, kebanyakan laman web yang sedia ada tidak sesuai untuk pengguna tempatan. Laman web yang akan dibina ini merupakan sebuah platform *IOER* dan *MOOC* E-pembelajaran untuk usahawan. Laman web ini menggunakan model *ADDIE* metodologi dan telah diuji oleh beberapa usahawan di sekitar Tanjung Malim. Kajian mendapati bahawa penggunaan platform E-pembelajaran ini amat membantu para usahawan baru untuk belajar tentang keusahawanan dan perniagaan dengan mudah. Jadi jelaslah bahawa dengan adanya platform seperti ini, ia dapat memberi banyak manfaat kepada ramai usahawan-usahawan baru yang ingin mengembangkan ilmu dalam bidang perniagaan dan keusahawanan.





ABSTRACT

The community in Malaysia is already familiar with the field of entrepreneurship because on average we can see many Malaysians earn a living by doing business. This field is growing with rapidly developing technology. Now it is easier for people to learn about business and entrepreneurship with platforms such as websites that can be accessed wherever they are. The purpose of this study is to help new entrepreneurs, to learn about entrepreneurship and business. This is because most of the existing websites are not suitable for local users. The website to be built is an IOER and MOOC E-learning platform for entrepreneurs. This website uses the ADDIE model methodology and has been tested by several entrepreneurs around Tanjung Malim. The study found that the use of this E-learning platform is very helpful for new entrepreneurs to learn about entrepreneurship and business easily. So it is clear that the existence of a platform like this, it can provide many benefits to many new entrepreneurs who want to develop knowledge in the field of business and entrepreneurship.



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ABBREVIATIONS AND ACRONYMS LISTS

IOER	Inclusive Open Education Resources
MOOC	Massive Open Online Courses





CHAPTER 1

INTRODUCTION

1.1 Introduction

In this modern age, information technology is not unfamiliar to society. The use of information and communication technology in education is rapidly increasing because it allows students to better understand a lesson. The main objective of information and communication technology is for students to understand information and communication technology devices in general, including computers (literacy) and information literacy, which means students recognize the terms used in information and communication technology (Budiman H., 2017). One example of this technology is a website. There are many kinds of websites such as websites to learn about business. So in this chapter, I will explain the background study, problem statements, research objectives, scope of the study, significance of the study, and also the operational definition.





1.2 Background study

In this era of globalization, the use of websites is a thing that is no stranger in society today, especially among students. Many websites are commercialized in Malaysia, including websites about entrepreneurship. Entrepreneurship is defined as the capacity and willingness to create, organize, and reorganize business, including all of its risks, to make a profit. Entrepreneurship is a fast-growing field at the moment. However, not everyone has the opportunity to venture into this field due to time constraints and so on. So with the advent of e-learning, people have the opportunity to venture into this field because people can just easily access entrepreneurship just by browsing websites. Inclusive Open Education Resources (IOER) and Massive Open Online Courses (MOOC) are a few examples of E-learning platforms. However, many of these kinds of platforms are not really suitable for the locals. So, the Platform of IOER E-Learning and MOOC for Entrepreneurs is the best solution for this problem because it focuses on helping new entrepreneurs to learn about business and entrepreneurship. This platform is also free so it is suitable for new entrepreneurs. They also can save time because they don't need to attend class to learn about business because they can access this platform anywhere and anytime they want.

1.3 Problem statements

Based on the research that has been done on previous websites, there are numerous websites related to inclusive open education resources (IOER) that are developed as platforms to assist users in learning about business and entrepreneurship. However, most of the websites are international. Although the website is functional and useful, it is not really suitable for Malaysian entrepreneurs. The main goal of this problem statement is to concentrate on the solution to the problem as well as some other issues that can be identified in this study. The





main problem statements that can be identified in this study are there is no IOER in entrepreneurship and business for local users.

1.4 Research objectives

There are a few objectives of this research such:

1. To identify the challenges that entrepreneurs faced related to entrepreneurs that want to learn about entrepreneurship and business using IOER E-learning and MOOC.
2. To develop a prototype of a platform for IOER E-learning & MOOC using a web system for Entrepreneurs using a web system based on problems in 1.
3. To test the functionalities of the prototype that has been developed in 2.

1.5 Scope

This research scope is:



1. Function – This web system will be developed because I want to help new entrepreneurs to get access to the IOER E-learning and MOOC for free. This project will include all kinds of multimedia such as graphics, images, video, text, and audio in order to help the entrepreneurs to understand easily. Animation also will be included in this website.
2. Content – The main content of this web system is about the IOER E-learning and MOOC for entrepreneurs to learn entrepreneurship and business
3. Target user – We target new entrepreneurs who want to venture into business
4. Geographical Area – Communities in Tanjung Malim





1.6 Significance of study

The importance of this study is it can be beneficial for entrepreneurs especially new entrepreneurs who do not have the basics of business and entrepreneurship. This project which is the Platform For IOER E-Learning & Mooc For Entrepreneurs will use a web-based system to ensure that the entrepreneurs can easily access the learning materials. This website will be using many kinds of multimedia such as videos, pictures, and animations to avoid the user from being bored to learn about business and entrepreneurship. This website also will have an interface that can be easily understood by the user.

1.7 Operational definition

a) Inclusive Open Education Resources (IOER)

Materials for research, teaching, and learning that have been purposefully designed and licensed so that anyone can use, copy, and, in most cases, modify them. Anyone can use, remix, improve, and redistribute content and resources made publicly available under the umbrella term "OER" under certain licenses.

b) Massive Open Online Courses (MOOC)

A model for delivering learning content online to anyone who wants to take a course, with no attendance restrictions.

c) E-learning

Learning through electronics rather than handouts, booklets, or direct interaction with the teachers at school. E-learning most often consisted of computer-based learning and online lessons such as using Google Meet or Webex.





1.8 Conclusion

In conclusion, IOER and MOOC are good platforms to help new entrepreneurs learn about business and entrepreneurship. Entrepreneurs can easily access this platform anytime and anywhere they go as long as they have stable internet. They can save time and also money because this platform is a free website for all users.

