



**COURSE ON FINANCIALLY
EMPOWERING WOMEN
THROUGH EDUCATION
INDUSTRY**

**14th – 19th June 2010
8.30 am – 5.30 pm**

**NIEW Function Hall,
Wisma Sime Darby,
Kuala Lumpur, Malaysia.**

Organised by:
**NAM INSTITUTE FOR THE EMPOWERMENT
OF WOMEN (NIEW)**



AIM OF THE COURSE

This course aims to train trainers to provide women with success-orientated capabilities with knowledge, competencies and attitudes which will give the women an edge when starting and managing their own business in the education industry. The individuals will have skills in preparing and analyzing a business plan as well as in making business decisions. In addition, the participants will be exposed to e-commerce and putting their business online for bigger markets in education services.

EXPECTED COURSE OUTCOME

At the end of the Course, the participants will be able to:

- Identify and generate business ideas and opportunities
- Identify personal motivations, attitudes, qualities, competencies and characteristics usually associated with successful entrepreneurs
- Develop achievement-orientated, strategic and empowering business entrepreneurial plans
- Understand and prepare strategic e-commerce plans to expand business in education industry

METHODOLOGY

The course utilizes a balance mix of lecture and activity based learning techniques. These include business game, audio visuals aids, research for information gathering, case study, online interactive business game, workshop, panel speakers and field visit. It employs interactive and participative methods to build capacity of the participants to gain knowledge, concepts and skills and focus on the application what they have gained in the course in creating a business plan and train others to do the same.

COURSE SCHEDULE AND CONTENT

TIME /DAY	8.30-10.30	10.30-11.00	11.00-12.30	12.30-2	2.00 -3.30	3.30-4.00	4.00 -5.30
ONE	Opening and Introduction : Empowering Others: Ong Eng Eng	Tea	Entrepreneurship and Role of Entrepreneurs in Education Industry : Victor Greenspoon	Lunch	Identifying and Generating Business Opportunity: Dayang Lily Abang Muas	Tea	Successful Business : Country presentation
TWO	Turning Passions into Enterprise – Step by Step guide: C.Y. Lim	Tea	Creating a Business Plan: Financial Aspects: Robert Seenivas	Lunch	Successful Business: Country presentation	Tea	Successful Business: Country presentation
THREE	Education online and Reaching a Bigger Population : Dr. Lee Lee Loh Ludher	Tea	Networking Women for Business : Personal Journey to Success: Chong Sheau Ching, eHomemakers	Lunch	Establishing and Building a Business: A Business Simulation		
FOUR	Case Study : Identifying Elements for Successful Education Establishment: CPSS Team	Tea	Promising Practices: Panel-3 Speakers Sali Suhaimi Kang Eng Soo June Teh	Lunch	Field Visit – Sri Cempaka School		
FIVE	Sharing Business Plan: Kapt. Shaharuddin & CPSS Team	Tea	Feedback by Panel & Finalizing Plan: Kapt. Shaharuddin & CPSS Team	Lunch	Training for Trainers: CPSS team	Tea	Closing

1.0 OPENING AND INTRODUCTORY GAME: EMPOWERING OTHERS – ONG ENG ENG

Getting to know you and empowering the participants for Business success facilitated by Ong Eng Eng, Director, Creative Personal Skills Services Sdn Bhd (CPSS)

Ms Ong Eng Eng is a qualified and certified Counsellor and an Asia Training Consultant in areas of leadership, counseling, coaching and communication skills, Train-the-Trainers, Personal Development, Family Enrichment and Corporate Management. Her participants hail from all over Asia. Served in the panel of counsellors for Bank Negara Malaysia. Her other capacities include Director of Creative Personnel Skills Sdn Bhd, Fellow of the Institute of Professional Managers and Administrators in United Kingdom, Master Trainer for a certification program in Professional Leadership Mentoring, Writer, Coach for corporate professionals, NGOs, youths, parents and Founder of Young Leaders International.

Speaks at various functions such as the Malaysian Institute of Management Tea-talks, Asia Business Forum Secretaries Week and NAMLIA Congress. Member of the Malaysian Institute of Management, Women Institute of Management, Malaysian Society of Training & Development and National Association of Women Entrepreneurs Malaysia.

She travels widely as a project coordinator and team leader for national and international projects covering Macau, China, Hong Kong, Taiwan and Indonesia; one such responsibility is being the South East Asian Coordinator for the 4th World Conference on Women, Beijing.

Her publications are in leading media such as New Straits Times, Management Times Certified Management Digest, Malaysian Institute of Management and The Star. They are “Management and the Art of Listening”, “Counselling for Greater Output”, “Counselling’s Role in Management”, “Methods to Resolve Disputes” and “Managing Crisis through Capacity-Building”

2.0 AN INTRODUCTORY LECTURE – MR VICTOR GREENSPOON

In this session, the participants will learn the various models of entrepreneurship and the role of entrepreneurs in the education industry They will also learn enumerate and describe components of a new enterprise plan. Mr. Victor Greenspoon is a Canadian consultant resident in Thailand.

3.0 SUCCESSFUL BUSINESS in Education Industry : COUNTRY PRESENTATION

Sharing and learning by groups of participants of a successful woman entrepreneur from each of their country, especially on the factor of success, by CPSS team

4.0 IDENTIFYING AND GENERATING BUSINESS OPPORTUNITY

- DAYANG LILY ABANG MUAS

Dayang Lily (Director of Ummikusayang) – initiator of The FIRST On-Line Islamic Children's Bookstore in Malaysia. The motto is “Celebrating Motherhood, the Islamic Way. She will share her own experience of leaving the corporate world to establish her own business after identifying the need and opportunity for Islamic children books.

5.0 TURNING PASSIONS INTO ENTERPRISE: STEP BY STEP GUIDE - C. Y. LIM

A Lecture and Workshop session in which participants learn to turn their passion and talents into business ideas. He will guide the participants to research business opportunities and ideas utilizing the talents and resources around them to build a business. The objective is to enable participants to acquire skills in screening opportunities for business plan- C.Y. Lim is an entrepreneur himself specializing in merchandising and accessories. He was formerly with Association of Asia Pacific Airlines.

6.0 CREATING A BUSINESS PLAN – ROBERT SEENIVAS

A Lecture and Workshop session where participants will be divided into groups. They will form ‘business partnership’ to work on product or services and markets that have been identified in earlier session on ‘Turning Passions into Enterprise’. They learn to use guides and worksheets to create a business plan. As the training progresses, the participants will apply the knowledge and skills gained for their back-home business plan, filling up the worksheets according to the guide given. Robert Seenivas is a chartered accountant and a financial advisor to many companies.

7.0 EDUCATION ONLINE AND REACHING A BIGGER POPULATION - DR. LEE LEE LOH LUDHER, Vice Chancellor, University for Education and Development, Cambodia

This session will expose the participants to many examples of the use of ICT for Education Industry and reaching out to global market. Dr. Loh Ludher has done many studies and researches on online education and the use of ICT for education in Indonesia, Cambodia, China, India, Thailand and Malaysia who utilizes ICT to increase the profitability of their education establishments. This will provide a wealth of ideas and examples of businesses in education industry.

8.0 NETWORKING WOMEN FOR BUSINESS: PERSONAL JOURNEY TO SUCCESS - CHONG SHEAU CHING

Chong Sheau Ching, founder of eHomemakers, a network of 17,000 entrepreneurs working from home and the use of ICT for various business opportunities.

Sheau Ching an inspiring speaker, will share her personal experience starting a network of mothers who work from home (Mothers for Mothers) and her own inspiring story of building up a social enterprise as a single mother who wants to help other single mothers and stay-home-mothers to develop financial independence.

9.0 ESTABLISHING AND BUILDING A BUSINESS: A BUSINESS SIMULATION

This session is a Business game. Each participant will register and open a business and manages it. They will compete against each other like in a competitive market. It gives the participants a taste of the business world and its competition - facilitated by CPSS team.

10. CASE STUDY: IDENTIFYING ELEMENTS FOR SUCCESSFUL ENTERPRISE – KANG ENG SOO

The participants through the use of case study will learn the challenges and constraints of establishing education related institutions and companies and the key elements they have to overcome to build business. The participants are introduced to one of the main challenges, the different forms of constraints faced by the business entrepreneur. These include legal, socio-cultural, economic and resource access. The participants will be given Case Study to work in groups to overcome these constraints – cases written and facilitated by CPSS team

11. PROMISING PRACTICES - PANEL OF 3 SPEAKERS

Three speakers will share their own experiences in initiating, building and sustaining businesses

Sali Suhaimi – will share her experience building an online business for education. She will also give some tips on how to expand e-commerce.

June Teh – is a successful entrepreneur in the multi-media industry and has produced multi-media work for Ministry of Education to accompany text books.

Kang Eng Soo – is a successful motivator who runs courses for schools and NGOs. He will share his own experience in building up a business.

12. FIELD VISIT to Sri Cempaka School

Sri Cempaka School was established by Datin Freida Pilus, who wanted an international standard education for her own children and others. The school has grown and taken its place in the hall of fame with many accomplishments.

13. SHARING BUSINESS PLAN & FEEDBACK BY PANEL PLUS FINALIZING PLAN - KAPT. SHAHRUDDIN

A good motivation speaker who will listen to the business plans presented by the participants. He will then advise them on how to improve themselves personally as well as their businesses in education industry. He will guide them to improve on the plan. The participants can defend and also ask questions to for refining their plans based on the feedback given. In this way, they learn not only from each other but a panel of experts. This session will be facilitated by Kapt. Shahrudin and CPSS Team.

14. TRAINING FOR TRAINERS

This session is to build the capacity of the participants to enable them to return home to train others to empower women to start and manage their education facilities. This will ensure the spread of the learning to other groups in the participating countries.