Islamic Transformation Centre for Enhancing the Qur'anic and Entrepreneurship Knowledge and Skills among Youth: A Conceptual Solution

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Abstract: **The purpose of this project is to enhance the Quranic and entrepreneurship knowledge and skills of Muslim youth via an Islamic Transformation Center (ITC) by leveraging the Quadruple Helix Model (QHM) collaboration approach where the actors are the government, university, industry and citizen; and with the use of Information and Communication Technology (ICT). This paper intends to propose a conceptual ITC as a platform in developing holistic potential of individuals who are intellectually, spiritually, emotionally and physically balanced, based on firm belief and devotion to God. This paper is based on literature reviews, adopting the Business Model Canvas (BMC) framework in building a conceptual solution for Quranic and entrepreneurship knowledge and skills for youth development. 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.**

I. INTRODUCTION

Qur'anic knowledge and entrepreneurship in Islam seems cannot be separated when we want to talk about the success of Muslims. Both of them are inter-connected to each other and this is what our Prophet Muhammad S.A.W had taught us in the beginning of his journey in spreading Islam. Prophet Muhammad S.A.W is the best example (The Holly Qur'an 33:21) of a successful human kind in all aspects. The current education system emboldens students to grasp a curriculum that seamlessly blends the values of both modernization and Islamization. However, the segregation between Islamic and secular education have thus set lower priority in educational approaches towards having good understanding and knowledge of the Qur'an. According to Malaysian Education Blueprint 2015-2025 (Higher Education), the ministry emphasizes the balance between knowledge and skills (*ilmu*) as well as ethics and morality (*akhlak*) [1]. To achieve this aspiration, Qur'anic and entrepreneurship knowledge and skills must be placed in higher priority.

II. PROJECT BACKGROUND

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. Instilling these ideas will be able to create positive impact to the earlier stage of education. This project with the collaboration of Network of Mosque (NoM), Whole of Government (WoG) and also the adoption of Quadruple Helix Model (QHM) which will be an integration between industry, academia, society and government in setting up a one stop center that could help in improving the Qur'anic and entrepreneurship knowledge and skills to the youth.

This paper therefore proposes Qur'anic and entrepreneurship knowledge and skills to shape and develop the Muslim youths that may enhances 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 (*akhlak*s) following Prophet p.b.u.h and live in a balance life. 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.

III. PROBLEM STATEMENT

The Qur'anic and entrepreneurship knowledge and skills are highly important to be as part of formal education in Malaysia. These integrated learning should be structured for students in every schools; namely, primary, secondary, tertiary and up to higher education. The understanding of Qur'an is supposedly placed at the top priority in educating. As a Muslim dominant country, Malaysia officially has 61.3% Muslims as recorded in Malaysia Demographics Profile, 2014 [2], thus, it shows that it is crucial for the Muslims to look into the Qur'an pretty well before grasping other types of knowledge. Prophet p.b.u.h had implemented five principles of Al-Qur'an teaching and learning accordingly which has been followed throughout generations. The model consists of *Tilawah* (good and fluency recitation), *Tafahum* and *Tafsir* (knowing and understanding the meaning), *Tatbiq* (appreciate and implantation of the teaching in daily life), *Tahfiz* (memorizing some verses for practice and reciting during prayer) and *Taranum* (reciting Al-Qur'an with a good voice with a specific melody) [3]. This complete model of principles introduced the importance of the Qur'an to be learned by mankind significantly. However, in recent years, the Qur'anic learning has been placed differently between secular and religious education environment. On top of that, acquiring the knowledge of Arabic should be emphasized thoroughly in education system as it is the language of the Qur'an. Moreover, knowing Arabic language is an advantage to grasp the Qur'anic content entirely. Also, it is of paramount importance to encourage proficiency in Arabic language among the society directly in understanding the Qur'anic language effectively.

Meanwhile, introducing the entrepreneurship skills based on the Islamic way can encourage youths especially to be an entrepreneur in the future, as Islam accords business and entrepreneurship a place of high esteem [4]. The best example, Prophet Muhammad p.b.u.h has been exposed to the knowledge of business since childhood. He was a successful merchant before he was appointed by Allah to be a prophet of mankind. Another reading has been made where United Kingdom is considering recommendations to teach children as young as five to think up a micro-enterprise as part of reforms to change attitudes towards self-employment [5]. Based on the Malaysian Education Blueprint 2015-2025 (Higher Education), there are six primary attributes which covers ethics and spirituality, leadership skills, national identity, language proficiency, thinking skills, and knowledge in the creation to build excellence nation [6]. Therefore, the focus of this paper is to further emphasize on both Qur'anic and entrepreneurship knowledge and skills that would be structured and measured in education in order to develop the younger generation holistically and thereby ameliorate the overall well-being of the individual and society.

IV. METHODOLOGY

Methodology is based on literature review. Questionnaires will be in the 2nd paper. In a way to collect the data, questionnaires will be distributed and interview session will also be conducted among respondents. All the analysis of the findings will be discussed further.

V.   LITERATURE REVIEW

I.   Qur'anic Knowledge:

The Qur'an is a complete Book of Wisdom and the source of Knowledge that has been sent down to humankind. As Allah mentioned in the Qur'an, "*It is He who sends down upon His Servant [Muhammad] verses of clear evidence that He may bring you out from darknesses into the light. And indeed, Allah is to you Kind and Merciful*" (Al-Hadid, verse: 9). It is an obligation to every Muslims to be engaged in the Qur'anic education. 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 Malaysia, the percentage of Muslim population is recorded about 61.3% according to Malaysia Demographics Profile 2014 [7]. This elucidates that Islam is the official religion in Malaysia and the populace should possess better understanding in Qur'anic learning. In education, Qur'anic studies have been implemented in line with the New Curriculum for Primary Schools (KBSR) and the Integrated Curriculum for Secondary Schools (KBSM). From this implementation, it is hoped students will be not only be highly proficient in Qur'anic recitation as well as high moral and personality through the teachings of the Qur'an [8]. Besides, the continuity of Qur'an in Malaysia like Darul Quran has been established since 1966 when the first Prime Minister of Malaysia, Tunku Abdul Rahman Al-Haj Prince expressed a desire to create an Institute for the Study of Quran and this goal was set at the opening of the National Mosque where the idea arose as a result of the Qur'an Musabaqah which was held since 1960 and visits Rector of the University of Al-Azhar Sheikh Mahmud Syaltut at the opening of the National Mosque [9]. The mission of this institution is to create a generation of righteous Quran, knowledgeable and helpful to the development of National and Ummah.

II. Entrepreneurship Skills:

Islam encourages people especially Muslims to be involved in entrepreneurship. According to Nu'aym Ibn Abd Al-Rahman narrated that the Prophet Muhammad SAW said, "Nine-tenths of the sustenance (*rizq*) is derived from trade (business venture)". In Malaysia, the government has built a platform in terms of entrepreneurship by promoting as for an example, providing a conducive environment, various financing and funding schemes, tax incentives and business advisory centers in order to nurture entrepreneur field of interest [10]. Based on local Higher Education Institution, entrepreneurship education has been introduced in order to nurture entrepreneurial characteristics especially among undergraduate students. It is aimed to have a graduate that look into the opportunity of job-creators rather than only the job-seekers in future [11]. The encouragement by the government to nurture the entrepreneurship skills in the tertiary level of education is to open up new opportunities for potential young generations in exploring new perspectives of entrepreneurial education that seemed crucially important in this era. Besides, to ensure sustainability of the existing programmes and initiatives, more policies and accompanying mechanisms for entrepreneur support were developed and a significant one was the establishment of the Ministry of Entrepreneur Development in 1995 by the Malaysian government [12]. According to Malaysian Education Blueprint 2015-2025 (Higher Education), one of the initiative implementation roadmap is to accelerate system improvement in 2016-2020 by enhancing the Malaysian Public Universities (MPU) framework and entrepreneurship programmes, including more practical components and incentives for excellence in entrepreneurial learning [13].

III. Islamic Transformation Centre (ITC):

In 1991, the Malaysian government introduced the Vision of 2020, where it calls for the nation to achieve a self-sufficient industrialized nation by the year 2020, encompassing all aspects of life [14]. The Performance Management and Delivery Unit (PEMANDU) have been introduced by the Malaysian Prime Minister's Department in order to manage and facilitate the Government Transformation Programme (GTP) as well as the Economic Transformation Programme (ETP) [15]. Moreover, the emergence of Urban Transformation Centre (UTC) has become one of the Government effort and initiatives providing the urban community with key government and private sector services under one roof (www.utc.my). As been said by Datuk Seri Najib bin Tun Razak, Prime Minister of Malaysia, "This concept is so successful and made a lot of people happy." This is an example of how state and federal governments can forge close co-operation and produce a concept that provide good facilities to the people." [16]. Moreover, the concept of people-oriented one-stop service center has gained positive feedback from the public. The establishment of Islamic Transformation Centre (ITC) will become one of another successful one stop Muslim-centre which will improve the Muslim social well-being and activities by facilitating business needs [22, 23]. Therefore, the role of government, university, academia, industry as well as citizen itself will be the major contributor towards the implementation of this noble mission.

VI.   LITERATURE FINDING

A.   A tool to boost economy growth:

We have found out that one of the issues that had been highlighted in recent years is about the unemployment of graduated students. As said by Minister in the Prime Minister's Department Datuk Seri Abdul Wahid Omar "Graduates, who have completed their studies in six months, are among the current 400,000 unemployed individuals in the country" [17]. Plus, other study stated that Malaysia being a developing nation has a high rate of unemployment among the young graduates emerging from the universities. This issue has triggered the Malaysian government's efforts to transform the country into a knowledge-based economy, where entrepreneur was defined as one of the key elements [18]. According to Dr Mohd Azlan Yahya one of the ways of overcoming such problem is to encourage more (graduates) to be more entrepreneurial and to do that, we must ensure that they have more experience that will enable them to be more sustainable [19].
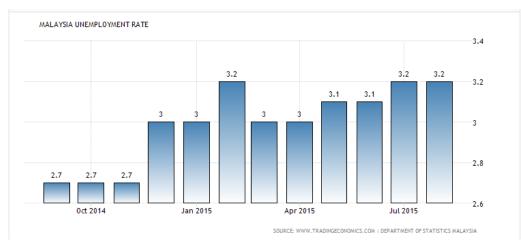

Figure1: Unemployment Rate in Malaysia, reported by the Department of Statistics Malaysia [20]

B. Lack of understanding Quranic Knowledge:

Allah has mentioned in the Qur'an "*And certainly We have made the Quran easy for remembrance, but is there anyone who will mind?*" (Al-Qamar: 17). Moreover, in surah Yusuf, verse 2 "*Surely We have revealed it an Arabic Qur'an that you may understand*." Thus, instead of solely reading the Qur'an, we as Muslims must be able to understand it, so that we can convey the message and practice it in our daily life. It is observed that sometimes the access to Qur'anic classes are somehow very limited and it is usually conducted in a private classes with a small number of people; therefore, by utilizing the Network of Mosque (NoM), it is able to help the spreading of Qur'anic knowledge entirely to the communities.

VII.   CONCEPTUAL SOLUTION

In order to make the society aware of the knowledge and skills (entrepreneur), giving priority primarily towards the Qur'an, without neglecting current modernization is crucial to become a professional *Mukmin* and also to live balance life. The new way to spread the knowledge is by leveraging the technology that is in trend. The targeted audience is the Muslim society especially youths. This study has proposed the conceptual solution based on the Business Model Canvas (BMC), as shown in Figure 2, which has nine essential components of customer segments, value propositions, channels, customer relationships, revenue streams, resources, activities, partnerships, and costs.

Customer Segments:

*   Youth

*   Adults (sharing their expertise to the society)

*   Entrepreneur

*   Investors

Customer Relationship:

- Interactive website acts as one stop center

- Face to face classes

- Advance classes for translating Qur'an (one to one, student and teacher)

- Conduct a workshop to the society

- Activities for the student to enhance their entrepreneurship skills (open-up booths)

Channels:

- Website to give information and services to the society. (one stop center)

- Network of Mosque or NoM as one of the agent to get near to the society [14, 21].

Value proposition:

- Trusted platform to start a business

- Helping Muslims to understand Qur'an and entrepreneurship knowledge

- Nurturing youth with good *akhlak* according to Qur'an

- Cultivating youth who are knowledgeable and skillful

Key Activities:

- Physical and Virtual Qur'anic Classes

- Arabic classes to understand the Qur'an

- Funding management

- Entrepreneur classes aiming for youth.

- Training and Workshop for entrepreneur

- Open Day for young entrepreneur to open up booth to introduce/sell their products and services.

Key Resources:

- Islamic expertise (teachers) to assist on Arabic class which to understand the Qur'an and also class for reading the Qur'an

- Non-government organization (NGO) who are concern in our young generation who will be participated in handling activities for the youth.

- Investors

Key Partners:

- JAKIM (Department of Islamic Development Malaysia) that will help to branding also acts as advisors for this transformation.

- MoE (Ministry of Education) and MOHE to assist on education aspects.

- MARA (Majlis Amanah Rakyat) to assist on funding or financial assistant and also to train and guide in the areas of businesses and industries to those who wants to start to be an entrepreneur.

- MEDEC (Malaysia Entrepreneur Development Centre) to assist on training, education, research and consultancy.

- NoM (Network of Mosque) as the platform where SME/professionals can share and contribute their expertise with others [14, 21].

Cost Structure:

- Portal/website development & maintenance

- Academic books

- General and administration staff salaries

Revenue Streams:

- Donation from society can cover to set up classes that can be used by all communities and helping society who are less fortunate to attend the class.

- Selling of the academic books

- Fees on advance classes

- Fees on trainings or workshops

- Fees to open up booths

- Sponsorship from private agencies and Ministries

The Qur'anic and entrepreneur knowledge and skills is intended to make a thorough change in the form of outlining Qur'anic and entrepreneurship in developing our youth generation in Malaysia. This is to elevate the quality of youths. Besides, this transformation is prepared to be able to effectively help the youths to be outstanding in their academic in accordance with the mission of Ministry of Education, to uphold a quality education system that develops individuals to their full potential and fulfills the aspirations of the nation, this reflects the curriculum measured for the students in aspiring holistic learning of education. The implementation of the Quadruple Helix Model collaboration will strengthen the transformation of ITC with other different government agencies through the Whole of Government (WoG) concept, supported by the Network of Mosque (NoM) that is closer to the society as well as by the Non-Government Organization (NGOs). In order to make all the entities at one place we made the virtual Islamic Transformation Center (ITC) so that all parties can have the benefit of it. Apart from that, NoM will provide the place and venue to attend classes.

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
- QHM - JAKIM - MOE - MOHE - MARA - MEDEC - NoM - MAIS - NGOs & Volunteers	- Al-Qur'an Class - Arabic classes to understand Al-Qur'an - Funding Management - Entrepreneurship Training and Workshops - Open Day	• Helping Muslim to understand Qur'an • Developing youth to be a "human person" • Platform to start business • Helping Muslim economy	- Interactive website - Face to face class - Downloadable notes - Advance class for translating Qur'an - Workshop to the society - Activities for youth	• Youth • Subject Matter Expert • Entrepreneur • Investor
	Key Resources - NGOs - SME - IT Expertise - Teachers		**Channel** - Website - NoM	
Cost Structure		**Revenue Structure**		
- Books - Marketing - Experts & SMEs		- Service fees - Donation - Investment - Business		

Figure 2: BMC Model

VIII.   CONCLUSION AND FUTURE WORK

It is hoped in the future that more agencies will collaborate in order to build outstanding Muslims in every aspects of life. Besides, implementing this Qur'anic and Entrepreneurship knowledge and skills will 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 youth who are adhering to the teachings of Qur'an and As-Sunnah, as well as enterprising and entrepreneurial in the pursuit of life opportunities. Future work for this paper will be conducted to collect data based on questionnaires and interview session.

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