
Chapter 3

LiL-CEO

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Abstract

LiL-CEO is an innovation of educational board game with entrepreneurship concepts. It is designed for kids specifically for pre-school children. Since entrepreneurship education is provided to mainly secondary and tertiary level students, pre-school children are lacking of entrepreneurship exposure. Furthermore, there is a lack of suitable teaching and learning tools for pre-school children to learn entrepreneurship. Therefore, this product is created as an edutainment learning tool for the pre-school children to obtain some early exposure of entrepreneurship. The main objective of this game is to develop entrepreneurial skills and entrepreneurial interest among pre-school children through a fun learning approach. In terms of its novelty, it comes with a storyline of Malaysian scenario. In addition, it also comprises interactive activities to develop children's entrepreneurial skills. Besides, it can also enhance the children's psychomotor and social skills which are important in their early learning stage. The benefits of this product are such as it is easy to play and it can train potential entrepreneurs in the future. This product is also suitable to be used as a teaching aid by pre-school teachers during their class sessions. LiL-CEO is a superlative edutainment game of new learning experience in 21st century.

Introduction

Entrepreneurship education in Malaysia was started in the mid-1990s as an outcome of the emergence of new economy. During that period of time, knowledge was considered a predominant resource in almost all economic activities. Entrepreneurship education is important because it equip individuals with innovative enterprise skills to recognize and take action on business opportunities. It also allows entrepreneurs to determine the pace of new economy through new entrepreneurial activities (Mahmood & Cheng, 2005).

Malaysian government has put on great effort in promoting entrepreneurship education and developing entrepreneurial skills. One of the basic strategies that has been listed by the Malaysian Ministry of Education is to strengthen the entrepreneurship competency among students. However, entrepreneurship education is provided to mainly secondary and higher learning institutions, pre-school children are lacking of entrepreneurship exposure. Without doubt, providing entrepreneurship education in early childhood institutions is challenging because it requires high students participation.

Previous study has found that entrepreneurship play, language, physical and social development of children were linked to each other. Specifically, entrepreneurship play based learning is important to healthy brain development. This is because play is found to be directly linked to wealth of skills that are essential for academic success, better verbalization, richer vocabulary, better problem-solving strategies, more curiosity, empathy, better emotional, more innovation and more imaginative (Wei *et al.*, 2008). The researchers have developed games based on development of key competences for lifelong learning. They designed and participated in the games activities for pre-school children to encourage their creativity, innovation and self-confidence. The study has undoubtedly shed lights on providing entrepreneurship education to the children through game and fun learning approach.

Entrepreneurship Education in Pre-school

Lifelong experiences could help individuals to learn entrepreneurship and develop skills of entrepreneurship (Dees *et al.*, 2001). In that case, getting sufficient entrepreneurship education is the first stage in acquiring and developing entrepreneurial skills and becoming successful entrepreneurs.

Entrepreneurial skills are learnable, there is a need to provide entrepreneurial skills the young generation since small. Pre-school period is the time when individual performs his/her first learning. Many child development theories also show that early years experiences influence brain development. Early childhood learning which normally happens during the pre-school period can be considered an investment for a person's future life. Many studies which stressed the importance of pre-school education has reached an agreement that pre-school education could directly affects future education, job and social life success of an individual. Therefore, it is possible to say that by getting entrepreneurship education during pre-school life, when basic of life is created, individuals can be more successful in future life experiences (Muammer *et al.*, 2015).

In addition, Hynes (1996) mentioned that entrepreneurship education is a method that trains the students or potential entrepreneur to have basic entrepreneurship skills and capabilities. Entrepreneurship education may assist individuals to develop their knowledge and enhance skills to be in the field of entrepreneurship.

Entrepreneurial Skills

Entrepreneurial skills are crucial skills that every successful entrepreneur need to master. The skills play an important role in starting and managing a business venture. However, to date, there is no concensus on the categories or types of entrepreneurial skills that every entrepreneur should have. Previous reserchers have identified different set of entrepreneurial skills according to their own definitions. For instance, Aileron (2013) pointed out eight important entrepreneurial skills that every successful entrepreneur has in common: (i) resiliency; (ii) focus; (iii) invest for the long term; (iv) find an manage people; (v) sell; (vi) learn; (vii) self-reflection and; (viii) self-reliance. Jusoh *et al.* (2011) has identified a more comprehensive set of entrepreneurial skills which consists of 28 different skills. Some examples of skills include opprotunities identification, computer and IT, planning, law, creativity, language, accounting, leadership, management etc. As such, teaching the proper and relevant entrepneuerial skills is important in conducting entrepreneurial training.

Entrepreneurial skills can be learn through proper education and entrepreneurial training. Various studies have supported that entrepreneurial training can influence the tendency to start a business and the success of a business. As pointed out by Jusoh *et al.* (2011), active entrepreneurs still require entrepreneurial training to equip themselves with various entrepreneurial skills to encounter rapid changes in the business environment. It is believed that individuals should be exposed to entrepreneurial skills as young as possible. As Shandrow (2015) claimed, children were too busy listening to their parents, that they did not learn "to be their own boss". She further pointed out that teaching entrepreneurial skills to the kids could help them to see obstacles as opportunities, view life's hurdle as challenges and let them to lead their lifes on autonomous way.

Coaching small kids are much different from teaching more matured students because they are still too small to listen to their teachers and understand certain terms. Therefore, Shandrow (2015) has suggested eight skills that are important for every parents to teach their little ones. The skills are (i) resilience; (ii) innovation and creativity; (iii) industriousness; (iv) curiosity; (v) self-confidence; (vi) empathy; (vii) optimism and; (viii) giving back. Parents or teaching could inspire the kids in various ways to grasp the above skills. Specifically, resilience could be inspired by letting kids to express their emotions. Innovation and creativity could be inspired by allowing them to play with their creative energies. To develop industriousness, kids should be given chores to do and be independence. To encourage curiosity, they are encouraged to start new hobbies and pursue their interest. Meanwhile, giving kids opportunities is important in building self-confidence and encouraging them to be open with their emotions is important in developing empathy. Optimism could be inspired by sharing positive stories and giving back could be inspired by encouraging kids to help out around.

Conclusion

Based on the eight skills suggested by Shandrow (2015), LiL-CEO was created as an edutainment learning tool for the pre-school children to obtain some early exposure of entrepreneurship. The main objective of this game is to develop entrepreneurial skills and entrepreneurial interest among pre-school children through a fun learning approach. Apart from developing entrepreneurial skills among the kids, it also enhances the children's psychomotor and social skills. LiL-CEO is easy to play and it can train potential entrepreneurs in the future. In addition, it is also suitable to be used as a teaching aid by pre-school teachers during their class sessions.

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