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Binary ready to produce job creators

ESTABLISHED in the 1980s, Binary College has come to be one of the most respected specialist colleges for business and IT education in Malaysia.

An ISO 9001 certified college, Binary is also a past winner of the Enterprise 50 Award, the Service Excellence Award and the MOE Special Award 2003.

Binary's strategy of producing differentiated graduates is appreciated by employers from various sectors. The college is unique in that it offers an excellent mix of quality education and industry-relevant skills.

"Binary is interested in producing job creators, not just job seekers. Entrepreneurs not only create jobs for themselves but also jobs for others. Instead of worrying about unemployment, it is about time undergraduates looked into the field of entrepreneurship as it can provide excellent career opportunities," says Joseph Adaikalam, the founder and president of Binary College.

The real strength of America was not its management, but an entrepreneurial spirit that had been allowed to flourish free and unfettered, entrepreneur cum author Larry C. Farrell emphasised during a talk organised by the Small and Medium Industries Development Corp (Smidec) and Accenture in Malaysia in May 2002.

He pointed out that even resource-poor countries such as Taiwan can grow rich through entrepreneurship and innovation.

Former Prime Minister Tun Dr Mahathir Mohamad, in his speech "The Way Forward" on Vision 2020 said: "We cannot afford to neglect the importance of entrepreneurship and entrepreneurial development, which goes of course beyond training and education."

Because of this, Binary has an "incubator" and require entrepreneurship students to start-up their own small businesses in the second year of the course.

"The college will provide 'seed money' to encourage students to venture into businesses even before graduating. A team of industry professionals will help provide advice throughout this venture period. There is also the Graduates Entrepreneurship Fund," added Adaikalam.

The Third Outline Perspective Plan (OPP3) on "Developing Entrepreneurial and Technopreneurial Capacity" states that the Government will support private sector initiatives to strengthen entrepreneurial capacity as well as encourage the growth of technopreneurs.

The emphasis that has been placed on the spawning of entrepreneurs and the growth of entrepreneurship as a business discipline in Malaysia cannot be stressed more. There have been numerous initiatives by both the Government (as in the Ministry of Entrepreneur Development) and corporate organisations (as in HSBC's "The Young Entrepreneur's Award") to spur and develop young entrepreneurs in Malaysia.

While the degrees offer job security, entrepreneurial degrees offer job creation. Entrepreneurs create jobs for themselves and the community.

"Look at the curriculum at colleges and universities in Australia, USA, UK and Europe, and you will notice that courses in entrepreneurship are being offered in most of them, if not all. A study done in 1998 reveals that there are more than 500 institutions in the US offering entrepreneurship.

"Thus, while many institutions in Malaysia benchmark themselves against foreign institutions for education, it is a wonder how entrepreneurship as a discipline has been left out by most of our private colleges.

"Malaysia aims to become a centre for educational excellence within this region. An educational hub will be incomplete without an entrepreneurship element. When all else has ceased to be competitive, entrepreneurship will

be used by trading nations and corporate organisations as a competitive tool to compete in a global environment," Joseph added.

The Faculty of Business and Accounting, on the other hand, offers the Bachelor of Commerce majoring in Accounting, HRM and Marketing with international business in collaboration with the University of Tasmania, one of Australia's top 10 universities. The university is at the forefront of Australian universities and many of the staff are known internationally for their research work.

Students do the entire degree at Binary or two years at Binary and the final year in Australia.

For those interested to do a diploma, there is the Diploma in Information Technology specialising in software development, network engineering and multimedia design.

The Diploma in Business Administration, on the other hand, offers specialisations in human resource management, accounting and marketing.

Those keen to join the next intake beginning on Jan 7 can call: Sudesh (business course) and Mahboob (IT course) at: 03-80706590 (main campus) or 03-40418562 (city campus) for details. The open day is on Dec 20 and 21.