

DTMA Contest for Project Proposal

1. Basic Information

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Organization Type	Government		Job Title	Deputy Director
Organization Name		Academy of Golf Skills Development, Ministry Youth and Sport		
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DTM Admission Year		2018 (6 th batch)		
Participation in similar education programs for sports management provided by other organization		No		
Participation in 2019 DTMA Contest for Project Proposal		No		

2. Project Design

2-1. General Information

Project Title	Innovation in modernizing TVET through digital technology in Academy of Golf Skills Development in transition of Industry Revolution 4.0.
Sector	<i>Improving Work (work process, work performance)</i>
Country	MALAYSIA
Project Period	2022.02.01 – 2023.12.30
Total Budget	USD 400 000

2-2. Project Details

Project Background	<p>Academy of Golf Skills Development (shortly known in Malaysia as AKBG) is the only Technical and Vocational Education and Training (TVET) institution in Malaysia aimed to produce competent and skillful graduates to meet increasing demand in the golf industry. Raising the demand for new skills in digital technologies are also creating new opportunities and challenges for TVET and skills development systems. By inference or design, the affordances of technology in sport industry are also being explored as new modes of teaching and learning, both in and out of the classroom or training centre, with content delivered interactively and asynchronously, in a blended or totally online format. As an applied construct, technology at first glance also appears particularly suited to TVET transformation agendas.</p> <p>Due to lack of adaptation of digital technology and facilities in golf industry, current method of teaching in AKBG need to be modernized by current technology transition to fulfill industry demand. The purpose of the proposal is to make innovation in</p>
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	<p>modernizing TVET tools and equipment for AKBG to meet the transition in Industry Revolution 4.0. Having opportunity to take modules like Sport Facilities Management and Sport Science during DTM program, I realized digital technologies would able to change TVET education system in access modalities, learning methods, assessment and certification. Throughout the course, we were exposed to massification and internationalization of digital technology that contributed to Korean sport development. We experience the technology by ourselves and it's amazing.</p> <p>Therefore, I believe Malaysia should further develop collaboration with Korean high-tech companies such as Golfzon company to create enthusiasm among graduates and sustained in the industry. The first step had taken place with benchmarking program at Golfzon company based in Malaysia with participation from the top management of Ministry Youth and Sport to experience and understand the need of technology in our TVET education transformation.</p>
Goal	<p>To strengthen the quality of TVET system and skills development transformation, to move along with the technology at the age of digitalization industry that enhance sports industry contribution to economic growth with skillful and competent graduates to meet national sport industry demand.</p>
Objectives	<ol style="list-style-type: none"> 1. To create interactive and conducive learning environment through digital technology due to limited opportunity to experience space and place as new norm adoption. 2. To improve the responsiveness of educational systems to emerging trends, which requires close cooperation between education and foreign industry expert to allow TVET systems to enhance technology skills training in golf industry. 3. To identify effectiveness of technological interventions in enhancing access and participation in AKBG as TVET and skills development academy.
Project Design	<p><u>Tips for Designing a Project</u></p> <div data-bbox="549 1576 1315 1727"> <pre> graph LR A[Activity] --> B[Output] B --> C[Objective] C --> D[Goal] </pre> </div> <p>-In short, <u>activity</u> is what people actually execute in the project and it is designed to create certain <u>output</u>. <u>Objective</u> is expected results of each group of outputs and what a project set as its target. <u>Goal</u> is potential impacts that objectives could make.</p> <p>-In detail, when you design a project, you prepare a set of <u>activities</u> that is designed to create a certain <u>output</u>. When the <u>outputs</u> are successfully prepared, the project would progress to reach its <u>objectives</u>. In other words, outputs are necessary conditions for achieving objectives successfully. When all objective targets are met, it would contribute to make certain impacts in the society. These 'impacts' are called <u>goals</u> in regard of a project design.</p> <p>-If you want to design a good and well-defined project, <u>make sure each level of the project design is</u></p>

	<u>logically coherent and distinguishable to each other by its content.</u> - CAUTION: <u>Please make sure you fill out all necessary components of the project design.</u> In case of omitting some fields, it may affect the evaluation result of your concept paper. - Please keep in mind the project design and its details should be <u>feasible</u> .		
	Activity 1-1-1 AR/VR Installation	Output 1-1 Students are able to learn in real time based and interacting with and manipulate both physical and virtual items regardless the weather condition or availability of the location	Objective 1 Creating interactive and conducive learning environment through digital technology due and place as new norm adoption
	Activity 1-1-2 Simulator Installation		
	Activity 1-2-1 Written Instruction Material to be revised	Output 1-2 Trainers are able to teach student with latest pedagogy approach and students can enjoy conducive learning environment	
	Activity 1-2-2 Smart classroom innovation and installation		
	(add or delete as necessary)		
	Estimated Budget for Objective 1: USD 250 000		
	Activity 2-1-1 Knowledge transfers and in-depth training workshop	Output 2-1 Trainers are well equipped with skills and knowledge to conduct courses and deliver messages	Objective 2 Improving the responsiveness of educational systems to emerging trends and allowing TVET systems to enhance technology skills training in golf industry
	Activity 2-1-2 Malaysia – Korea training exchange program		
	Activity 2-2-1 Networking seminar for industry player	Output 2-2 AKBG able to get more information and feedback for improvement in sport industry and tourism	
	Activity 2-2-2 Continuous MOU with related ministry and golf club in Malaysia		
	Estimated Budget for Objective 2: USD 120 000		

	Activity 3-1-1 Series of short courses- technology application in golf services	Output 3-1 Ability to meet highly demanded job vacancies in golf services due to foreign workers restriction.	Objective 3 Identifying effectiveness of technological interventions in enhancing access and participation in AKBG as TVET and skills development academy
	Activity 3-1-2 MOU with Caddy provider and key player in golf industry		
	Activity 3-2-1 Massive promotion to the public using portable simulators	Output 3-2 Create public awareness about the need of technology in golf industry	
	Activity 3-2-2 Competition in technology innovation in golf industry		
	<i>(add or delete as necessary)</i>		
	Estimated Budget for Objective 3: USD 30 000		
Expected Outcomes	Digitalization has increased, with the result that they demand more from service providers, institutions and the labour market. Therefore, I believe that application of digitalization of TVET and skills program in AKBG will give impact to the technology on the different pillars of TVET and skills development including teaching and learning, governance and management of education and training institutions. Sport industry will contribute to the economic growth by golf industry job opportunities available in the market.		