

## **ICT SKILLS DEVELOPMENT TO ENHANCE THE ENTREPRENEURSHIP OPPORTUNITY FOR UNIVERSITY STUDENTS IN VIETNAM**

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### **Abstract**

In recent years, Vietnam has become a rising star in Southeast Asia. The country has undergone a dramatic economic transformation. Vietnam become one of the fastest-growing countries in the world. The economic growth in Vietnam was also supported by the golden age population. Approximately 97 million people or 68.5% of the population are of working age (15-60 years). The Vietnam government is going to enhance the digital economy and entrepreneurship for the young age. Therefore, they can get alternative financial sources to support life. Unfortunately, most of the young do not have entrepreneurial plans: financial, marketing, and managerial plans. Therefore, to enhance Vietnam's young-age ICT skills and entrepreneurship, a community service program was conducted for university students, "Literacy and ICT Skills Development to Enhance the Entrepreneurship Opportunity for University Students in Vietnam." The program was conducted on 2 October 2024 at Universitas Negeri Jakarta, participated by five students from Vietnam and five students from Indonesia. In community services, students learn how to develop video, digital media, and a simple website. The website makes it possible to develop entrepreneurship in education.

**Keywords:** ICT, entrepreneurship, Vietnam

### **INTRODUCTION**

Vietnam experienced a war from 1955 to 1975, whereas the United States supported the South Vietnamese government to prevent communism in Southeast Asia (Sean Narahara, 2024). War has influenced every sector. After 1975, Vietnam was slowly becoming more industrialized. Their goal was rapid economic development, to achieve food self-sufficiency (Center, 2002). Nowadays, Vietnam has become a rising star in Southeast Asia. The country has undergone a dramatic economic transformation. Vietnam become one of the fastest-growing countries in the world. A healthy business also encourages the digital economy enhancement and the start-up business expansion. The recent COVID-19 pandemic has also strengthened the digital trend, accelerating Vietnam as the new digital economy center in

Southeast Asia. The economic growth in Vietnam was also supported by the golden age population. Approximately 97 million people or 68.5% of the population are of working age (15-60 years).

Today, Information and Communication Technology (ICT) plays a central role in the country's growth momentum. ICT supports economic growth, increasing digital adoption, and accelerated digital trends (Siddiquah & Salim, 2017). ICT applies in daily activities such as IoT, digital Media, e-commerce, security systems, and many others (de Wet & Koekemoer, 2016).

Vietnam is one of the ten countries with the highest number of smartphones globally, with 63.1 million. The digital penetration rate in Vietnam is still behind several countries. However, the country is predicted to meet its regional competitors because most of the population in Vietnam is young and of working age, representing consumers who are technologically savvy and also more permissive in moving to online services. The current online economy trends in Vietnam are social media, E-Commerce, digital payment, and startups.

The Vietnam government enhance the digital economy and entrepreneurship for the young age. Therefore, they can get alternative financial sources to support life. Unfortunately, most of the young do not have entrepreneurial plans: financial, marketing, and managerial plans. Besides, they also cannot apply any entrepreneurial idea to a project. Therefore, the government needs to enhance the young's ability in technology and entrepreneurship for a sustainable entrepreneurial perspective.

ICT and entrepreneurship are essential to help young people get alternative financial sources by developing a website and promoting and selling their products. In this way, the young age may still focus on their study because they don't have to go to the market for trading. They can develop their own online store on a website and connect it with e-commerce such as Shopee.

To enhance Vietnam's young-age ICT skills and entrepreneurship, we propose a community service program for university students, "Literacy and ICT Skills Development to Enhance the Entrepreneurship Opportunity for University Students in Ho Chi Minh City, Vietnam." The program will be divided into three phases: entrepreneurship, visual communication design, and website development. It will help encourage young students to have entrepreneurial intentions.

## METHODS

The program was implemented in a workshop on “How to build your website”. The program was attended by five students from Dong Thap University, Vietnam, and five Students from Universitas Negeri Jakarta, Indonesia. The workshop started with a questionnaire for the participants. The questionnaire result showed that 9 out of 10 participants were not able to develop a website. They did not have any experience in developing a website. In the second part, the participants gained knowledge on the essentials of ICT literacy in education. How online learning developed rapidly in 2020 because of covid-19 pandemic. In the other part, participants were guided to develop a simple website with Weebly.



Figure 1. The Website Workshop

Besides developing a website, participants also enhance their knowledge on how to create good video and digital media. The participants have 2 weeks to develop the website. The participants disseminated the website and made some improvement based on the evaluation results.

## RESULT

Participants have developed websites that inform lesson plans, teaching and learning material, exercises for students, examinations, and evaluations. A lesson plan is a written outline that guides a teacher through a class period. It details what students will learn, how it will be taught, and how learning will be assessed. Lesson plans help teachers be more prepared and effective in the classroom. Teaching and learning materials show resources used by teachers to help students learn. It included games, videos, and projects. There are many learning exercises for students, including games, debates, discussions, case studies, and concept mapping. Student examination and evaluation are methods used to measure student learning and performance. The goal is to help students improve their learning and make informed decisions about their education.



Figure 2. The website results

Besides academic activity, students or participants may also enrich the website for e-commerce in education. For example, a subscribed learning and teaching material.

## CONCLUSION

The workshop has been conducted successfully. It helps the participants to enhance their ICT literacy skills. They were able to develop their own website and apply it to entrepreneurship in education. The website helps them in the teaching and learning process at school: the website provides lesson plans, teaching and learning material, exercise, examination, and evaluation. Besides, students or participants may also enrich the website for e-commerce.

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