

Lessons From the Smart Investment Community: A SULAM Community-Based Learning Project in Malaysia

Ahmad Syahmi Ahmad Fadzil, Syamsyul Samsuddin, Nik Nur Shafika Mustafa,
Rohanizan Md Lazan, Nurul Haida Johan

Universiti Teknologi MARA, Malaysia

Abstract

Community-based learning (CBL) has become an integral part of educational methodologies globally. The recent introduction of SULAM (Service-Learning Malaysia-University for Society) has further incorporated CBL into teaching and learning pedagogies in Malaysia. This approach has proven effective in broadening the scope of learning, particularly when integrated within the local community. This research analyzed the descriptive feedback received from the community members engaged in the SULAM CBL project on stock trading simulation project known as “Smart Investment Community”. Underpinned by the Kirkpatrick’s Four-Level Model, this research assessed the; (1) community’s reactions and learning, (2) community’s learning, (3) community’s behaviour and (4) the results. A total of 94 participants were coached by 179 bachelor’s degree students in applied investment management. The students delivered five modules to the respective participants within three months. The findings show that the participants were on a positive outlook on the project, although there was a poor response that potentially posited a loophole in CBL. This research provides more insight to the study of community-based learning on SULAM derived from High-Impact Educational Practices. Furthermore, it is suggested by this research that a foundational system of regulatory guidelines must be implemented across the program. This would serve to establish checks and balances, enhancing both student adherence to the program and community engagement.

Keywords: Applied Investment Management, Community-based Learning, Stock Trading, SULAM, Malaysia