TAWARAN HARGA

SEBUTHARGA BIL. 19/2021:

PERKHIDMATAN MENGURUSKAN SCORE REVITALIZATION AND FUNCTIONALITY IMPROVEMENT (PROJEK PENINGKATAN PENARAFAN SCORE 2.0)

NO.	BUTIRAN SKOP PERKHIDMATAN	TANDAKAN (✓ ATAU X) BAGI SKOP KERJA DIPERSETUJUI	TAWARAN HARGA (RM)
1.	**ENHANCEMENT OF SCORE QUESTIONS AND DEVELOPMENT OF BEHAVIOURAL ASSESSMENT (PSYCHOMETRIC MEASURES) FOR MSME** 1.1 Objectives • To revise the existing SCORE questions so that valid and reliable scores can be produced • To review and produce SCORE questions that are suitable to be used for different types of industries and type of SME. • To conduct training on usability of the enhanced SCORE questions to SCORE Strategic Partners • To produce a psychometric instrument to measure psychological predictors of compliance using advance latent trait theory as pre-risk assessment measures. **1.2 Target Audiences** 1.2.1 MSMEs Local Companies/Entrepreneurs • Owners of SMEs • Microenterprise & Start-ups • Top & Middle Management of SMEs • Entrepreneurs 1.2.2 Strategic Partners of SCORE program with SME Corporation Malaysia	☐ ☐ ☐ ☐ ☐ ☐	_____ _____ _____ _____ _____ _____

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2.	**Enhancement of existing SCORE questions** To review and evaluate SCORE questionnaires which covers 15 parameters as shown below: • Business Performance • Financial Capability • Operation / Customer Management • Stock Inventory Management • Marketing Capability • Compliance to Requirement • Management Capability • Technical Capability • Project Management • Procurement Management • Best Practices • Innovation • Talent Development • Quality System • Production Capability	☐	_____
	Following are the scopes of work: 2.1 Review the existing SCORE's assessments based on current business needs e.g. current policies, technology foresight, environmental concern and integrity	☐	_____
	2.2 Review the SCORE assessment in terms of the following criteria: - content validity; - construct validity - context validity; and - language clarity and accuracy.	☐	_____
	2.3 Prepare and Translation of SCORE questionnaires into dual languages (Bahasa Malaysia & English). This includes performing a language validation via measurement equivalence analysis.	☐	_____
	2.4 Carry out a role analysis survey for content validation.	☐	_____

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	2.5 Perform content and context validity analyses to obtain the following for each type of industry (model) and MSME: - Content validity ratio; - Descriptive measures.	☐	_____
	2.6 Review and revise the SCORE questions based on feedbacks from 2.3, 2.4 and 2.5 above. Each question will be identified as good as is, to be revised or to be removed.	☐	_____
	2.7 Develop universal scoring algorithms that are benchmarked against different types of MSME category and models (industries)	☐	_____
3.	**Administer the revised SCORE questions to representatives of different types of industries and MSME category** To administer the revised SCORE questions to at least 150-200 MSMEs representing 6 major industries namely: • Manufacturing and services related to Manufacturing • Services (Retail & Distributive Trade) • Professional Services (Accounting firm, Legal firm, Architect, Education, Business Consultancy, Properties Management, Medical Services etc.) • Construction, Construction related services • Maintenance, Repairs and Overhaul (MRO) • ICT Following are the scopes:	☐	_____
	3.1 Identify at least 150-200 MSMEs from various industries to respond to the revised SCORE questions. Appropriate sampling to ensure participants represent all 6 industries as listed above and from different types of SME categories such as micro, small and medium.	☐	_____

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	3.2 Administer the revised SCORE questions to the identified SMEs via SCORE's assessment platforms.	☐	_____
	3.3 Gather face validity evidence from participating MSMEs within the required timeframe.	☐	_____
	3.4 Carry out a role analysis survey with the assistance from SME Corp. Malaysia state offices	☐	_____
	3.5 Obtain content and context validity evidence from activity 3.4: - Content validity ratio; - Descriptive measures.	☐	_____
4.	**Revise questions & parameters based on SME feedbacks** To revise questions and parameters based on MSME feedbacks. 4.1 Perform item and test analysis using Partial Credit Model (Item Response Theory) to identify the following: - Boundary location parameters for each item - Item slope - Item parameters estimate such as item difficulty - Differential item functioning analysis - Options analysis - Reliability and consistency analysis	☐	_____
	4.2 Prepare an item and test analysis report which will outline the quality of the SCORE questions which include item parameter estimates such as item discrimination, item difficulty and boundary location. The report will also provide validity evidence as well as reliability index for the overall test and for each question.	☐	_____
	4.3 Based on the analysis, common and unique SCORE questions will be identified for the different models and MSME category.	☐	_____

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	4.4 Facilitation of SCORE item revision and replacement. Bad questions will be removed, or revised, and good questions will be kept.	☐	_____
	4.5 Finalisation of questions for final SCORE set.	☐	_____
5.	**Develop SCORE questions (MCORE) that fit all industries including micro enterprise and start-up** To develop SCORE questions that can fit all industries including micro enterprise and start-up companies Following are the scope of work:		
	5.1 Review the content, context, and construct evidence for the different industries.	☐	_____
	5.2 Identification of common and unique SCORE questions across all industries.	☐	_____
	5.3 Develop intelligent scoring algorithms which include the following: - parameter weightage - raw-to-scaled scores conversion table to allow standardization and valid comparisons across industries.	☐	_____
	5.4 Prepare user guide and test manual for enhanced SCORE.	☐	_____
6.	**Provide training programmes to SCORE Strategic Partners** To provide training programmes to SCORE Strategic Partners Following are the scope of work:		
	6.1 Prepare training materials/modules which include the following:	☐	_____

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	- Parameter definitions - Scoring calculation - Score interpretation		
	6.2 Coordinate and arrange the training programmes to the identified SCORE Strategic Partners with assistance from SME Corp. Malaysia	☐	_____
	6.3 Conduct a physical or online training to the identified SCORE Strategic Partners	☐	_____
	6.4 Prepare a project report to be submitted to SME Corp. Malaysia	☐	_____
7.	**Development of Behavioral Competencies Predicting Compliance for MSME (pre-risk assessment Measures)** To develop an instrument to measure psychological profile of MSMEs which will provide information on their tendencies to comply with rules/regulations of SME Corp. The following are the work scopes: 7.1 Create test purpose, objectives, and outcomes 7.2 Develop a conceptual framework for assessing an individual tendency to comply with rules/regulations. Among psychological traits proposed to be assessed are: 1. Rule following 2. Moral Competence 3. Integrity 4. Trustworthiness 5. Honesty 6. Emotional Agility 7. Achievement Orientation 8. Commitment 9. Digital Thinking 10. Finance Personality	☐ ☐	_____ _____

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	7.3 Write questions and score interpretations in English and Bahasa Melayu	☐	_____
	7.4 Set performance cut-scores via standard setting procedure	☐	_____
	7.5 Develop scoring algorithms	☐	_____
	7.6 Design individual profile report	☐	_____
	7.7 Perform language validation and editorial review of questions and score interpretations	☐	_____
	7.8 Carry out a pilot data collection to at least 100 MSMEs.	☐	_____
	7.9 Analyze data using a polytomous Item Response Theory (IRT) model. Item quality will be assessed based on item parameter estimates.	☐	_____
	7.10 Prepare an item and test analysis report which contains item and test quality information such as item discrimination and item difficulty estimates. Validity evidence and reliability of the overall test and item will also be provided.	☐	_____
	7.11 Questions will be revised based on analysis from 7.9. Non-performing or bad questions will be removed, or revised, and good questions will be kept in the final form.	☐	_____
	7.12 Prepare a test manual.	☐	_____
8.	**Project Management** Manage the project from beginning to end to ensure timely project delivery (3 months project timeframe from November 2021 – January 2022).	☐	_____
	To follow strictly on Non-Disclosure Agreement (NDA) and PDPA Act on data protection.	☐	_____

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9.	**HAL-HAL LUAR JANGKA (KOS KONTIGENSI)** Petender bertanggungjawab untuk memastikan bahawa Petender berkemampuan melaksanakan perubahan / pindaan yang berkaitan dengan skop kerja berdasarkan arahan SME Corp. Malaysia dari semasa ke semasa. **(sila nyatakan satu jumlah harga yang bersesuaian bagi item ini mengikut <u>anggaran Petender</u> tetapi <u>tidak melebihi 10 peratus</u> daripada jumlah keseluruhan tawaran harga)**	☐	_____
	JUMLAH TANPA CUKAI		
	CUKAI JUALAN / PERKHIDMATAN (SST)		
	JUMLAH KESELURUHAN		

* sila nyatakan di ruangan ini untuk maklumat lanjut / tambahan berkaitan tawaran yang dikemukakan atau kemukakan kertas cadangan tambahan jika ruang tidak mencukupi

Saya / Kami memperakui maklumat yang diberikan adalah benar dan bersetuju menyediakan perkhidmatan dinyatakan selaras dengan terma & syarat dalam dokumen Sebutharga Bil. 19/2021.

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Nama :

Jawatan :

Tarikh :

Cop Syarikat :