THE APPLICATION OF COOPERATIVE LEARNING STRATEGIES ON ENTREPRENEURSHIP COURSE DELIVERED IN UNIVERSITY OF CIPUTRA

'Tina Melinda, 'Meidiahna Kusuma

Department of International Business Management, University of Ciputra
'tina.melinda@ciputra.ac.id, 'meidiahna@ciputra.ac.id

ABSTRACT. Learning process is defined as a process of obtaining new information and knowledge. As an educator, one should be able to determine the right teaching strategy hence students can achieve their learning objective effectively and efficiently. Therefore, an educator needs to consider students’ interests, condition and studying styles in defining students’ learning objectives in preparing the teaching material. One of the interactive approaches is through cooperative learning strategy in which students are divided into groups and are expected to discover and solve problems given in the group discussion. Given the aforementioned arguments, this study will examine students’ acceptance toward the implementation of cooperative learning strategy that consists of five elements: (1) positive dependency among members in a group; (2) individual responsibility; (3) face-to-face interaction; (4) communication between members and (5) peer evaluation on group works. This study is conducted in University of Ciputra that aims to create world class entrepreneurs and thus is focusing on Entrepreneurship course since this course supports the university’s goal and gives a chance for students from various disciplines to learn and work together. As the samples of this study are 48 students from batch 2007 from 6 different programs; i.e. International Business Management, Tourism Hotel Management, Information Technology, Visual Communication Design, Interior Design and Psychology; taking the Entrepreneurship 4 course. The result shows that the students perceive the application of cooperative learning strategy positively. They feel the benefit of cooperative learning strategy that requires them to learn and work closely with members in a group from different education backgrounds. And thus, it can be concluded that the application of cooperative learning strategy can help students from different disciplines to equally absorb the entrepreneurial knowledge as well as be motivated in achieving their learning objective.

Keywords: learning strategy, cooperative learning strategy, entrepreneurship education

INTRODUCTION

Learning process is defined as a process of obtaining new information and knowledge. To succeed in delivering the information and knowledge to the students, a good educator needs to apply the right teaching strategy in which the application depends on the teaching objective, the teaching materials, as well as students’ learning style, interest and expectation toward the course. There is no exact teaching strategy that can achieve the entire learning objectives and simultaneously fit with every possible condition (Killen, 1998). Therefore, educator is suggested to be able to apply various teaching strategies and make rational decisions in choosing the right one.

There are various teaching strategies which can be applied by educators, in which one among all is cooperative learning strategy. In University of Ciputra, this strategy is applied by educators in delivering the Entrepreneurship course, a required course designed at the university level for all students despite of their study program. This course is being offered as a way to achieve the university’s goal that is creating world class entrepreneurs. As such, this study aims to analyze students’ perception toward the application of cooperative learning strategy on the learning process of Entrepreneurship course. It is expected that students’ acceptance toward the teaching strategy is positively correlated with the achievement of class objective.

LITERATURE REVIEW

Academically, strategy is defined as a set of activities designed to achieve a specific teaching/learning objectives (David, 1976 on Sanjaya, 2006). In this twenty-first century, the implementation of existing teaching strategies should be reviewed by all related parties. It is because the challenge that will be