ABSTRACT

LEARNING ANALYSIS OF SEVEN CHARACTER OF ENTREPRENEUR IN CORPORATE ENTREPRENEURSHIP GUILD CIPUTRA UNIVERSITY

Ciputra University is a private educational institution established in 2006. Based on entrepreneurship curriculum for all students. At Ciputra University, there are seven entrepreneur characters called as seven spirit of entrepreneur. The characters consist of passion, persistent, independent, opportunity creation, creativity and innovation, calculated risk taking and high ethical standards. In addition to developing a managed business, Ciputra University also provides a curriculum for students who really want to become a professional in a company commonly referred to as corporate entrepreneurs. The curriculum of corporate entrepreneurship is in the fourth semester. Learning undertaken by students during semester four is ikigai, arrange a dream job, determine dream company, undergo hack a ton, and designing career pyramid. Learning in every subject at Ciputra University cannot be separated from seven spirit of entrepreneur. The problem that arises when people hear corporate entrepreneurship is the question of whether entrepreneurial character learning has been embedded even to the guild of corporate entrepreneurship. This research was conducted qualitatively with semi structured interview method to seven students. Researchers use member check as a method for data validity in this study. The result of this research shows that the character of passion, persistence, independent, creativity and innovation, high ethical standard and calculated risk taking are six spirit that formed on corporate entrepreneurship student. The character of opportunity creation is less formed in the self of corporate entrepreneur student.

Key words: corporate entrepreneur, intrapreneur, entrepreneurship