Attribute in Designing Entrepreneurial Learning Model in Higher Education

Charly Hongdiyanto
School of Management and Business, Ciputra University, Surabaya, Indonesia
Email: charly@ciputra.ac.id

DOI: 10.6007/IJARBSS/v7-i12/3751 URL: http://dx.doi.org/10.6007/IJARBSS/v7-i12/3751

Abstract
One way to increase the number of entrepreneurs in a country is by providing information and training to the younger generation with the knowledge and understanding of entrepreneurship. University is an effective medium to convey it to students through the curriculum and lessons given. There are many universities in Indonesia, especially in Surabaya that offer entrepreneurship based programs to their students, but not necessarily give birth to quality entrepreneurs. Many factors influence the method on how the material is delivered to students, including the model used. This study aims to explore important attributes in entrepreneurship learning model. This research uses descriptive qualitative method. Purposive sampling is used to determine the respondents interviewed by using semi-structure interview questions. 10 students of Ciputra University became respondents in this study. As the result, there are 4 important attributes obtained by the author in the learning process of entrepreneurship in college, namely; personal, social, support and organization.

Keywords: Entrepreneur, Learning Model, Attribute, Higher Education

Introduction
Education is one of the ways to educate and train a person to be smarter in a certain field, develop capabilities, skills, attitudes and personality, depending on what is learned and what is the focus chosen (Ekpiken and Ukpabio, 2015). This means that for someone to be an entrepreneur or have the ability and skills to become an entrepreneur then it needs an entrepreneurship education. In other words, entrepreneurship education is one of the ways to create new entrepreneurs that will later help improve the economy of a country, especially to fix the poverty problems experienced by most countries, mainly in poor and developing countries (Packham, 2010). This problem is getting bigger because university graduates who are expected to be able to become independent person, including independence to look for work, have been confused on what to do after graduation.

From these problems, it can be seen that the education system in universities has not been able to create independent graduates to create their own jobs and still dependent on the availability of employment provided by companies and government (Hongdiyanto, 2017). Therefore, proper entrepreneurship education and applied by using a suitable curriculum if it’s actually being implemented in universities will produce independent graduates in creating jobs.