BUSINESS AND ACCOUNTING ASPECTS
MENTORING INSIGHT BETWEEN STUDENTS AND
MENTORS IN ENTREPRENEURSHIP CONTEXT

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Abstract: The research aims to explore mentor and mentee’s insights toward business and accounting teaching and learning model in entrepreneurship context which able to create a creative business. The research subject is business and accounting teaching and learning model in Universitas Ciputra’s Management Study Program, which is applied to project based and using mentoring approach. Informants are facilitators and students who are building start-up businesses. The research uses a qualitative method and case study approach. Results show that Students gain positive insight into business and accounting teaching and learning method that is applied, Facilitators applied the creative method to reach the optimal teaching and learning result, and engagement pattern in form of mentoring is agreed by both parties. These research results are wished to be used for higher education who is working on their entrepreneurship teaching and learning pattern aiming for creating creative businesses.

Keywords: Business and Accounting in Entrepreneurship Education Context, Creativity, Mentoring, Creative Business.

New venture creation created by entrepreneurs are seen as a useful instrument in accelerating macroeconomic growth Audretsch and Fritsch, 2002; Reynolds, Storey, and Westhead(1994). Given the fact, some countries including Indonesia is trying to develop a system to push new entrepreneur’s birth. One of the other ways which can be used is entrepreneurship education. Regarding the subject, Indonesian government specifically has been trying to increase entrepreneur’s growth through Instruksi Presiden No 4 in 1995, 30 June 1995 known as National Movements in Entrepreneurship Socialisation and Empowerment, which encourages Indonesian people and citizens to develop entrepreneurship programs which are aligned with PP No. 17 in 2010 regarding entrepreneurship education in higher education in order to create critical, creative, innovative, and independent, self-confident, entrepreneurial people.

The utmost entrepreneurship importance is also translated by National Education Department through Higher Education Directorate (DIKTI) since 2001 by developing Student Creativity Entrepreneurship Program (PKMK) which aims to develop the entrepreneurial culture within students and their peers DIKTI (2006). Creativity often times