PERSEPSI MAHASISWA TERHADAP PELAKSANAAN MATA KULIAH KEWIRAUSAHAAN DI UNIVERSITAS CIPUTRA

Charly Hongdiyanto
International Business Management, Universitas Ciputra
charly@ciputra.ac.id

Abstrak – Unemployment is still and has been a major problem in Indonesia. Ironically, numbers of unemployment not only came from uneducated workforce. College graduates whom definitely educated workforce also contributed in the level of unemployment. It means, assumption that education supposed to help and benefit the graduates to have a proper job is no longer true, due to the limited job offers. Dealing with this reality, the mentality in becoming a job seeker of college graduates should change into a job creator. Education institution can a part of this new paradigm by giving its students adequate knowledge and experience to be a job creator.

Being a newcomer, Ciputra University that established in 2006 by Indonesian entrepreneur Dr. Ir. Ciputra, chairman of Ciputra Group already known as an entrepreneurial university. Ciputra University focuses all the academic activities to develop entrepreneurial spirits. By doing this, Ciputra University requires its graduates to possess knowledge and skills in understanding real business practice from entrepreneurial point of view. The primary purpose of the study was to reveal the perception of students enrolled in International Business Management department at Ciputra University regarding their experiences with the entrepreneurial program.

The qualitative approach was employed in this study and the data were collected using in-depth interview with four students who voluntarily become the respondents. They all agreed that skills, knowledge and practice in becoming an entrepreneur are very important to prepare them entering the real marketplace and Ciputra University provides this experience satisfactorily within its entrepreneurial program.

Keywords: unemployment, entrepreneur, entrepreneurial spirits