

## The Process of Entrepreneurship Learning on Innovative Venture Creation at University of Ciputra, Surabaya\*

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### Abstract

The purpose of this paper is to know innovation learning result of Entrepreneurship 4: Innovation Venture Creation through Business Model Canvas. Five learning sequences within entrepreneurship 4, searching opportunity, generated solution ideas, market testing, business model analysis; and implementation and evaluation of students' innovative venture in products or services or/and innovative business model. As an action research, this paper has been created based on case study of 407 students in multidisciplinary. This paper will focus on continuous learning process in order to create an innovative venture. The result of this learning process is 97 real business units that divided into five categories: food and beverage, fashion, IT and graphic design, interior and animal. The final result is 9% of the business units managed to reach break-even point within 6 weeks, while 59% of the total business unit had gained financial profit.

**Keywords:** Entrepreneurial Education, Innovative Venture Creation, Design thinking, Business Models, Selling Ideas and Prototype.