Developing Technology Entrepreneurship Subjects: A Four-Year Evaluation

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Abstract—The growth in the number of technology-based start-ups in Indonesia has increased significantly compared to last decade. One of the key factors in increasing the number of technology-based entrepreneurs is a carefully designed education system based on the dominant factors influencing one's success to be a technology-based entrepreneur. The Information Technology (IT) sector has been long recognized as the main topic of discussion. A SWOT analysis of four-year evaluation result along with SWOT strategies are exhibited as the main topic of discussion.

Index Terms—Curriculum, project based learning, SWOT, technology entrepreneurship.

I. INTRODUCTION

Entrepreneurial activity can help reduce poverty is not a new thing, and reflects the assumption that entrepreneurial activity related to economic growth (Schumpeter as cited in Alvarez & Barney) [1]. This last decade, interest in entrepreneurship provides a mechanism to reduce the level of poverty that occurs across countries [2]. Hence, in order to be a prosperous nation, entrepreneurship is very important and one of the major determining factors in the increase in the number of entrepreneurs is well designed education system through proper analysis of the strengths, weaknesses, opportunities and challenges faced by educational institutions in Indonesia.

In order to promote entrepreneurial activity, many universities have invested substantially in entrepreneurship education. This has led to a scientific interest in the outcome of the effort. Most studies have found a positive effect of entrepreneurship education on entrepreneurial intentions [3]. Ciputra University (UC) is the first university in Indonesia with entrepreneurship theme. Founded in 2006, UC is the passion and dreams of its founder, Dr. Ir. Ciputra who wants to share his entrepreneurial spirit to Indonesian. He believe that modern entrepreneurs are those who have balanced soft and technical skills, as well as intuition, entrepreneurial spirit, and proper education. Entrepreneurship without modern concept of education will not last long. He aspires to nurture the spirit of entrepreneurship as early as possible and in conjunction with Ciputra School network, UC is built to achieve this goal. UC goals are to create future better nation by educating true entrepreneur with faculty supported by a combination of the Entrepreneurs in Residence, Professionals, Academics and Researchers. Ciputra University applies the principles of Entrepreneurship education on every course where the educational process focuses to nurture graduates with competencies as an entrepreneur in accordance with the expertise of each study course.

School of Entrepreneurship and Humanities (SEH) is a special school at Ciputra University who do not have any courses, but opening enrollment to all students at the Ciputra University. SEH, in addition also responsible for providing general courses or also known as Liberal Arts, cross-disciplinary with all courses at Ciputra University. Since 2013, there are compulsory Entrepreneurship subjects need to enroll by students regardless their courses are (1) E1: The Groundbreaker, (2) E2: The Business Model Creator, (3) E3: The Executor, (4) E4: The Innovator, (5) E5: The Global Player. Description of the entrepreneurship subjects are listed in Table I below.

Furthermore, in semesters 4 and 5, students can choose entrepreneurship in accordance with the specific study guilds. Study guilds are industry-specific class such as (1) Corporate Entrepreneurship, (2) Family Business, (3) Fashion, (4) Interior Architecture, Construction and Engineering (INACE), (5) Marketing and Visual Communication (MVC), (6) Personal and Professional Development and Service (PPDS), (7) Social Entrepreneurship, (8) Technology, (9) Tourism Hospitality and Culinary (TTHC), and (10) Trading. Study guilds in practice not only represents entrepreneurship classes but also forms communities, networks, research group, and center of excellence[4].

In addition to organizing public lectures above, SEH also held a variety of training to strengthen entrepreneurship knowledge and skills from various fields such as public speaking, negotiation, business data analysis, etc.

Informatics Engineering Department at Ciputra University is one of the excellent courses at the Ciputra University, which has two courses, namely Information and Multimedia Technology (IMT) and Management Information Systems (MIS). Unlike Informatics Engineering Program at other universities which focus on teaching technical aspects, in Informatics Engineering Program at Ciputra University students will be equipped with entrepreneurship programs so that when they graduate, most of students are ready to run their technology based new venture. It was constructed in accordance with the vision of the University founder.