Is Accounting Active Learning Important?

a phenomenology study at an entrepreneurial university

Maria Assumpta Evi Marlina
Management and Business Faculty
Ciputra University
Surabaya, Indonesia
emarlina@ciputra.ac.id

Maichal
Management and Business Faculty
Ciputra University
Surabaya, Indonesia
maichal@ciputra.ac.id

Abstract—Entrepreneurship education is educational program that uses several approaches to provide knowledge, skills, and motivation to students to achieve success in entrepreneurial activities. Entrepreneurial learning is one of the learning methods that can be implemented in entrepreneurship education. Implementation of entrepreneurial learning in Accounting Department Ciputra University called Accounting Active Learning (AAL). The purpose of this study is to explore in depth about the impact of AAL method from students perspectives on their learning outcomes. This research uses qualitative method with phenomenology study approach. The results show that AAL is able to provide a real picture to students to understand the concept of theory. In addition, based on their experiences, students become more sensitive in looking at opportunities and risks in a business. The success in the implementation of AAL is not only determined by lecturer (mentor) or campus environment, but also determined by student motivation and support from parent.

Keywords—entrepreneurship education, entrepreneurial learning, accounting active learning