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The Multiple Roles of Lecturer in Entrepreneurial Project Subject in International Business Management

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Abstract

The aim of this paper is to explain the roles of lecturers in International Business Management (IBM) of Universitas Ciputra, particularly in a core subject called Entrepreneurial Project. Whereas the old paradigm suggests that the role of lecturers is limited to knowledge transfer to students by teaching certain subject in the classroom, this role can be extended to other roles in IBM.

In Universitas Ciputra's IBM, a renown university in Indonesia which aims to create world class entrepreneurs, lecturers are known as entrepreneur enabler with several roles, including teacher and facilitator. Lecturer as a teacher has a responsibility to teach students the theoretical framework of related subjects of their expertise, inspire students and mediate the theory into practice. On the other hand, lecturer as facilitator has broader responsibilities, including making sure that students are capable of starting up and managing their businesses. In brief, a facilitator has three main roles; mentor, consultant, and instructor.

Keywords: Entrepreneurial Project subject; Facilitator; Mentor; Consultant; Instructor
