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## The Development of Effectuation-Based Entrepreneurship Learning Model to Increase the Ability of University Students in Running a Business

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### ABSTRACT

This study aims to develop an entrepreneurship-based learning model using effectuation approach to improve student's entrepreneurial skill in running a business through the following phases: (1) exploration of entrepreneurial learning model to find the philosophical basis and study fields in entrepreneurship science (2) discovery of the appropriate entrepreneurship learning model for new entrepreneurs by creating innovative and creative design in running a business (3) application of model by limited trial learning model and large-scaled trials. The research method used is qualitative study with the addition of: (1) documentation study, qualitative depth interviews, and focus group discussions to obtain data, and (2) Miles and Huberman model to analyze qualitative data. This research will use a limited trial on one class consisting of 40 students during one year to measure their ability to run a business before studying entrepreneurial learning effectuation model. This will then be compared to the students' ability to run a business after applying an effectuation-based approach model.

*Key Words: Entrepreneurship Learning; Effectuation Model; Development Model of Entrepreneurship Learning*