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Implementasi Pembelajaran *Entrepreneurship* Mahasiswa Berbasis *The 5E Learning Cycle Model*

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Abstract: *The 5E Learning Cycle Model is a method of project based learning. This means that students are not only given the theory but also the experience of implementing each stage of the 5E Learning Cycle Model. The model is based on cycle that includes: (1) engagement, (2) exploration, (3) identification, (4) ideation, (5) visualization and evaluation, and (6) execution and monitoring. Through this learning method successfully born the “startup” retail business of students. The “startup” retail business separates in commercial locations such as mall and food court. The “startup” retail business providing hands-on experience on how the process of setting up a retail business. Furthermore, knowledge and managerial skills of sales and marketing, operations, finance, and human resources were also transferred to the students successfully.*

Keywords: *The 5E Learning Cycle Model, entrepreneurship learning*

Abstrak: *The 5E Learning Cycle Model merupakan metode pembelajaran berbasis proyek. Artinya bahwa mahasiswa tidak hanya diberikan teori tetapi juga pengalaman menerapkan setiap tahap dari The 5E Learning Cycle Model berbasis siklus yang mencakup: (1) engagement; (2) exploration; (3) identification; (4) ideation; (5) visualization and evaluation; dan (6) execution and monitoring. Melalui metode pembelajaran ini berhasil dilahirkan “startup” bisnis ritel dari mahasiswa di tempat-tempat komersial yang ditunjuk (mal dan food court). Adanya “startup” bisnis ritel bermanfaat memberikan pengalaman hands-on mengenai bagaimana proses mendirikan bisnis ritel. Selanjutnya, pengetahuan dan berbagai keterampilan manajemen penjualan dan pemasaran, operasional, keuangan dan sumber daya manusia juga berhasil ditransfer kepada mahasiswa.*

Kata-kata kunci: *The 5E Learning Cycle Model, pembelajaran entrepreneurship*