

WHY STUDENT'S START-UP BUSINESS SUCCEED? AN EXPLORATION STUDY ON STUDENT'S START-UP BUSINESS

Wirawan ED Radianto¹, Eko Budi Santoso²

Universitas of Ciputra, Surabaya
INDONESIA

Emails: ¹wirawan@ciputra.ac.id, ²esantoso@ciputra.ac.id

ABSTRACT

Entrepreneurship education has grown rapidly. There are more university which are organizing entrepreneurship education as more people realize the importance role of entrepreneurs in Indonesia. One important aspect in the management of entrepreneurial education is to ensure that the education is effective. One of the systems to ensure that the goals of the organization is achieved by implementing Management Control Systems (MCS). Until now research on entrepreneurship education almost all only covers teaching methods and intensity entrepreneur, there were never been a study on the role of control systems in entrepreneurship education.

The purpose of this research is to explore aspects of success of student's start up business. In-depth interviews, observation, and documentation are used in this study. The results found that there are two major aspects considered important for students to see the success of that start- up business, they are interaction aspects and aspects of entrepreneurial character. We also present mapping model of student start-up business based on characters and interaction aspect.

Keyword: Start-up Business, Entrepreneurship Education, interaction, Entrepreneur character

INTRODUCTION

Entrepreneurship education has growing in Indonesia. There are still high levels of unemployment, the difficulty of finding jobs, and the emergence of new young entrepreneurs to make the public better understand the significance of entrepreneurship education is taught in school education. Since 2001 Departemen Pendidikan Nasional through Direktorat Pendidikan Tinggi (DIKTI) has realize the importance of entrepreneurship education. This can be seen from DIKTI program on Entrepreneurship Student Creativity Program (PKMK) which aims to develop entrepreneurship culture among students.

The implementation process of entrepreneurship education differs among educational institutions. This is understandable because each institution has its own characteristics in the