

IBK PROGRAM FOR CREATING STUDENT ENTREPRENEURS AT THE WIDYAGAMA UNIVERSITY

Wiwini Purnomowati¹, Ismini²

Widya Gama University
INDONESIA

E-mail: anisa_iwin@yahoo.com

ABSTRACT

Changing students' mindset from job seekers to be job creators when they are already at university is not easy. Many entrepreneurial programs at University have not been able to create new entrepreneurs significantly. One of program creating new entrepreneurs at Widyagama University is Ipteks bagi Kewirausahaan (IbK program).

Science and technology program for entrepreneurship (IbK) is a Dikti (Higher Education Directorate) program that aims to create student entrepreneurs. Higher Education formulate a program with a mission to produce new entrepreneurs from campus, through an integrated program with the creation of a method that left entirely to the organizers of IBK. Each university has the right to manage the IBK program involving a number of professors who are experienced entrepreneurs from various disciplines. IBK implement business management training for tenants and a number of other creative activities to generate new independent entrepreneur based science and technology.

IbK program at the Widyagama University implemented in the form of entrepreneurship training, internships in SMEs, business plan competition and facilitate student entrepreneurship. Training conducted to provide knowledge entrepreneurship, encouraging the growth of entrepreneurial motivation, improve understanding of management (organization, production, finance and marketing) and create a business plan. The facilitation of entrepreneurship students in the form of capital, mentoring and exhibition.

Keywords: Entrepreneurship, Internship, Business Plan

INTRODUCTION

The Need of Entrepreneurial Programs

Based on data from the Central Bureau of Statistics, up to February 2012 an Unemployment Rate (TPT) reached 6.32 percent to the total number of unemployed reached 7.6 million men. To TPT Diploma and Degree levels, respectively 7.5 percent and 6.95 percent of the unemployment rate. In this situation, unemployment problem will impact negatively to social stability. This condition is supported by fact that the most of university graduated are job seekers. It is happened because learning system in universities is focused on how to prepare the students graduate fast and get job, not to prepare them as job creator. So, it's very important for universities to motivate their students be young entrepreneurs. One effort to overcome and prevent unemployment

among the educated, is a need to prepare for entrepreneurial generation seriously since early age. It will create the young generation as job creators.

According to Ciputra (2008), there are three ideas to create entrepreneur. **First**, in the primary and secondary level there should be curriculums that teach about entrepreneurship. **Second**, entrepreneurs should be created and developed in the graduate level by implementing entrepreneurship education and entrepreneurship project such as IbK (Ipteks bagi Kewirausahaan) and PMW (Program Mahasiswa Wirausaha), where students acquire training (provisioning), apprenticeship, business planning, starting up business and business assistance.

From the formation side of the character of entrepreneurs, universities should create an atmosphere that can encourage independent attitude to the academic community. This can be achieved by: 1) developing and getting used to working in creative ideas and independent attitude to the students in the learning process (models emphasize exercise, independent tasks, problem solving, decision-making, taking opportunity, etc.), 2) inculcate honest attitudes and behaviors in communication and act in all development activities, education and learning as a foundation in building entrepreneurial mental on students, 3) Education Practitioners also need to share and give support on entrepreneurship mental education to the institutions related to the emerging field of business services in the community that really works and prepare policies to facilitate and serve the community. Educational practitioners are also important to liaise closely with the business in order to create a process of learning by doing.

Third, there should be national entrepreneurship training movements done by the government and people in order to teach a wider group of people. Nowadays, many government institutions have entrepreneurship program to create new entrepreneurs or empower SMEs. Program of DIKTI (Minister of National Education) is aimed to creating new entrepreneurs among the students. Program of other government institutions such as Minister of Cooperative and SMEs is aimed to empower Cooperative and SMEs. Program of Minister of Youth and Sport is creating young entrepreneurs. Besides the government institutions, private companies also have program for empowering SMEs through their CSR (Corporate Social Responsibility).

Changing students' mindset from job seekers to be job creators when they are already at university is not easy. Many entrepreneurial programs at University have not been able to create new entrepreneurs significantly. One of program creating new entrepreneurs at Widyagama University is Ipteks bagi Kewirausahaan (IbK program).

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Entrepreneurship Condition at the Widyagama University

Widyagama University has established the identity of toward scientific research and entrepreneurship university. There are three key words that need to be outlined. First word is toward. Towards shows the meaning of determination, dynamic and honest at the same time. University at this time is still not aware of the competence and quality as expected. Therefore, the Widyagama University determined to achieve that goal through relevant policies and programs that can be operated. Second word is Research. Research shows (determination): (i) the learning process at faculties of Widyagama University that never ceases to identify problems and seek the truth for the benefit of mankind, (ii) the achievement of the performance measure of research quality or competency universities in the international academic community, and (iii) the basis for an objective framework for the systematic formation and maturation (and competence) and the academic community of the University. Third word is entrepreneurship. Entrepreneurship University demonstrated ability in terms of: (i) high commitment academic of faculty to interact with the real world, face variety of problems and challenges, (ii) a broad-spectrum competence that puts the university can take part in various activities and field, and (iii) anticipated environmental strategic lead to globalization and advances in information technology. Three words indicate that Widyagama University is dedicated to improving and developing the quality of academic resources for the benefit of science and society.

Implementation research and entrepreneurship can not be mutually exclusive. Both work in synergy with each other (vertically and horizontally) enriching academic competence, as well as produce the variety and quality of the research or scientific work quality. Therefore, the implementation of scientific identity towards research and entrepreneurial university should be formulated and projected in programs oriented to the front.

As the implementation of research and entrepreneurial university, Centre for Entrepreneurship Development (P2K) was established on June 24, 2005 based on the Decree of the Rector of University Widyagama No. 11/ PTS.030.H1/Kep/VI/2005. Entrepreneurship Development Centre (P2K) is an agency under the rector that functions in the management of entrepreneurship programs at the Widyagama University. P2K draft planning and development, as well as coordinate activities that build on the basic concepts of science, technology and art from resources in the University. Sources of competence, ie laboratories, faculty, and supporting resources are managed to provide value-added knowledge and skills. Cultivation and Development of Entrepreneurship in addition accommodated in the curriculum as Course (2 credits) are also given in the form of Competence Entrepreneurship Program which is mandatory for students who are managed by the Centre for Entrepreneurship Development (Pusat Pengembangan Kewirausahaan/P2K). However P2K management system is not optimal due to the potential development of entrepreneurship has not synergize and available resources; pattern is not sustainable

entrepreneurial development (short term) and the lack of a new entrepreneurial incubation units. P2K performance since 2005 to 2010 to produce entrepreneurs still not up yet indicated the significance of the number of participants and the lack of a business plan competition entrepreneur generated number. Availability of information access facilities (internet) not fully utilized like to explore business opportunities / business, promotions and marketing. Several laboratories have untapped potential for the development of entrepreneurship such as agro-processing laboratories, engineering laboratories and computer labs. In addition, the faculty as educators as well as the most experienced entrepreneurs and practitioners have not been involved in the development of entrepreneurship optimally.

Pioneering fostering entrepreneurship began to appear in 2009 with the assistance obtained from the PMW Kopertis VII which produces 4 people who pioneered micro-scale entrepreneurs / small. Since that year the business plan competition from entrepreneurial start the program competencies tested to explore the potential student entrepreneurs and creative ideas though not maximized because of the general proposal is still not able to produce a business plan implementation. The development of PKM (Student Creativity Program) shows progress is being made with the achievements of 13 titles funded 19 titles in 2010 and funded in 2011 that demonstrated the ability to develop creative ideas and began to rise. Beginning in 2011 there were 5 groups of students got the opportunity to get funding sourced from P2KPN Assistance Program. In 2011, Entrepreneurship Development Centre (P2K) also got a grant for strengthening entrepreneurship center. In 2012 P2K got IBK program for the first year and also got PMW program in producing and marketing La Soya Plus. In 2013, P2K got IbK program for the second year and an integrated learning program work (Cooperative Academic Education Program/COOP) and a PKMK program. In 2014, P2K got IbK program for the third year and COOP program for the second year.

IbK is a Dikti (Higher Education Directorate) program for creating new entrepreneurs. Dikti formulate a program with a mission to produce new entrepreneurs from campus, through an integrated program with the creation of a method that left entirely to the organizers of IbK. Each university has the right to manage the IbK program involving a number of professors who are experienced entrepreneurs from various disciplines. IbK implement business management training for tenants and a number of other creative activities to generate new independent entrepreneur based science and technology.

PURPOSE OF THE PROGRAM

*** The purpose of the program IBK are :**

- a. Creating new independent entrepreneurs based on science and technology;
- b. Improving business management skills for an industrial society; and
- c. Creating a suitable entrepreneurial training method for students PKMK / other PKM / student who is starting a business / entrepreneurial alumnus.

IMPLEMENTATION METHOD

*** Recruitment Patterns**

- a. Recording the students who get the PKMK or other PKM program.
- b. Students/alumnus who starting a business can enroll for the IbK program.
- c. Selection of participants is done with the interview and test the entrepreneurial (fill in the questionnaire) to determine the extent of the interest and motivation of student.
- d. Selection of participants to obtain as many as 20 participants per year.

*** Method of approach**

- a. Education and entrepreneurial Training, including:
 - Knowledge of entrepreneurship to strengthen entrepreneurial motivation.
 - Creating a business plan.
 - Management (organization, production, finance, marketing)The materials will be provided by the speakers either by experienced lecturers in Science and technology and entrepreneurship as well as practitioners who have had business experience. Model of education and training in addition to theoretical also provide practice cases so that the participants are expected to understand the theory and practice.
- b. Internship at SME partners
This internship will provide practical experience for students. The materials studied are work culture, production technology, financial management and marketing, as well as product development and market strategy. After internship, students are required to make a report.
- c. Mentoring and coaching
At this stage of development is done in a variety of aspects related to business issues, ranging from strengthening the mental attitudes of entrepreneurs, mastery of production technology, financial management and marketing as well as access to additional capital in the search.
- d. Evaluation:
the material that is used to evaluate the success of coaching includes a commitment to follow the students in activities that can be represented on attendance, ability to match the quality of the expected production and marketing capabilities of products, development of business turnover.
- e. Financing:
For training, apprenticeship and production as well as the introduction of a product into the market covered executive team. When the good market response and capable of independent tenants will be given a loan (working capital).
- f. The problem solving
The problem solving through consultation and mentoring by field instructors and speakers. In the event of problems will be evaluated and resolved problems. During the training period, participants allowed to utilize the facilities provided by the IbK team according to the agreement that has been done.



Business plan presentation



Mentoring



Entrepreneurship training

RESULT

In 2014, the tenant IbK of Widyagama University include various types of business, such as in the fields of design and advertising, food, handicraft, organic vegetable farming, catfish farming, fattening sheep and goats, canaries cultivating, switching power supply and custom shoes. In implementing the program, the IbK team faces the challenge to change the mindset of students from job seekers into job creators. It need much time to instill and strengthen the entrepreneurial spirit. From 20 tenants of IbK, only 8 tenants whose business running smoothly. The students who do not have a strong entrepreneurial spirit, it would be easy to give up when the business does not run smoothly. Therefore coaching and mentoring are needed to support new entrepreneurs in solving their problem and keep motivating them.

SUMMARY

1. One effort to overcome and prevent unemployment among the educated, especially the students, is a need to prepare for entrepreneurial generation seriously since elementary school. It will create the young generation as job creators, not job seekers.
2. There are three ideas to create entrepreneur (Ciputra, 2008). *First*, in the primary and secondary level there should be curriculums that teach about entrepreneurship. *Second*, entrepreneurs should be created and developed in the graduate level by implementing entrepreneurship education and entrepreneurship project such as IbK (Ipteks bagi Kewirausahaan). *Third*, there should be national entrepreneurship training movements done by the government and people in order to teach a wider group.
3. IbK program at the Widyagama University implemented in the form of entrepreneurship training, internships in SMEs, business plan competition and revolving working capital . Training conducted to provide knowledge entrepreneurship, encouraging the growth of entrepreneurial motivation, improve understanding of management (organization, production, finance and marketing) and create a business plan.
4. In 2014, the tenant IbK of Widyagama University include various types of business, such as in the fields of design and advertising, food, handicraft, organic vegetable farming, catfish farming, fattening sheep and goats, canaries cultivating, switching power supply.

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