

Training on Improving Entrepreneurial Skills for Students of the Faculty of Economics and Business, Malikussaleh University

Miftahul Jannah¹, Agustinar¹, Nova Rianti. S¹, Agustinawati¹, Rauzi Ramazalena¹,
Muhammad Habibi¹, Ilham Syahyudi¹

¹Malikussaleh University, Bukit Indah Campus, Lhokseumawe 24351, Indonesia

Email: agustinar@unimal.ac.id (Corresponding Author)

Diajukan: 06-10-2024

Diterima: 22-11-2024

Diterbitkan: 30-12-2024

Article History

Received. : 06-10-2024

Revised. : 22-11-2024

Published: 30-12-2024

Keywords:

Entrepreneurship, Business
idea development, Business
plan.

Kata kunci:

Kewirausahaan,
Pengembangan ide bisnis,
Persiapan rencana bisnis.

ABSTRACT

This study aimed to measure the effectiveness of an entrepreneurship training program in improving the abilities of Business and Economics students at Malikussaleh University. The training, themed "From Idea to Action: Steps to Successful Entrepreneurship" which covered business idea development, business plan formulation, and marketing, was participated in by 65 students. A pre- test and post-test design with a questionnaire as the instrument was used as the research method. A significant increase in students' ability to design business ideas and develop business plans was shown after participating in the training. It was concluded in this study that a structured entrepreneurship training program could be one of the efforts to increase students' interest and ability in entrepreneurship.

ABSTRAK

Penelitian ini bertujuan untuk mengukur efektivitas program pelatihan kewirausahaan dalam meningkatkan kemampuan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Sebanyak 65 mahasiswa mengikuti pelatihan dengan tema "From idea to action: steps to successful entrepreneurship", dengan materi meliputi pengembangan ide bisnis, penyusunan business plan, dan pemasaran. Metode penelitian yang digunakan adalah pre-test dan post-test dengan instrumen berupa kuesioner. Hasil penelitian menunjukkan peningkatan yang signifikan dalam kemampuan siswa dalam merancang ide bisnis dan mengembangkan rencana bisnis setelah mengikuti pelatihan. Penelitian ini menyimpulkan bahwa program pelatihan kewirausahaan terstruktur dapat menjadi salah satu upaya untuk meningkatkan minat dan kemampuan kewirausahaan mahasiswa.

Copyright

© Malik Al-Shalih,
Miftahul Jannah, et.al.

This is an open-access
article under the CC-BY-
SA License.



Introduction

Entrepreneurship has become one of the main issues in the discussion of global economic development, including in Indonesia. In the context of economic development, entrepreneurship not only plays a role as a driver of the economy, but also as a solution to various social problems, such as unemployment and economic inequality. The ability to create new businesses, innovate, and create new jobs is becoming increasingly important in facing the challenges of the competitive globalization era. As one of the pillars in economic development, entrepreneurship has great potential to encourage inclusive and sustainable economic growth (Suryana, 2017).

In facing these demands, universities have a very strategic role in preparing competent human resources who are ready to compete in the business world. Higher education not only functions as an educational institution that produces skilled workers, but also as a vehicle to create innovative and highly competitive entrepreneurial candidates. One way to achieve this goal is through the implementation of entrepreneurship training programs that can equip students with the skills, knowledge, and attitudes necessary to start and manage a business (Kusnendi, 2015).

Malikussaleh University, as one of the universities in Aceh, has realized the importance of developing entrepreneurship among students. This campus continues to strive to encourage entrepreneurial interest and ability, especially among students of the Faculty of Economics and Business. The Faculty of Economics and Business, as one of the faculties that focuses on the development of economics and business, has great potential to produce creative and innovative young entrepreneurs. In an effort to support this, the entrepreneurship training program is one of the main strategies implemented by the university to improve students' entrepreneurial abilities (Suryadi & Murniati, 2019).

The entrepreneurship training program held at Malikussaleh University is expected to provide students with a deeper understanding of the business world, from how to design innovative business ideas to develop a mature business plan. In addition, the program also aims to equip students with the practical skills needed to run a business, such as financial management, marketing, as well as the ability to identify market opportunities. Thus, the program is expected to foster an entrepreneurial spirit among students and encourage them to start businesses after graduation (Hisrich, Peters, & Shepherd, 2021).

However, even though the entrepreneurship training program has been implemented, its effectiveness in improving students' entrepreneurial abilities still needs to be further evaluated. Several previous studies have shown that the success of entrepreneurship training programs is influenced by various factors, such as relevant curriculum design, effective learning methods, and support provided by educational institutions (Saed et al., 2015). In addition, the characteristics of the trainees, such as motivation and educational background, can also affect the success rate of the program.

Research conducted by Hisrich, Peters, and Shepherd (2021) states that one of the important factors in determining the success of an entrepreneurship training program is the quality of the curriculum taught. A well-designed curriculum must be able to accommodate the needs of trainees in facing the challenges of the business world. In addition, the learning method used also greatly determines the effectiveness of the program. Methods that are more interactive and based on real case studies, for example, can increase participants' understanding of the reality of the business world (Suryadi & Murniati, 2019).

In addition to curriculum factors and learning methods, support from universities also plays an equally important role in the success of entrepreneurship programs. This support can be in the form of providing adequate facilities, such as space for entrepreneurship, access to mentors or business networks, as well as assistance in terms of capital. Without adequate support from institutions, entrepreneurship training programs can run less effectively, even if participants have great potential (Rauch & Frese, 2007).

However, although entrepreneurship training programs in higher education are expected to have a positive impact on participants, the reality is that many students face various obstacles in starting a business. One of the main obstacles that students often face is limited capital. Many students have innovative business ideas,

However, it is difficult to find funding sources to realize the idea. In addition, the lack of experience in managing a business is also a major obstacle. Many students do not have practical experience in the business world, which results in difficulties in making the right business decisions (Rauch & Frese, 2007).

Research conducted by Rauch and Frese (2007) also shows that the lack of networks and connections in the business world is one of the big challenges for novice entrepreneurs. A strong network can help an entrepreneur to get relevant information, as well as better business opportunities. Therefore, one of the main focuses of entrepreneurship training programs is to introduce

students to the importance of building business networks and connections that can support their business continuity in the future (Saeed et al., 2015).

Based on the background of these problems, this study aims to measure the effectiveness of the entrepreneurship training program held at the Faculty of Economics and Business, Malikussaleh University. The main focus of this research is to evaluate the extent to which the program can improve students' ability to design innovative business ideas and develop a well-thought-out business plan. This study also aims to identify the factors that affect the success or failure of the entrepreneurship training programs that have been implemented (Hisrich, Peters, & Shepherd, 2021).

The evaluation of the entrepreneurship training program is expected to provide deeper insights into the aspects that need to be improved or improved, both in terms of curriculum, learning methods, and support provided by the institution. Thus, the results of this study can make a significant contribution to the development of more effective entrepreneurship training programs in the future, not only at Malikussaleh University, but also in other universities (Kurniawan & Setyawan, 2018).

In addition, the results of this research are expected to provide practical benefits for students of the Faculty of Economics and Business, especially in terms of improving their entrepreneurial skills. By having better entrepreneurial skills, students are expected not only to become job seekers, but also to be able to create jobs for themselves and for others. This will certainly have a positive impact on the regional economy and the country as a whole (Wibowo, 2016).

Overall, this study aims to provide a clear picture of the extent to which the entrepreneurship training program at the Faculty of Economics and Business, Malikussaleh University can contribute to improving students' entrepreneurial competence. By identifying the factors that affect the success of the program, it is hoped that solutions can be found to optimize more effective entrepreneurship training, so as to be able to give birth to young entrepreneurs who are innovative and ready to compete in the global market (Suryana, 2017).

Implementation method

The research method used in the community service activity "Entrepreneurship Skill Improvement Training for Students of the Faculty of

Economics and Business, Maliikussaleh University" consists of several stages as follows:

1. Preparation for Training/Workshop Implementation

The workshop preparation stage includes thorough planning that involves setting goals, selecting topics, and preparing materials that are relevant to the needs of the participants. The committee is responsible for regulating technical aspects, such as space selection, procurement of presentation aids, and the participant registration process. In addition, the committee must also ensure the availability and suitability of materials from competent resource persons and facilitators. All of these preparations aim to ensure that the implementation of the workshop runs smoothly and can achieve the goals that have been set, namely providing an understanding and applicable entrepreneurial skills to the participants.

2. Workshop Implementation

In the implementation stage, the workshop begins with a pretest session to measure participants' initial knowledge of entrepreneurship, which will give an overview of their understanding before participating in the next sessions. The workshop continued with an introduction to entrepreneurship session, where participants were given a basic understanding of entrepreneurship and the challenges faced by entrepreneurs. After that, participants enter a business idea development session, where participants are guided to generate creative and innovative business ideas, with guidance from the facilitator. Next, the core session is the preparation of a business plan, where participants learn how to prepare a business plan using the Business Model Canvas (BMC) tools. The workshop was closed with a posttest session to measure participants' understanding after participating in the workshop, as well as the awarding of certificates as a form of appreciation for their participation. The closing of the workshop also included a reflection and motivation session to continue developing their business ideas.

3. Workshop Evaluation and Feedback

After the training is completed, an evaluation is carried out to assess the effectiveness of the activity, including the material delivered, teaching methods, and interactions between facilitators and participants. Participants were asked to fill out an evaluation questionnaire, which provided insight into their experiences during the workshop and feedback on the quality of the event. The results of this evaluation are used by the committee to identify areas that need to be improved and make recommendations to improve the quality of the workshop in the future, so that future entrepreneurial activities can be more effective and beneficial for participants.

4. Reporting Workshop Results

The reporting of results is the final stage that aims to document all workshop activities, including the achievement of goals, the material presented, and the results of participant evaluation. This report is then presented to the university management as a form of accountability and to provide input for the development of similar activities in the future.

Results and Discussion

The entrepreneurship workshop which was held on October 24, 2024 in the Hall of the Faculty of Economics and Business (FEB) of Malikussaleh University (Unimal) was attended by 65 participants from various departments at the Faculty of Economics and Business. The main purpose of this workshop is to increase students' knowledge about entrepreneurship and provide practical skills in designing and developing business plans. The invited speakers are a successful entrepreneur who has been running an F&B business since 2019. Through this hands-on experience, the speakers provided insight into the challenges and strategies applied in the real business world.

In the pretest session, participants filled out a quiz that aimed to measure their initial knowledge of entrepreneurship. The results of the pretest showed that most of the participants had limited basic knowledge about the concept of entrepreneurship, especially in terms of mature business planning. This shows that this workshop is very relevant to provide deeper insight into entrepreneurship to participants, the majority of whom do not have practical experience in preparing a business plan or starting a business.

During the workshop, the speakers started the session with an introduction to entrepreneurship, where participants were given an overview of the importance of entrepreneurship in the economy and the challenges that are commonly faced by entrepreneurs, both in the small and large business sectors. The speakers shared their personal experience in managing a warkop business since 2019, which illustrated how a simple business can develop with the right strategy and a good understanding of the market. The resource person also explained the importance of perseverance and planning in entrepreneurship, as well as how to adapt to the changing needs of the market.



Figure 1. Presentation of material by resource persons

The next session focused on the use of Business Model Canvas (BMC) as a tool to design and develop a business plan. In this session, participants are taught how to use BMC to identify and design key elements of a business, ranging from market segments, value propositions, distribution channels, relationships with customers, to key resources and cost structures. The resource person explained that BMC is a simple but effective tool to visualize all important aspects of business planning. Participants were given time to fill out their own BMC based on their chosen business idea, with guidance from a facilitator who helped participants understand each element of the canvas.



Figure 2. The speaker explained the elements in the Business Model Canvas

The business plan preparation session was focused on the application of BMC in designing a realistic and applicable business model. The facilitator directed participants to delve deeper into each part of BMC, such as market analysis, selection of needed resources, and appropriate marketing strategies. Participants were asked to design their BMC individually, so that they could clearly identify the factors that would determine the success of their venture. While most participants have already started to fill in every part of the BMC well, some still need more explanation on how to strategically connect those elements so that their business models can run effectively and efficiently.

At the end of the workshop, participants took a posttest to measure their increased understanding of the concept of entrepreneurship and business planning using BMC. The results of the posttest showed a significant improvement in the participants' knowledge, especially in terms of developing

a more structured business plan. Most participants reported that they now have a better understanding of how to develop a business plan that is applicable and relevant to market conditions. These results show that the workshop successfully provided practical knowledge that can be directly applied by participants in starting their businesses.

At the end of the event, participants were given a certificate as a form of appreciation for their participation in the workshop. The closing session was filled with reflections from speakers and facilitators on the importance of entrepreneurial skills and encouragement to continue developing their business ideas. The speakers motivated participants not only to stop at planning, but also to dare to start and manage their businesses by using tools such as BMC to make it easier to map and evaluate the business being run.



Figure 3. Presentation of certificates to participants

Overall, this workshop has succeeded in making a significant contribution to the development of entrepreneurial competence of students of the Faculty of Economics and Business, Malikussaleh University. The focus of the workshop on the use of Business Model Canvas in business planning proved to be very effective in providing participants with concrete and easy-to-understand tools to design their business models. Evaluations from participants showed that they felt more confident in planning and developing business ideas, as well as more prepared to implement the business plan they had created. Therefore, this kind of workshop is expected to continue to be carried

out and developed so that more and more students get benefits and practical skills to enter the world of entrepreneurship.

Conclusion

The entrepreneurship workshop held on October 24, 2024 at the Faculty of Economics and Business, Malikussaleh University succeeded in achieving its goal of improving students' entrepreneurial knowledge and skills, especially in terms of business planning using the Business Model Canvas (BMC). Involving 65 participants from various departments, this workshop provided a deeper understanding of the importance of careful business planning, as well as practical ways to develop business models that can be implemented in the real world. Experienced speakers as entrepreneurs provide very valuable direct insights, so that participants not only gain theory but also practical applications from real experience in running a business.

Overall, the evaluation results showed a significant improvement in participants' understanding of entrepreneurship, especially in using BMC to develop a more structured and applicable business plan. This workshop also succeeded in motivating students to be more confident in developing their business ideas. With these positive results, this kind of workshop can become a routine activity that needs to be further developed, in order to support students in preparing themselves to face the challenges of the entrepreneurial world and create business opportunities in the future.

Bibliography

- Hisrich, R. D., Pters, M. P., & Shepherd, D. A. (2021). *Kewirausahaan: Konsep, Metodologi, Alat, dan Aplikasi* (edisi ke-12). Pendidikan Pearson.
- Kusnendi, K. (2015). Pendidikan Kewirausahaan di Perguruan Tinggi: Membangun Karakter Wirausaha Muda. *Jurnal Pendidikan Ekonomi dan Bisnis*, 10(2), 145-157.
- Kurniawan, I., & Setyawan, E. (2018). Pengembangan Kewirausahaan di Perguruan Tinggi: Menumbuhkan Semangat Kewirausahaan di Kalangan Mahasiswa. *Jurnal Pendidikan dan Pembelajaran*, 11(2), 90-102.
- Rauch, A., & Frese, M. (2007). Let's Put the Person Back into Entrepreneurship Research: A Meta- Analysis of the Relationship Between Business Owners' Personality Traits, Business Creation, and Success. *European Journal of Work and Organizational Psychology*, 16(4), 353-385.
- Saeed, S., Yousafzai, S. Y., Engelen, A., & H. H. (2015). Peran dukungan universitas yang dirasakan dalam mengembangkan niat kewirausahaan.

Jurnal Usaha Bisnis, 30(1), 173-190.

Suryadi, D., & Murniati, M. (2019). Evaluasi Program Pendidikan Kewirausahaan di Perguruan Tinggi: Pengaruh Kurikulum dan Metode Pembelajaran terhadap Minat Kewirausahaan Mahasiswa. *Jurnal Ilmu Manajemen*, 7(3), 235-248.

Suryana, Y. (2017). *wirausahaan: Dari Teori ke Praktek*. Salemba Empat.

Wibowo, A. (2016). *Manajemen Sumber Daya Manusia untuk Perusahaan: Dari Teori ke Praktek*. Pers Rajawali.

Copyright Holder :

©Miftahul Jannah, et.al (2024).

First Publication Right :

© Malik Al-Shalih: Journal of Community Service

This article is under:

