

Entrepreneurship Program for Unimed Students

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Abstract—The Entrepreneurship Program by involving students and alumni as tenants become the basis for realizing the entrepreneurial potential and becoming a model of entrepreneurship development in Unimed through empowering the potential of its resources. This program is also a model of strengthening outside the campus as a model for strengthening entrepreneurship programs that are sustainable. In its implementation, science and technology are strengthened by providing basic entrepreneurship training and business plan preparation, product development practice training, apprenticeship in partner industry, mentoring and mentoring, Funding, coaching, and evaluation. Tenants also develop business plans for selection to get tenants who deserve priority in mentoring and apprenticeship. From this Entrepreneurship program, there were 5 independent entrepreneurial students.

Keywords—*entrepreneurship program, student*

I. INTRODUCTION

The world of entrepreneurship becomes an opportunity to develop the potential that is owned. Entrepreneurship itself is "creative business that is built on innovation to produce something new, has added value, provides benefits, creates a field and the results are useful for others [1]. Correspondingly, the entrepreneurship program at UNIMED can be grouped into three main activities, namely entrepreneurship education, entrepreneurship training and entrepreneurial practices that are implemented through entrepreneurship courses. In its implementation, entrepreneurship learning has not been supported by good learning tools (material content is still not uniform, syllabus and lesson plans are not standard), there are no adequate facilities and infrastructure to support entrepreneurial practices, learning is still limited to the concept of entrepreneurship (entrepreneurial understanding, entrepreneurial spirit etc.) which should have been introduced by knowledge based entrepreneurs or entrepreneurship based on the knowledge learned (study program), and not related to the business world

Entrepreneurship training has also been done frequently at UNIMED especially entrepreneurship training for students. The form of training is still limited to conceptual abilities such as business planning, bringing in business people as best practices. Entrepreneurship training has not been well designed so it is not effective for the achievement of the creation of entrepreneurial students based on the disciplines studied.

Entrepreneurial practices at UNIMED are carried out in several faculties. The Faculty of Economics has a Business Work Lecture program (KKU), in the Faculty of

Engineering, there are courses in Production Units and Business Practices. The MIPA Faculty has a patchouli oil refining business center from the U-UJI program, in the Faculty of Engineering through automotive workshops a business workshop and doors have been developed car, furniture industry & iron fence from mechanical engineering workshops. There is a fitness center and a Sportsmart Store at the Faculty of Sports Science. In several faculties and university levels, a business center has been developed as a place of entrepreneurship practice. While business units managed at the University level include printing and publishing businesses (UNIMED Press).

The student entrepreneurship program at UNIMED is also carried out by encouraging students to participate in the Entrepreneurship Student Creativity Program (PKMK) and other PKM. This coaching program is carried out by the Office of the Vice Chancellor for Student Affairs and Alumni. The training results are quite significant. In full the condition can be seen in Table 1.

Table 1. Data on PKM Development of UNIMED Students 2011 – 2015

Number of proposals	2011	2012	2013	2014	2015
Sent	146	147	94	68	284
Funded	25	8	11	9	15
Number of students involved	53	21	28	19	32

The observations of the last 2 years show that not many programs are sustainable. Entrepreneurial program activities die after the accountability of the report and the accountability of the activities is carried out. This shows that PKM activities as a forum for learning entrepreneurship have not been managed well.

Based on the situation analysis above, it is necessary to design an entrepreneurship coaching model. The program is designed through KDP activities at UNIMED based on current phenomena and conditions which show the rapid shift of industrial-information society towards knowledge society or creative society has made ideas, knowledge, intellectuality, creativity, and innovation needed as capital of human life, including ideas, knowledge, intellectuality, and creativity and innovation. Based on the data collected several student business programs which are divided into 4 business fields as follows: 1) the arts business field, 2)

accessories and crafts business fields, 3) culinary business fields, and 6) business fields on line (on line shop) some of whom were made tenants to PPK at UNIMED.

Tenants have high intellectual capital in the form of the ability to express ideas, creativity, innovation and even tenants have become consultants. Dance Workshop for example, the design that is designed is unique and has been tested by the market so that they can perform overseas. Similar to The Music Corner group, this service has very high bargaining because of the intellectual ability of tenants in creative ideas. This service also has very high opportunities and is tested overseas. In addition to not many similar services, tenants also have high intellectual capital, especially in pouring creative ideas.

To support the implementation of the proposed KDP activities, UNIMED has prepared the resources needed both human resources and facilities and infrastructure. UNIMED has prepared a Student Center, Auditorium Building and Multipurpose Building. KDP activities in Unimed were integrated into digital UKM village programs developed by Unimed LPM. Through the digital UKM program, all tenant profiles will be combined with the Unimed LPM Guided SME database, and tenant products will be marketed online using shopping.com facilities. In addition, they also joined the HIPMI Unimed College and HIPMI PT Unimed itself as the target of the Unimed LPM. Therefore, operationally, some tenant activities have also been carried out at Unimed LPM, such as entrepreneurship training, open recruitment, and others.

II. METHODOLOGY

.In general, the outcomes of PPK at UNIMED are improving business management which includes: 1) aspects of marketing, promotion, communication, and negotiation, 2) aspects of business development: business plan preparation, credit / business submission, financial / bookkeeping reports, 3) aspects legality and 4) aspects of innovation and change. In particular, the output of the KDP program at UNIMED resulted in at least 5 entrepreneurial students. The stages of activities in KDP activities at UNIMED are divided into three main stages, namely Preparation, Implementation, and Evaluation,. Approach methods that will be applied to KDP activities include basic entrepreneurship training and preparation of business plans, product development practice training, apprenticeship in partner industries, mentoring and mentoring, Funding, coaching, and evaluation.

III. RESULT AND DISCUSSION

A. Description of activities

In general, the Entrepreneurship Development program activities have been able to contribute to tenants, in increasing knowledge in realizing the entrepreneurial spirit by developing creativity, especially the ability to practice art (art groups), the ability to process food from various ingredients (culinary groups), and the ability to make products for various needs (craft groups), and the ability to design products and market them (IT). This mentoring activity focuses on entrepreneurship knowledge by providing basic entrepreneurship training, business plan preparation, product development practice training,

apprenticeship in partner industry, mentoring and mentoring, Funding, and coaching. All of these methods are a unit of the Entrepreneurship Development Program carried out in Unimed. This entrepreneurial development activity is carried out with the following stages.

B. Preparation phase

The implementation of the activity began with a discussion of the PPK team to determine the pattern of mentoring starting from Recruitment, preparation of materials, determining the schedule of mentoring, determining prospective tenants, implementing the program. The initial stages of recruitment are carried out through the following mechanism:

- Determine prospective tenants from students and alumni, have an entrepreneurial spirit that is obtained from the winners of PKM (PKMK, PKMP, PKMT, and PKMM) and non-PKM students.
- Determining the number of tenants as KDP participants
- Providing socialization of the KDP program by printing and distributing brochures / leaflets from the KDP activity program
- Conduct entrepreneurship lectures. Lectures are conducted in order to open the mindset of students to have entrepreneurial interests and motivation.
- Auditions or meetings of the PPK team with University and Faculty Leaders.
- Conducting meetings with student organizations, WD III and Pro Chairmen and alumni
- Conducting a selection by determining the requirements of prospective KDP tenant participants: (1) UNIMED students who have completed 2 semesters or have at least 40 credits and no, are on academic leave, (2) Students who have attended PKM or students who are starting a new business or (3) UNIMED Alumni are up to 3 years old, (4) Interview, interviews are conducted to uncover: organizational experience, managerial experience, entrepreneurial experience, behavior, dedication and creativity.

C. Implementation

In the implementation phase, strengthening the knowledge of prospective tenants' knowledge by providing training in the form of training:

The training is conducted to provide tenant knowledge in order to develop their potential, especially: (1) self-confidence, dedication and creativity, tenacity, communication skills and ability to work together, (2) Understanding the characteristics and spirit of entrepreneurship, which involves strategies and tips to become successful entrepreneurs, reading and utilizing business opportunities, capital and management, negotiation and market networks, business development and preparation of business plans, business feasibility analysis, business legality, ways of establishing business partnerships and entrepreneurial ethics, and (3) Understanding business management which includes, marketing management, production management, financial management and human resource management. Some of the material designed in the training activities are: Start-up Business, Entrepreneurial Ethics, Knowledge based entrepreneur, Creativity and innovation, Talent management and Business plan [2].

D. Training in Product Development Practices

At this stage, tenants are given mastery in the ability to develop products that have been produced in accordance with the standard of the required product, so that the product

complies with the established standards. Through this training, it is expected that the products produced can penetrate a larger market. For the mastery of product development, tenants are given training in the form of: (1) Understanding the importance of product standardization and certification, (2) developing a packaging design for a product that has selling value and (3) making product diversification. Some of the materials designed in the training activities are standardization and product certification, packaging design, digitizing businesses (e-commerce, e-payment, e-bookkeeping), and diversification practices product.



Fig. 1 & 2. Culinary conducts product diversification practices with supervisors at the Food Engineering Laboratory of the Unimed Faculty of Engineering



Fig. 3 & 4. Craft training, and packaging design (craft and IT groups)



Fig. 5 & 6. Assisting artwork and manufacturing of handicraft products (crafts and arts)

The mentoring activities for basic entrepreneurship training are carried out in stages namely training and assistance. Training activities include basic entrepreneurship training and preparation of business plans, product development practice training. Meanwhile, during the mentoring program the companion lecturer conducts coaching with tenants conducted at least 12 (twelve) visits for 6 (six) months. Visits are made at least 2 times each month. The first four months included basic coaching for 20 tenants and two month in the form of continuous coaching for 5 tenants.

E. Mapping and Assistance

End of training activities both Basic Entrepreneurship Training and Preparation Business Plan and Product Development Practice Training are evaluated using tests. Based on the test results, KDP participants are grouped

according to the type of business carried out. KDP activity managers provide business assistance. During assistance 3-5 participants were accompanied by a companion lecturer. Assistant lecturers are lecturers from UNIMED. During the mentoring program, KDP participants are required to complete a business plan. The mentoring program is carried out for 6 months. At the end of the 6th week of mentoring activities, a Business Plan was selected. During the mentoring program, the accompanying lecturer coaches tenants at least 12 times, each of which is conducted at least 2 times each month. In each visit, the companion lecturer is obliged to know the problems faced by the tenants, the solutions that have been done and the efforts to improve their business performance. The results of the visit of the companion lecturer must be reported in writing to the PPK manager accompanied by the Minutes of Visit Results.

This business plan selection process, five (5) comprehensive business plans that have business feasibility are prioritized to be assisted through mentoring programs, mentoring and KDP activity managers facilitate tenant partnerships with capital owners (banks) to fund funding for the tenants' business sustainability to become independent entrepreneurial students Internship to Partners. Internships are held for 4 weeks with partners who are in accordance with the type of business run by tenants.

Assessment Criteria for a business plan: a) Aspects of Business Innovation and Management, b) Product Aspects and Marketing, c) Financial Aspects, d) Aspects of Human Resources and e) Social Aspects. Based on the results of the business plan selection, five (5) comprehensive business plans that have business feasibility are prioritized to be assisted through mentoring programs. The KDP program manager facilitates tenant partnerships with capital owners (banks) to fund (funding) for the sustainability of tenants' business to become independent entrepreneurial students. For tenants who have not been eligible, an apprenticeship program will be conducted in the partner industry.

F. Magang

Internships were conducted as the next step by first selecting based on the training and mentoring that had been done previously, which received 5 tenants from foreign maing groups. Internships provide knowledge for the strengthening of diligence carried out in the partner industry, carried out for 1 month (4 weeks), or according to an agreement with partners. The objectives of this internship are: a) improve business managerial skills, b) improve the ability to read opportunities and develop business, c) understand the problems faced by business people, d) improve skills, creativity, independence as an entrepreneur. At the end of the internship activity, participants are required to make an internship report which includes: Aspects of Business Innovation and Management, Product and Marketing Aspects, Financial Aspects, Aspects of Human Resources and Social Aspects.

After this assistance process was completed then the whole mentoring process was used as the basis for preparing an evaluation of KDP program activities. The evaluations included: basic coaching results, advanced coaching results, apprenticeship results and the development of tenant businesses measured from Business Innovation and Management, Service Products and Marketing, Capital and

Financial Management, and Labor. From the results of the evaluation based on the criteria that have been carried out, there were 5 independent tenants.

IV. CONCLUSION

The Entrepreneurship Development Program is an activity that is able to contribute, increasing knowledge in realizing the entrepreneurial spirit by developing the creativity of students/alumni as tenants. With entrepreneurship, creative and innovative abilities can be enshrined by creating something new and different that is used as a basis, tips on business or life improvement.

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