

Entrepreneurship Development Program in Muria Kudus University

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Abstract-Entrepreneurship Development Program (PPK) at Muria Kudus University (UMK) is programmed for three years starting from 2018 until 2020. The purpose of this activity is to produce new entrepreneur based on science and technology in production, marketing, finance and entrepreneurship. The method used in realizing this program is to recruit prospective tenants, selection with written tests and interviews. For those who pass the training will be included in the classroom, discussion, simulation, entrepreneurship practices, partner industry visits. For the prospective tenant who has escaped from the training, the apprenticeship program in the partner industry is guided by the lecturers and owners of partner SMEs. Based on the experience of apprenticeship and training of tenant candidates develop business plans as new entrepreneurs and guided by lecturers. Business plan proposed by students is selected by seminar method. And that escapes assisted equipment and material costs. Furthermore, tenants begin business according to the business plan and periodically monitoring and evaluation progress by PPK program implementers until the new business that pioneered run as planned. The specific target of this program service activity is the establishment of new business initiated by science-based students in the fields of production, marketing, finance and entrepreneurial management. Outcome of this activity is the formation of tenant who become new entrepreneurs able to manage their business both in the field of production, marketing, finance and business administration. The progress of the activities has been achieved of the main activities, namely ; (1) Initial contact, field survey and identification of partner industries; (2) Registration and selection of candidates for the Entrepreneurship Development Program; (3) Conducting interview tests for PPK participants; (4) Entrepreneurship training as a provision for understanding of students to know how to be a good entrepreneur; (5) Visits to the partner industry as part of understanding the production management of a product, from production processes, methods and product marketing; (6) Apprenticeship to the Partner industry to learn and understand the management of partner products to be applied in the business to be submitted according to the business plan that has been prepared;

(7) Business Lecture in partner industry; (8) Preparation of a Business Plan

Keyword- *program, development, entrepreneurship, ppk, univesity of muria kudus*

I. INTRODUCTION

Universitay of Muria Kudus (UMK) as one of the largest universities in the area of Pati residency, has resulted in many students who passed the Entrepreneurship Development Program (PPK) UMK competition. In the last four years (2014-2017), the number students is 46 people. There are around 4% of students who start a new business of the number of entrepreneurial compulsory skills participants. Products and commodities that have been produced and sold include laundry business, electronic services, convection business and food business. Students who pioneered new business and alumni is very potential and have high economic value. Mandiri Entrepreneur potential to increase Economic Growth in Indonesia.

The advantages of science and technology contained in tenant products provide entrepreneurial inspiration through forms of entrepreneurial training, placing tenants to carry out internships at MSEs. Training is carried out to provide entrepreneurial knowledge, encourage the growth of entrepreneurial motivation, improve management understanding (organization, production, finance and marketing) and create a business plan or business feasibility study.

All students, whether they are not familiar, interested, or who have been doing entrepreneurial activities need further coaching, starting from the stage of introducing entrepreneurial spirit to the stage of forming a new entrepreneur candidate. In addition to the factors mentioned above, the carrying capacity of science and technology for entrepreneurship in an integrated manner is the availability of competent lecturers and industry practitioners from different disciplines with experience in the field of entrepreneurship, the availability of instructors and trainers who have been involved in the entrepreneurial world who are willing to divert their experience and skills as entrepreneurs and alumni who successfully entrepreneurship as a motivator for tenants,

the availability of small, medium and large-scale businesses that are ready to be a place for industrial visits for students.

II. TARGET AND OUTCOME

The target of this activity is the establishment of new business initiated by science-based students in the fields of production, marketing, finance and entrepreneurial management. Outcome of this activity is the formation of tenant who become new warausaha able to manage their business both in the field of production, marketing, finance and business administration. Scientific articles published through international journals / magazines. In detail: (a) The realization of independent partner industry development through the application of student science and technology; (b) The realization of the production / management and marketing tools / processes that have been improved by participants of Business Work Classes; (c) Improving partner business performance which includes product quality improvement, improved management, increased business volume, and / or increased profits; and (d) Improving the ability of students to formulate a business plan on the basis of the experience of conducting Business Job Lectures that are considered prospective by the mentor. [1]

III. RESEARCH METHODOLOGY

Entrepreneurship program for students in UMK is conducted for 3 (three) consecutive years. With each year's process, it is manages as many as 20 tenants, and produces 80% of new business from the total number of tenants being fostered. The general entrepreneurship program overview of enter implementation in MSE is as follows:

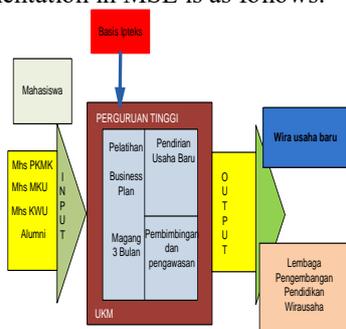


Figure 1. General description implementation of entrepreneurship program for Students [2]

The stages of selection that must be passed by each candidate is as follows :



Figure 2. Selection Stages of Prospective Participants[3]

The methods used in the implementation this program are: (1) Entrepreneurship training, face-to-face lectures, discussions, simulations, entrepreneurship practices, industry visits. (2) Internship in partner industry. Selection Methods of Participant Candidates: Registration of participants and their requirements, selection of administrative requirements, written tests covering entrepreneurial knowledge, personality and mental attitude as well as business plan selection, interview test. Participants whose apprenticeship selection is then deployed to partner companies. [4]

During apprenticeship students work as personnel in partner companies so that they are able to absorb various practical experiences such as understanding the production process of a product and being able to understand the quality of products produced, recognizing the methods carried out both in terms of technology and organization. The output of the internship is a complete business plan that will be practiced as a new entrepreneur. Students who have finished the internship which will after graduation are expected to become new entrepreneurs in the field of convection, metal industry. Stages performed: (a) Conditioning business (in between) so that they leave for an internship with the same provision. The participants will be understood about the ins and outs of apprenticeship programs, entrepreneurship, business proposal making techniques. (b) Coaching, namely the process of directing learning or adoption of business experience during the internship process in the Partner company. (c) The business of directing (picking up) the participants in an effort to formulate in the form of a special report (business profile), evaluating the results of the internship, as well as coaching in making business proposals. [5]

The guidance of this program will be conducted by a team of experienced (instructors) who are experienced in the field of entrepreneurship and partner business owners. Guidance patterns start from business orientation, management practices, both from the aspects of administration, financial management, and labor, product manufacturing practices, to marketing practices. Guidance and assistance is also done to the way the new business is pioneered, with the following details: (a) Every week the implementing team will monitor program activities and hold briefings with student participants. If there is a problem the implementing team will help or advise to solve it. (b) At the end of the implementation, the program participants were invited to make a business plan. Discussion of the success of the Entrepreneurship Development Program (PPK) is carried out jointly with all relevant parties[6]

IV. IMPLEMENTATION

The progress of the activities has been achieved of the main activities, namely ; (1) Initial contact, field survey and identification of partner industries; (2) Registration and selection of candidates for the Entrepreneurship Development Program; (3) Conducting interview tests for PPK participants; (4) Entrepreneurship training as a provision for understanding of students to know how to be a good entrepreneur; (5) Visits to the partner industry as part of understanding the production management of a product, from production processes,

methods and product marketing; (6) Apprenticeship to the Partner industry to learn and understand the management of partner products to be applied in the business to be submitted according to the business plan that has been prepared; (7) Business Lecture in partner industry; (8) Preparation of a Business Plan

Field survey and partner industry identification. At this stage of preparation, a survey is conducted by PPK team in the selection of prospective industrial partners who will be involved. Stages of preparation implementation are as follows: (a) Field survey with direct observation and election, some partners who have built SMEs and successfully develop their business, such as Batik and Bordir Kudus, Juwana Handicraft and Pengwana Factory in Kaliwungu. (b) Identify partner industry from partners Selected partners, identified again that there are specific products, perform production functions continuously, do marketing and have management in managing their business.

Initial contact with Partners, in the early stages, a partnership contract is established to provide opportunities for students to undertake apprenticeships and entrepreneurship lectures at their companies and PPK managers will advise on the improvement of production processes in accordance with their expertise, as required by partners in their business improvement efforts.

Selection of Entrepreneurship Development Program (PPK) Participants, selection of 40 students was registered, and 20 students were selected. The selection includes administrative completeness, and business feasibility that will be initiated by students. The names of selected students are as follows:

Table 1. List of Entrepreneurship Development Program (PPK) Selection

No	Nim	Nama	Progdi
1	201411010	Khusnul Farida	Manajemen
2	201631009	Arinda Pratiwi Sukma	BK
3	201553003	Mohammad Kamal Al Fitra	Sistem Informasi
4	201553011	Arsya Yoga Pratama	Sistem Informasi
5	201553046	Anin Dita Widyastuti	Sistem Informasi
6	201412109	Rika Erlina Rahayu	Akuntansi
7	201553004	Bela Herwati ningsih	Sistem Informasi
8	201653062	Sekar Wangi Wahyuni Putri	Sistem Informasi
9	201412119	Yosi Rekmawati	Akuntansi
10	201553035	Muhammad Azka Darajat	Sistem Informasi



Figure 3. Registration of Candidates for Entrepreneurship Development Program (PPK) Participants

Announcement of Entrepreneurship Development Program (PPK) selection results, Of the 40 tenant candidates selected according to the criteria that have been determined and obtained 20 prospective tenants who meet the criteria. The criteria proposed by the implementing team are as follows: (1) Registered as an active student; (2) Already participating in Entrepreneurship courses; (3) Students have taken semester 7; (4) Can follow all rules and procedures that have been determined by the PPK implementing team; (5) Have entrepreneurial spirit through business pioneering to be implemented

The entrepreneurship training was held at UPT MKU Kewirausahaan Universitas Muria Kudus which was followed by 20 candidates of tenant that have been selected.



Figure 4. Entrepreneurship Training Program

Guest lecture activities filled by lecturers from internal Muria Kudus University through entrepreneurship lecturer at UPT MKU Entrepreneurship and guests from Industry (SMEs).



Figure 5. Guest Lecture on Entrepreneurship PPK Program

Partner Industry Internships, each participant is given the insight and understanding of how entrepreneurship started from zero to succeed, so that each participant is expected to imitate the success process of SMEs that become partners of science and technology program for entrepreneurship. Tenant candidates need to understand the success of partner SMEs by applying internships to partner SMEs. The internship must be followed by a tenant candidate as one of the requirements for the formation of softskill participants in the field of entrepreneurship. The final outcome of this apprenticeship will be presented in an inventory of ideas where participants must present the results during the internship participants in partner SMEs.



Figure 6. Apprenticeship and training process in SMEs

Business Plan Preparation, Business Plan preparation is an attempt to describe the business feasibility of each prospective tenant. From the 20 prospective tenants will be selected 5 candidates of the best tenants and will be in further bina. This business plan contains some analysis of the sources of income and the costs required in pioneering business.



Figure 7. Consultation in the preparation of the Student business plan

V. CONCLUSIONS

From the results of implementation achievement of 70% implementation of Entrepreneurship Development Program (PPK) program at Muria Kudus University can be concluded several things, namely: (1) The PPK implementing team successfully organizes several activities during the first year of program implementation including field survey and partner industry identification, initial contact with partners, IbK candidate registration, selection and announcement, participant interview, entrepreneurship training, guest lecture, industry visit partners, internships, KKU, meeting ideas and business plan arrangement. (2) The results of the activities held were very helpful for the PPK program participants in preparing a business initiated by students in accordance with the business plan that had been prepared. (3) The results of the activities held were very helpful in increasing the skills and skills of participants in managing one type of business. Participants are not only equipped with theories obtained from guest lectures but also directly involved in the visit to the industry and see directly the process of entrepreneurship through apprenticeship and Business Lecture.

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