

# Introduction

- notion
- function and role
- spirit and attitude
  - capital
  - scope

# Characteristics and features of entrepreneurship

- Characteristics
- general features
- Values
- behaviour

# Ways to establish business

- the way to start business
- business field
- kinds of business firms
- license of business

# Evaluating business needs and capitalization sources

- business needs
- business cost
- notions, kinds, and sources of capital

# Ways to get credits

- notions, kinds, procedures to receive credits
- purchases of *syariah* bank.

# Determining business location and layout

- notions
- decision consideration

# Managing the business

the ways to manage:

- marketing
- Finance
- property

# Small business and profitable firms

proposal of the small business properness:

- notions
- objectives
- analysis





# Analysis of business competition

competitors:

- notions
- identification
- analysis of strength and weakness, and strategies

# Study of the business properness

proposal of the small business  
properness:

- notions
- objectives
- analysis of the business properness

# Business ethics

the nuances of business ethics:

- covering notions of business ethics
- principles of ethics and business behaviour
- business ethics in perspectives of Islam

# CHALLENGES AND ALTERNATIVE SOLUTIONS

- The contents of curriculum, syllabuses, etc. and job markets
- The international languages and the adaptation of technology
- The selected disciplines by inputs (new students)
- The curriculum, syllabuses, etc. in the processes (instructional program)
- The tools of thoughts possessed by outputs (outcomes/alumni)
- The thought patterns by society

# THANKS

That's all for this presentation.  
Thank you.

# **Entrepreneurship in Bogor Agricultural University (IPB)**

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**Indonesia**



# Introduction

The importance for having entrepreneurship spirit has been recognized by almost university officers in Indonesia nowadays.

University vision or mission :

*In 2020 to become “ A World Class Knowledge Institution.....In continuous pursuit of Innovation and Enterprise”.*

# Trend

- Creating young entrepreneurs seem to be the priority policy of the university to pursue their education system
- The enthusiasm of entrepreneurship became more obvious through the policies made by the university.



# Entrepreneurship Echo in Bogor Agricultural University

- Started at 1980s
- University is running business sectors as well
- Newly established faculties with entrepreneurship backbones--- such as faculty of economic and management
- Shown in the curriculum and non-curriculum activities

# Entrepreneurship in Campus Life

- Entrepreneurship life has been introduced to students since their freshmen period as a material of study orientation.
- Non-formal entrepreneurship exposure at the higher level through students' activity programs.
- Entrepreneurship briefing is not only given to students but also to the lecturers. Younger lecturers receive entrepreneurship trainings.

# Entrepreneurial activities

- Entrepreneurship workshops: IPB with RAMP-IPB
- Coop entrepreneurship
- Entrepreneurship Programs by Higher Education-Department of National Education (entrepreneurial internship, entrepreneurship courses, business and career development consultation, voucher multi-years, etc).
- Student entrepreneurship creativity program
- Rolled over investment grant “Voucher” research
- Young business incubator
- Developing income generating sectors, etc

# Supporting units

- Agribusiness Incubator Center
- “Technopark”
- SEAFast, and
- Alumni Career Development Center
- Patents and intellectual properties office
  
- *There is also a “New Associate Rector” that specialized in handling entrepreneurial activities*

# Entrepreneurship in Curriculum

- Compulsory Entrepreneurship Course for all student at first grade
- In addition to that, entrepreneurship nuanced course is also disseminated on the curriculum of all study programs although with different intensities and form of courses or different activities. Some examples of courses loaded with entrepreneurships comprise:
  - Finding and Developing Entrepreneurial Ideas
  - Entrepreneurs Characteristics
  - Creativity and Entrepreneurship
  - Business Management
  - Marketing: Management and Marketing Strategy
  - Finance Institution and Entrepreneur Credit Program

# New approached in curriculum

- Integrated practical work in Food Science and Technology program
  - Food technology aspects: materials knowledge, food analysis (physic, chemical, sensory evaluation), processing, packaging
  - Entrepreneurship managerial aspect: staffing, business plan (feasibility analysis study), marketing
    - *Conduct as group of students in producing one food product*
    - *Budget supported by the study program office*

# Challenges

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- To enhance the entrepreneurship skills for the students vs punctual study period
- Keeping the social aspects of education role in entrepreneurship atmosphere in university

# Thank You

A ginger and white cat is sitting on a light-colored surface, looking intently into a glass bowl. Inside the bowl, a goldfish is swimming. The background is a warm, yellowish-orange gradient.

**Warning !!!**

What is listed in this presentation is only a part of the whole information. You should learn more and develop your curiosity like this cat.