

Science and Technology Program of Entrepreneurship for Universitas Bina Darma's Entrepreneurship Development

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ABSTRACT

Entrepreneurship can be defined as "risk-taking to run your own business by exploiting opportunities to create a new business or innovative approaches so that managed businesses grow bigger and more independent in the face of competition challenges. While Technopreneurship is a term for technology-based businesspeople, they produce innovative products with the use of technology in every business. The purpose of this IbK program is to create entrepreneurs that are self-reliant based on science and technology, improve management skills effort, and create a suitable entrepreneurship training method to pioneer information-oriented business. The methods undertaken to implement this program are the tenant selection phase and conducting trainings and evaluation. The outcomes of the IbK program after 3 years are (1) improving the quality of tenant business production, (2) enhancing the tenant's knowledge and expertise on the world of information technology in e-commerce, business business management, financial accounting and K3, (3) improving production process capability with intrenship, (4) making time and cost of production more efficient and effective and (5) promoting by having business blog which also as a means of selling based on information technology.

Keywords: Science for Entrepreneurship, Technopreneurship, E-Commerce, Business Management.

1. INTRODUCTION

Science for Entrepreneurship (IbK) is a new program in DP2M Dikti that was formulated in 2009. In principle, IbK program substitutes the previous similar program namely Development of Entrepreneurship Culture in Higher Education (PBKPT) that has been formulated and realized since 1997.

The mission of the science and technology program for entrepreneurship (IbK) is to produce new entrepreneurs from the environment campus. IbK program is managed by lecturers who have entrepreneurial experiences in various fields of science as such to create science based products and technopreneurship. Technopreneurship is a design for technology-based business people that produce innovative products with the use of technology in every business (Suhartanto & Ary, 2010: xv). Entrepreneurship in the educational environment cannot be separated from the creativity done by lecturers and students. Creativity plays an important role in generating new ideas that is part of learning process.

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Bina Darma University (UBD) as one of the private universities that has made entrepreneurship a compulsory course throughout the study. The program has successfully hatched some new young entrepreneurs who are able to compete with start-ups and even the existing businesses. This is because the mentor involved in teaching entrepreneurship is officially established, endorsed by the Rector of the University and has a background in entrepreneurship. The number of entrepreneurial lecturer teams currently owned by the university is as many as 10 people from several courses.

In order to increase the entrepreneur spirit within UBD's academic community, UBD also build and develop entrepreneurship unit named Bina Darma Entrepreneur and Business Center (BDEBC). The purpose of the establishment of this unit is to produce young entrepreneurs, especially in the campus environment. In addition, this unit was established as a form of UBD responsibility in motivating students to have entrepreneurial spirit by improving the ability of students and graduates in empowering micro and small enterprises in entrepreneurship. In order to realize a sustainable global business operation, BDEBC lead by Rahma Santhi Zinaida, S. Si., M. Ikom, the director of Business Incubator and coordinator at UBD has succeeded in creating an entrepreneurial atmosphere at UBD through various programs such as Cooperation Program (Co Op) or Learning Program Working Integrated (UNT), and Science Program for Entrepreneurship (IbK). All of them are intended for the development of the entrepreneurial environment in UBD.

2. METHODOLOGY

A flow chart of activities as shown in Fig. 1 was developed to clarify the steps to be undertaken in this IbK program. The IbK comprise of 3 phases which is preparation phase, implementation phase, and evaluation phase.

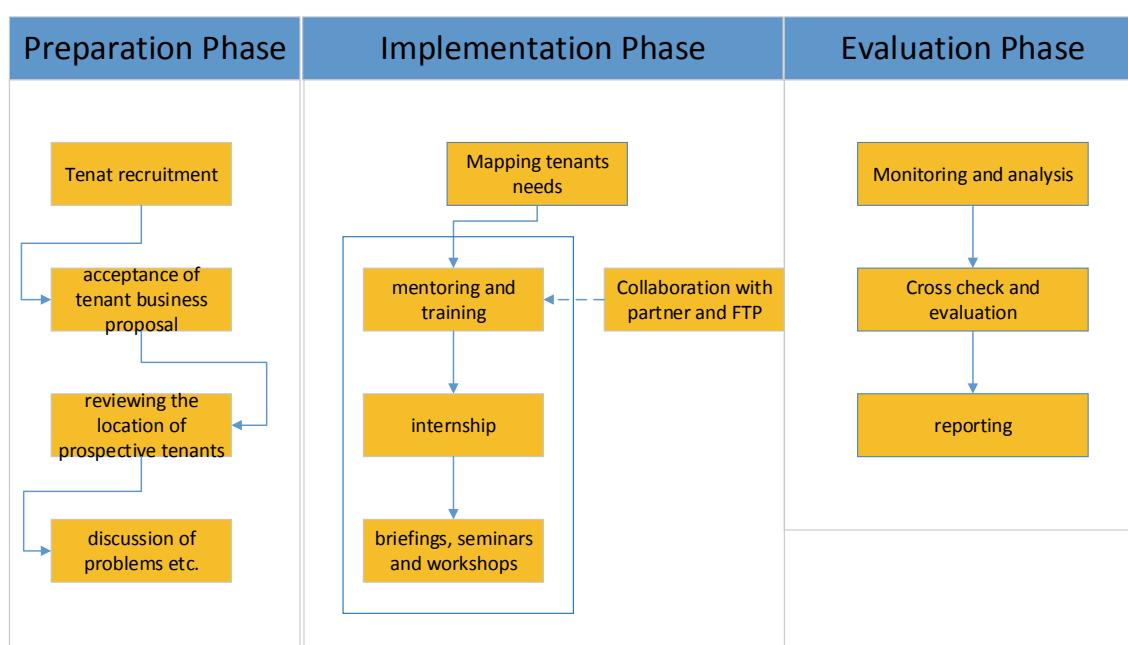


Figure1. Phases of IbK.

3. FINDING

In this study, 20 tenants from different business fields are studied. The tenant data are as follows:

- a. PKM-K and GT Students : 5 People
- b. Students who already have business : 5 People
- c. Students who pioneered new ventures : 5 People
- d. Alumni : 5 People

Table 1 list the 3rd year IbK tenant data and their respective blog name lists as a result of e-commerce training.

Table 1 List of IbK Universitas Bina Darma tenants

No	Tenant name	Blog Name
1	Bella Putri Anggriana	https://bellifoodsbakery.ibk-ubd.com
2	M. Ridho Herangga	https://arapamacom.ibk-ubd.com
3	Nunung	https://necisnack.ibk-ubd.com
4	Media Rahma Tamala	https://sariayupelaminanpalembang.ibk-ubd.com
5	Sri Wahyuni	http://gracosnackandcake.ibk-ubd.com
6	Tri Noviani	http://misschocobakery.ibk-ubd.com
7	Shinta Shinta Sari	https://snackmbakatik.ibk-ubd.com
8	Kgs. Abdurrahman Hakim	http://palembangcraft.ibk-ubd.com
9	M Fajri Ramadhan	http://tampol.ibk-ubd.com
10	Yosri Wahyudi	http://bengkol.ibk-ubd.com
11	Dinda Ayu P	http://nyoknyekernyai.ibk-ubd.com
12	M Farid Salehudin	http://snackkito.ibk-ubd.com
13	M Taufan Dwi Putra	http://stablerice.ibk-ubd.com
14	Estri Rahayu Santi	https://litd.ibk-ubd.com
15	Desi Tri Lestari	https://lateks.ibk-ubd.com
16	M Abdul Gafur	http://gamerpg.ibk-ubd.com
17	Satya Yuda	http://spartaclotthing.ibk-ubd.com
18	Rahmad Hidayat	http://kedatonpalembang.ibk-ubd.com
19	Elma	http://benangemas.ibk-ubd.com
20	Danil Saputra	http://potasnack.ibk-ubd.com

Source: IbK's Documentations

According to Triton (2006), e-commerce is a trade that is done electronically where the form of trade transactions either buying or selling done on the internet network. E-commerce is a business activity involving consumers, manufactures, service providers and intermediaries by using computer networks (internet networks). The following are some of the problems encountered by students and alumni's tenant who have started making the business:

- i. Students' effort still depends on capital from parent.
- ii. Students' businesses are still stagnant, no innovation, no creativity element and still imitate similar effort with its business.
- iii. Students' businesses have not been tested directly to the market so that many early loses was incurred.
- iv. Students' businesses are not optimal in the marketing mix.
- v. Students' businesses do not have a logo, icon, or name that is catchy and easy to remember.

- vi. The product packaging is still very simple.
- vii. There is no proper touch of technology.

4. DISCUSSION AND CONCLUSION

Bina Darma University has received assistance from the Ministry of Research and Technology of Higher Education through the Entrepreneurship Sciences Program (IbK) for three times. This program was attended by 20 participants with entrepreneurship background namely 5 startup students, 5 students who have business, 5 students from PKM program, and 5 UBD alumni. Meanwhile, to sharpen their business morale, UBD also involves 5 business partners which then become a place to teach direct participants (internships) about the business world. The program lasts for approximately 6 months with various activities undertaken including socialization program to participants, registration, training, and industry visitation. Socialization to participants is done in every class that is directly assisted by entrepreneurship faculty team at UBD. In addition, classes are also announced through the website and bulletin board. After getting the results of the socialization, UBD then opened the registration for students who are interested in joining the program which then conducted grouping of participants in accordance with the existing quota. Methods used to improve entrepreneurship in UBD through IbK program are:

- i. **Entrepreneurship training:** Entrepreneurship training for tenant participants is done after all recruitment phases are completed. Entrepreneurship training aims to provide insight as well as change the mindset of entrepreneurs to tenant participants through interactive training, discussion, observation and entrepreneurial practices and bring successful entrepreneurs in guest lectures.
- ii. **Apprenticeship internship:** Apprenticeship in partner industries is also performed for IbK tenants, but the implementation is not full for a certain period of time but is only done several times as per the needs of the lessee in consolidating the business unit. Partners who become apprentices for participant tenants are small and medium enterprises that are potential partners. In this case the apprenticeship process will work with the BDEC where BDEC provides the necessary partners for the participant's renter.
- iii. **Coaching pattern:** Tenant coaching pattern through mentoring pattern, where participants are divided by groups and guided by one lecturer as a mentor. Counseling through mentoring can be done at any time by the lecturer at least once a week and is done by filling out the consultation card so that the guidance process can be monitored by the program committee. Counseling will also be evaluated every month to see if problems exist and discussed about the solution.
- iv. **Tenant Control:** Tenant control is conducted through monitoring and evaluation media either directly conducted by the mentors also through written media by preparing reports on the progress of activities on each month. Each tenant group creates a report by filling out the Business Unit Monitoring Evaluation Form and Financial Reports each month. Supervision is also made on the use of technology tools to appropriate its use.
- v. **Tenant business financing techniques:** The cost to finance a tenant business is based on the business proposals planned by each tenant. In an effort to provide business motivation, IbK managers determine the amount of funds based on the business scale proposed by the tenant. The disbursement of funds is done once in the middle of the business, this is done so that the tenant is more prepared and serious in running the business.
- vi. **Pattern of technology assistance:** In tenant participants will also be given technological assistance which certainly is not in the form of financial assistance. In this case more help to technical assistant (TA). Workshops tailored to the needs of tenants such as training in the field of IT (Information Technology) with the creation of websites or blogs for tenants

who want to sell their goods through online shop, training the use of packaging machinery (canning) and packaging, and others.



ACKNOWLEDGEMENT

Thanks for DP2M Ristekdikti Ministry who provide grant scheme for this program.

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