

ABSTRACT

The Business Administration Study Program is one of the leading study programs at the Faculty of Business Communication Telkom University which has excellent competition in the world of work. Data shows that students in the Business Administration Study Program are related to competencies to become entrepreneurs. With this it can be seen that most student competencies through Personal Entrepreneurship Competencies (PEC).

The purpose of this study was to determine how much entrepreneurial competence in the Business Administration Study Program at the Faculty of Communication and Business, Telkom University Bandung.

This research method uses positivism paradigm, individual analysis unit, deductive approach, and the time of its implementation is cross sectional. The method used in this research is quantitative. Data collection methods in this study were obtained by distributing questionnaires to Business Administration Students. The questionnaire used in this study had 70 statements with a 5-point Likert scale. The sampling technique used is random sampling by area (Cluster Random Sampling). The measurement used in this study is Personal Entrepreneurial Competencies (PEC). In explaining the results of the study, the data analysis technique used is descriptive analysis.

The results obtained in this study that the average score of 13 Personal Entrepreneurial Competencies (PEC) competencies is classified into a high level. The highest competency was Information Seeking by 18. While the lowest competency was initiative by 16.7. The results of this study will be input for the Business Administration Program to always improve student competencies by conducting entrepreneurship programs.

Keywords: Entrepreneurship, Entrepreneurship Competence, Personal Entrepreneurial Competencies (PEC)