

ABSTRACT

Education becomes one of the platforms for the development of the workforce and also to add insight in building new jobs. Each student has different hopes and perceptions about the services to be received from tertiary institutions. Telkom University is a private university that makes entrepreneurs an inseparable part of an education. This study aims to evaluate the learning process of Business Development in the Telecommunications and Information Technology Business Management (MBTI) study program in the 2016 academic year of Telkom University.

This research involves various aspects such as semester learning plans (RPS), entrepreneurial competencies, and entrepreneurial learning. Gap analysis is used to see the gap between perceptions (curriculum) and expectations (students) and is done by analyzing entrepreneurial competence from decreasing semester learning plans (RPS) to students.

Through this research, an assessment of business development courses (4 SKS) was conducted on students of the Telecommunication Information Management Business Study Program 2016 Telkom University. Data collection method is by distributing questionnaires to 105 respondents (students). This study uses a non-probability technique with saturation samples. The data analysis technique used in this study is descriptive analysis.

The results of this study are expected to be used as an evaluation of the entrepreneurship learning process in higher education, especially in Telkom University at the MBTI study program. In addition, this research can be used as a direction in increasing the number of educated entrepreneurs. The increase in the number of educated entrepreneurs is very supportive in the realization of Telkom University's target to become a Global Entrepreneurial University in 2038.

Keywords: Entrepreneurship Education, Entrepreneurship learning, Importance, Perception, Competence.