

ABSTRACT

Entrepreneurship is one of the economic activities that almost all people in Indonesia have engaged in, ranging from small businesses to large businesses. Entrepreneurship education has begun to be applied comprehensively in higher education and this is one of the efforts to increase entrepreneurship opportunities, especially for students. Therefore, this study was carried out with the aim of knowing whether there is a significant effect between Entrepreneurship Education and Entrepreneurial Opportunity Introduction. On the other hand, this descriptive study will be analysed using a quantitative approach with a population originating from students throughout the city of Bandung. Determination of the sample will be carried out using the Non-Probability Sampling technique with the type of Purposive Sampling with a total sample of 400 students in the city of Bandung. The data analysis technique used is Multiple Linear Analysis. The results showed that Entrepreneurship Education which consists of 3 sub-variables (Entrepreneurial Knowledge, Entrepreneurship Skills and Entrepreneurial Attitudes) has a positive and significant influence on the Entrepreneurial Opportunity Recognition by 65.6%.

Keyword : Entrepreneurship Education, Entrepreneurial Opportunity Recognition