

DEVELOPMENT OF ENTREPRENEURIAL TEACHING MATERIALS WITH COMPANY PROGRAM APPROACH AS AN EFFORT TO GROW YOUNG ENTREPRENEURS IN HIGHER EDUCATION

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ABSTRACT

This study aims to 1) create a model of entrepreneurial teaching materials with the Company Program approach that is able to create young entrepreneurs, 2) determine the feasibility of entrepreneurial teaching materials that are able to create young entrepreneurs. The method used in this research is research development with the Research & Development approach. The population in this study are students of Economic Education semester 3 (who are taking entrepreneurship courses) and semester 5 (who have taken entrepreneurial practicum courses)

The results of this study are as follows: 1) The model of entrepreneurial teaching materials with the Company Program approach that is able to create young entrepreneurs who have motivation, mindset, concepts, and entrepreneurial skills contains a guide to grow motivation, guidance on changing the entrepreneurial mindset, viewing and analyzing, learning to establish a company , operational standardization, licensing, compiling reports, and implementing business planning. 2) Based on the feasibility test of entrepreneurial teaching materials that are able to create young entrepreneurs consisting of 48 respondents (4 entrepreneurship supporting lecturers in Economic Education, 4 entrepreneurship supporting lecturers outside of Economic Education, and 40 students) stated that the teaching materials were appropriate to be used.

Kata Kunci: Development, Teaching Materials, Entrepreneurship, Young Entrepreneur Program Company