Application of the Business Model Canvas to Develop an Entrepreneurial Mindset for Economic Education Students

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ABSTRACT

The application of the Business Model Canvas to Develop the Entrepreneurial Mindset of Economic Education Students is carried out by describing the nine elements in the BMC, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key activities, Key Partnerships, and Cost Structures that overlap with the activity process. Entrepreneur.

This study used a pre-experimental design (non-design) in the one shot case study category. The subjects of this study were 29 students of Economic Education, Faculty of Economics, Yogyakarta State University who took entrepreneurship practicum courses. Data analysis was performed using descriptive analysis.

The results show that (1) The implementation or application of the Business Model Canvas for entrepreneurship learning focuses on 9 elements, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key activities, Key Partnerships, and Cost Structures which overlap. with the process of entrepreneurial activity, (2) The mindset of students who have participated in learning by implementing the Business Model Canvas is included in the high category of 72.41% and 27.59% moderate (3) Implementation of the Business Model Canvas is very suitable for developing a student entrepreneurial mindset because it is easy to use.

Kata Kunci: *business model canvas, entrepreneurial mindset*