

Evaluation of Faculty Readiness in Realizing the Entrepreneurial University Agenda: Case Study at the Faculty of Communication and Business Telkom University

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Abstract

This study aims to measure the readiness of the Faculty of Communication and Business to support Telkom University to become an Entrepreneurial University. This research is descriptive in nature. The strategy used in this study is a case study. Based on the unit of analysis, this research was conducted in groups. Based on his involvement, this research is minimal. The research background used is non-contrived. Based on the implementation time, this research is cross-sectional. The object of this research is the Faculty of Economics and Business at Telkom University. The research subjects were the Head of the FKB Study Program, and the Dean of the FKB within Telkom University. The research implementation time is (September, 2020-January 2021). Data collection techniques used observation and interviews. The results showed that the Faculty of Communication and Business (FKB) has 3-4 courses that refer to Entrepreneurial, Entrepreneurial, StartupHup, and FKB has collaborated with external parties. All study programs at FKB have used a digital system, in terms of teaching, research and also community service (ABDIMAS), and in the Covid-19 Pandemic Era activities used an online system. The University provides funding to the faculty related to Entrepreneurial, and is consistent all study programs in FKB support their community members to take part in certified training programs on Entrepreneurial, and in the study programs themselves they often hold events for major student assignments, namely Urban Village. The study program always collaborates with external parties and on the preparation of the RPS. FKB holds an activity called EFBA where the lecturers become their supervisors, FKB students also often hold events so that their work results such as documentaries and others. And there is a mini market at FKB which can teach students directly about entrepreneurship. FKB has often participated in international and national level activities, FKB also has a program called Global Week where FKB invites guest lecturers from abroad. The Faculty of Communication and Business evaluates its programs at the end of each year.

Keywords: Evaluation, Entrepreneurial University, Readiness.

A. INTRODUCTION

Economic growth continues to increase, requiring universities to make changes, (Peterka & Salihovic 2012) said that universities are facing political changes as well as very significant economic changes. The government expects contribution and involvement from universities for economic development in the country.

(Zhou 2008) Entrepreneurial University must have three missions, namely teaching, research, and service to the economy through its entrepreneurial activities and continue to participate in technological innovation in society. And also has four main characteristics that can be used as criteria regarding the capacity of Entrepreneurial University: 1) Carrying out technology transfer and developing high technology-based entrepreneurship; 2) Sufficient research resources, dissemination of

knowledge and innovation to society. And have an influence on the regional economy and also the industry; 3) Entrepreneurship is widely accepted as an ideology and systematically supported; 4) There is an organizational mechanism in university-industry cooperation.

B. LITERATURE REVIEW

1. Entrepreneurship

According to (Brillyanes & Mohammad, 2018) entrepreneurship is the ability to be creative from the results of creative thinking in order to realize innovation to take advantage of opportunities for success. The process of creative thinking and innovation usually begins with ideas and thoughts in creating something new and different. In an organizational perspective, the process is obtained by conducting research and development activities (Research and Development).

According to (Suryana & Bayu, 2011) in essence all human beings have an instilled entrepreneurial spirit which means having creativity and having certain goals, and trying to achieve success in life. However, not everyone succeeds in realizing this creativity and selling it, as is commonly found, many fail to realize their creativity, or it is realized but is less attractive to the public, or there is no attraction. Even the goals to be achieved lead to something negative, so that it often creates an atmosphere that is not conducive.

2. Entrepreneurial University

(Alain & Dana, 2014) said that the concept of university entrepreneurship is best used when it helps an institution formulate a strategic direction by focusing academic goals and by transforming the knowledge generated at the university into economic and social utility.

The emergence of entrepreneurial universities is a consequence of the internal development of universities and external influences on universities, coupled with the increasing role of knowledge in society, and knowledge-based innovation. The university becomes an entrepreneur to address the needs of its own environment, and contribute to regional and national economic development, but also to improve its own financial situation and the position of its employees (Gibb & Hannon, 2006).

C. METHOD

1. Types of Research

Based on its purpose, this research is descriptive in nature, because in this research it tries to collect data that describes the topic of a research. Likewise, Sekaran and Bougie (2016) state that descriptive research is generally designed to collect data that describes the characteristics of an object (such as an organization, product, or brand).

In Sekaran and Bougie there are four types of paradigms which are divided among others, Positivism, constructionism, critical realism and pragmatism (Sekaran 2016:28). The paradigm in research is construction. The approach used in developing

the theory is the induction approach, Sekaran & Bougie (2016). The induction method is not used to test an existing theory, but researchers observe certain phenomena based on general conclusions. Based on the methodology, this research was conducted using qualitative methods, according to (Creswell & Creswell 2018) Qualitative research is an approach to exploring and understanding the meaning of individuals or groups related to social or human problems.

The strategy used in this study was a case study, this research was conducted in groups because researchers would focus on how FKB was prepared. Based on his involvement, this research is minimal, because researchers do not intervene in the data. The research setting used is non-contrived because this research is carried out in a natural environment, where phenomena occur naturally and normally exploratory and descriptive studies are always carried out in non-contrived settings. Based on the time of implementation, this research is cross-sectional.

2. Data Source

Sources of data in research are defined as people, objects or objects that can provide information, facts, data, and reality related to what is studied or researched. Data sources in research can be classified into 2, namely primary data sources and secondary data (Valentin Grecu & Calin Denes, 2017).

3. Data Analysis Technique

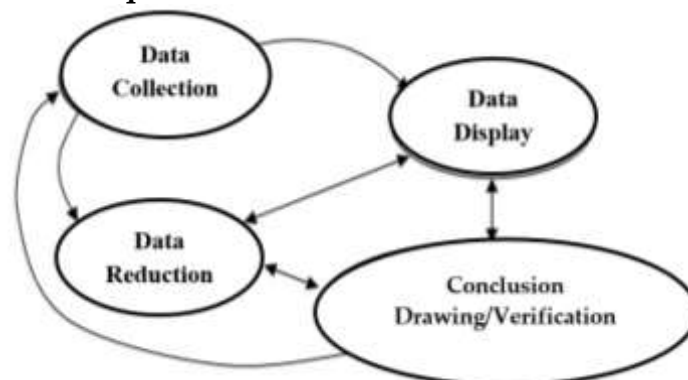


Figure 1. Data Analysis Technique

a. Data Reduction

The longer the researcher is in the field, the more, more complex, and complicated the amount of data will be. For this reason, it is necessary to immediately carry out data analysis through data reduction. Reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns.

b. Data Display

After being reduced, the next step is presenting the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like.

c. Conclusion Drawing/Verification

The third step in qualitative analysis according to Miles and Huberman is drawing conclusions and verification. The initial conclusions put forward are still temporary, and will change if strong evidence is not found to support the next data collection stage.

D. RESULT AND DISCUSSION

Leadership and Governance. in the curriculum at the Faculty of Communication and Business (FKB) there are 3-4 courses that refer to Entrepreneurial, and courses that are already required from the University for Study Programs which are rather complicated when connected with Entrepreneurial, then for outside the Faculty of Communication and Business (FKB) curriculum) has a program called StartupHup, and an Entrepreneurial room or lab, and FKB has an internal funding system that is Continue, and FKB has collaborated with external parties. Ives et al., (2020), Leadership and governance are two important factors and in developing entrepreneurial and innovative higher education institutions positive and responsive leaders are leaders who maintain a dynamic and successful organization, and complexity.

Digital transformation of all study programs at FKB has used a digital system, in terms of teaching, research and also community service (ABDIMAS), and in the Covid-19 Pandemic Era it was even more forced that all activities in faculties and study programs use an online system. And the importance of Digital transformation is also stated in (Applying the HE Innovate framework to higher education in Italy chapter 2: 4) that Digital transformation and capabilities are very important for the dissemination of learning materials and methods.

Universities provide funding to faculties in anything related to Entrepreneurial, and are consistent, then FKB has a StartupHup where, it is a gathering place for lecturers and students who have a passion for entrepreneurship, and FKB itself often gives awards to lecturers in the form of TelU Points, and also gave awards to students who won in Entrepreneurial competitions. Alves et al. (2020), The aim is to empower individuals throughout the organization to have their own initiatives, engage in innovation and build stakeholder relationships based on personal trust across external and internal boundaries to seek synergies.

Supporting and stimulating the entrepreneurial agenda, all study programs at FKB have done the right thing, namely, supporting their community to take part in certified training programs on Entrepreneurial, and the study programs themselves often hold events for major student assignments, namely Urban Village. In all study programs, we always collaborate with external parties and in terms of preparing the RPS, this aims to prepare graduates who are in line with market needs. In Arnaut (2019) says that, integrating research related to entrepreneurship into the teaching and learning process is an effective way to increase the desire or willingness to become an entrepreneur.

To prepare and support entrepreneurship, FKB holds an activity called EFBA where lecturers who become their supervisors, FKB students also often hold events so that their work, such as documentaries and others, is known and accessed by many people. And there is also a mini market at FKB that can teach students directly about entrepreneurship this variable is very important, as in (Applying the HEInnovate framework to higher education in Italy, chapter 2) HEI can help individuals reflect on commercial, social and environmental goals or lifestyles related to entrepreneurial aspirations and intentions.

Knowledge exchange and collaboration, FKB often collaborates with external parties, such as the UMKM, UMKM, TELKOM, BUMDES, and also the North Malaysia University (UUM) in all matters to Realize an Entrepreneurial University. The importance of knowledge exchange is explained in (Applying the HE Innovate framework to higher education in Italy, chapter 2) that collaboration and knowledge exchange are very important, entrepreneurship does not operate independently but is closely related to other stakeholders in their ecosystem. Knowledge exchange is an important catalyst for organizational innovation, teaching and research advancement, and local development.

The globalized institution, in this case the FKB, has often participated in international-level activities held at the National level, FKB also has a program called Global Week where FKB invites guest lecturers from abroad. It is said in Paiva et al.'s research, (2020), Internationalization is an important indicator for quality in higher education and a vehicle for continuous change and progress.

Measuring impact, the Faculty of Communication and Business evaluates its programs at the end of each year, while evaluations in study programs are conducted per semester. The purpose of measuring the impact is to find out the extent to which the impact is obtained from the implemented programs as stated in Alves et al., (2020), impact measurement is a transverse dimension in the HE Innovate framework. Innovative Colleges need to understand the impact of the changes they introduce on their institutions and on the wider ecosystem in which they operate.

Following are the findings as well as the results of the research entitled Evaluation of faculty readiness in supporting the University's entrepreneurial agenda at Telkom University, case studies in the faculties of communication and business. Based on the findings in the research that focuses on examining eight variables, it can be concluded that the Faculty of Communication and Business has optimally carried out all activities that can support the EU agenda at Telkom University, although there are some that must be addressed. In this case it is:

1. Provision of incentives to employees who work as executors of EU-related activities. And also, to students who have an entrepreneurial spirit and students who lack an entrepreneurial spirit. By providing commensurate incentives, it can increase enthusiasm to increase the desire for entrepreneurship.
2. Using the results of research on entrepreneurship as teaching materials in study programs (3 study programs). By using the results of research on

Entrepreneurship, as teaching materials in the faculties of communication and business, students' knowledge about Entrepreneurship can be more updated. The research results are also very good to be used as case examples for students.

3. Integration of education, research and community service activities. related to Entrepreneurship

For more details regarding the evaluation of faculty readiness in supporting the EU agenda at Telkom University, see the following table:

Table 1. Evaluation of FKB readiness in supporting the EU agenda at TELU

Variable	Result	Theory Conformity	
		Yes	No
1. Leadership and governance	<ol style="list-style-type: none"> 1. Have courses that really support the EU Agenda at Telkom University, and there are also mandatory courses on Entrepreneurial from the University 2. Have a startup hub 	✓	
2. Digital transformation and capability	<ol style="list-style-type: none"> 1. Learning management system (LMS) 2. I miss 3. Aplikasi umum (whatsapp, zoom, google meet dan google classroom) 	✓	
3. Organizational capacity, people and incentives	Incentives for students and employees are still minimal		✓
	<ol style="list-style-type: none"> 1. Obtaining funds from TelU and also CSR funds from Telkom 2. Consistent Funding Scheme 	✓	
3. Entrepreneurship development in teaching and learning	<ol style="list-style-type: none"> 1. All study programs (Prodi) support all members of the community for entrepreneurship 2. Inviting guest lecturers, practitioners and the community 3. There is a program called Entrepreneurial Festival Business Administration (EFBA) 4. Urban villages 5. Triple WRAP 6. Collaboration with external parties in preparing the SPS 	✓	
	7. There are no research results used as teaching materials in FKB		✓
5. Preparing and supporting entrepreneurs	<ol style="list-style-type: none"> 1. EFBA activities 2. Urban villages 3. Convenience store in KB 4. Film screening at Dago Tea House 5. Collaborate with umkm and BUMDES 6. Continuous ABDIMAS activities 	✓	
6. Knowledge exchange and collaboration	<ol style="list-style-type: none"> 1. Collaboration with government related to Entrepreneurship in this case the UKM service 2. Bandung City Service 3. Joint research with Malaysia Main University (UUM) 4. Provide training to MSMEs and Bumdes 	✓	

Variable	Result	Theory Conformity	
		Yes	No
	5. There is no integration of activities, education, research and services into industry/community		✓
7. The globalized institution	1. The faculty fully supports its members to take part in level competitions, national and international. 2. Startup hubs have participated in online international level competitions 3. Faculty exchange program 4. Global week program	✓	
8. Measuring impact	1. Evaluation of the percentage of Entrepreneurs each semester 2. The teaching process is evaluated every week. 3. Evaluate the level of satisfaction and feedback from students on the activities that have been carried out 4. Evaluate two startups at the end of the year 5. There is a satisfaction survey to external parties	✓	

Source: Author (2021)

E. CONCLUSION

Based on the research results, it can be concluded that FKB is an active faculty in the field of entrepreneurship, with related courses, cooperation with external parties, and consistent funding support from the university. All study programs at FKB have adopted a digital system for teaching, research and community service, especially during the COVID-19 pandemic. FKB also encourages its students to take part in certified training programs and often holds events such as Urban Village. Collaboration with external parties in preparing lesson plans, EFBA activities with supervisors, as well as mini markets at FKB that teach students about entrepreneurship, are part of FKB's efforts to provide practical experience and knowledge. FKB is also active in international and national level activities, and has a Global Week program that invites guest lecturers from abroad. Evaluation of programs is carried out periodically to ensure quality improvement.

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