Inspiring Education: Creativity, Entrepreneurship and Higher Education in Indonesia

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Entrepreneurship in HE in Indonesia

- Development of Entrepreneurship Center in campus.
  - These centers conduct various activities such as seminars, talk shows, short courses, workshops, business internship and practicum, business collaboration, Entrepreneurship Expo, Entrepreneurship Challenge, Technopreneurship (OCOP), etc.

- Entrepreneurship Priority
  - **Entrepreneurship courses:** UI, UNDIP, ITB, UNPAD, IPB, UGM, STT and STMB Telkom, President University, UKSW, Paramadina, UNPAR, Universitas Semarang, BSI, BINUS, Tri Sakti, and 264 other higher education institutions
  - **Entrepreneurship training:** supported by DGHE in collaboration with Ciputra Entrepreneurship Center, → 23 cohorts of lecturers (1,265 lecturers) trained for entrepreneurship.
  - It is expected that they themselves can be an inspiring entrepreneurs, while also integrating entrepreneurship into their teaching and learning in campus.
Entrepreneurship in HE in Indonesia

Students Entrepreneurship Development and Program.

DGHE Voucher: supported by MONE, students are given seed funding to subsidy the students entrepreneurship efforts or plan → offered based on competition, and highly limited.

Public and Private Companies Fund: supported by public companies and private sectors based on competition, this program has involved more than 4000 students participation. (Peseta Wirausaha Mandiri 2010 Capai 3.395 Mahasiswa, 9 Januari 2011: http://www.antaranews.com/berita)
Entrepreneurship in HE in Indonesia

+ **Students Entrepreneurship Development and Program.**
  
  + **Entrepreneurship Training for Students** by Ministry of Manpower and Transmigration using 208 Manpower Training Centers in Indonesia to increase the skills and productivity levels of students (Mahasiswa Dilatih Wirausaha, 15 March 2010 [www.dikti.go.id](http://www.dikti.go.id))

+ **Students’ entrepreneurship funding** by Ministry of Cooperatives and Small and Medium Enterprises. This action involves about 1,500 students to receive funding for their business initiation (Menkop Siap Modali Mahasiswa untuk Wirausaha, Sabtu, 19 Juni 2010 [www.metrotvnews.com](http://www.metrotvnews.com))
Entrepreneurship in HE in Indonesia

+ **Issues & challenges**
  + **Entrepreneurship Education & Training**
    + Quality of students input from high school
    + Only an add-on course
    + Only in school of business/economics/management
    + Theoretical and conceptual approach, lack of practical approach
  
  + **Evolution toward Entrepreneurship University**
    + Lack of understanding on the concept of “entrepreneurship”
    + Lack of human resources (professors, university administrators, etc.)
    + Risking a big change (rocking the boat)
Entrepreneurship in HE in Indonesia

• Issues & challenges
  • Collaboration between potential entrepreneurs and angel network
    • University works in solitaire (education, training, faculty development, voucher, center)
    • Minimal rules and regulations to support collaboration
    • Low confidence of angel network to provide support to students
Case of Putera Sampoerna Foundation

Pathway to Leadership:
Transforming Society and Nation Building,
Creating Individuals as Future Transformational Leaders
Case of Putera Sampoerna Foundation

**Mission:**
developing competent leaders of moral integrity and a strong commitment to social justice, leaders who are analytical, knowledgeable and socially responsible leaders who are altruistic yet pragmatic in their approach towards resolving issues in this era of globalization.
Case of Putera Sampoerna Foundation

**DNA:**
- Leadership
- Entrepreneurship
- Value System
Case of Putera Sampoerna Foundation
seeks to strengthen the Indonesian entrepreneurial community by fostering and creating relationships among entrepreneurs and angel investors.
MEKAR — entrepreneur network
MEKAR – entrepreneur network

- Mekar’s Entrepreneur, Investor Portal
- Early Stage Incubation
- Entrepreneur, Investor Networking Events
- Angel Investor Orientation Sessions
- Entrepreneurship Orientation Sessions
MEKAR — entrepreneur network

+ 25 Deals facilitated: Papaya Callina, Blend O’nesia
+ 146 direct jobs created
+ 2000 Entrepreneurs registered
+ 300 Investors registered
Sampoerna School of Education

Education & Training

- Curriculum design and assessment: beyond the box
- in collaboration with MEKAR to introduce the concept of entrepreneurship and know how
- In collaboration with Microsoft PIL to focus on creativity and innovativeness use of ICT for teaching and learning
- In collaboration with ± 35 schools for school experience
Sampoerna School of Education

Entrepreneurial spirit & values development:

- rites & rituals
  (students activities: social, academic, entrepreneurship)
### Time

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<tr>
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<th>Students Activity</th>
<th>SSE vs. Students</th>
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| Year 1 | Scanning the environment | - Use variety of instructional media for teaching, researching, and reporting purposes  
- Participate actively in SSE curricular and extracurricular activities  
- Schools visit and observation (to various schools)  
- Participate in Alumni activities  
- Social activities for needy public  
- Participate in national students activity (arts, academics, etc.) | - SSE provides the funds for students activities based on students design of the program  
- Students start to involve in fundraising activities with Alumni. |
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<tbody>
<tr>
<td>Year 2</td>
<td>- Chairing team or committee</td>
<td>- SSE does not provide the funds for students’ activities anymore.</td>
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<td>Emerging Leadership</td>
<td>- Represent SSE students in national events, alumni &amp; public activities</td>
<td>- Students start to conduct fundraising activities on their own for most students’ activities.</td>
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<td>- Leading activities (initiate, propose, implement, and report)</td>
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<td>- Assisting schools in various aspects</td>
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<td>- Negotiate and mediate conflicts</td>
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<td>- Be reflective practitioners</td>
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<td>- Acquire high presentation skills</td>
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<td>- Initiate efforts for fundraising</td>
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<td>- Start the students cooperative</td>
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**Sampoerna School of Education**

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<td>Year 3</td>
<td>- Engage in various team/committee at various levels</td>
<td>- Fundraisings by students</td>
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<td>Widening the horizon</td>
<td>- Run students activities on their own</td>
<td>- Quality control</td>
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<td>- Responsible for coaching the freshmen and the sophomore</td>
<td>- Facilitation by MEKAR</td>
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<td></td>
<td>- Engage in various academic practices (teaching, research, coaching) at various</td>
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<td></td>
<td>levels (assistantship)</td>
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<td></td>
<td>- Conduct collaborative students activities with students from other colleges and</td>
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<td>or with sponsoring companies.</td>
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<td>- Have a small business of their own (group work)</td>
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<td>- Engage in various entrepreneurship internship with MEKAR</td>
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| Year 4                    | - Engage in various research, teaching, and social activities in school as well as in community  
                           | - Provide referral services to public as well as other students                    | - SSE provides guidance for students to prepare them toward their career (career preparation) |
|                           | - Lead SSE activities and represent SSE for public performance                     |                                                                                 |
|                           | - Conduct collaborative students activities with students from other colleges and or with sponsoring companies. |                                                                                 |
|                           | - Have a small business of their own (group work)                                  |                                                                                 |
|                           | - Engage in various entrepreneurship internship with MEKAR                           | - Quality control                                                               |

Sampoerna School of Education
Action: school nurturance, community development, entrepreneurship initiative (voucher), matching with angel investor (in collaboration with MEKAR)
Together, we can make a difference