The role of corporate environment
To support student entrepreneurship

Tony Antonio
Ciputra University Surabaya
3rd Unesco-Apeid Meeting
On Entrepreneurship Education
Royale Chulan Hotel Kualalumpur
December 10, 2013
The culture of the Empire comes down from the house of the Emperor.

Confusius
Institutional environment
Ciputra University

Institutional environment
Ciputra group company

To be a great impact to the nation by being a university that creates entrepreneurs with excellent character

Student Entrepreneurship Achievement
Company Environment
If there’s one thing I’d like to leave as my legacy for Indonesia, that would be Entrepreneurship

Founder of Universitas Ciputra 2006.
2007 Ernst & Young Indonesia Entrepreneur of the Year.
Channel NewsAsia’s Luminary Awards 2013 Lifetime Achievement Award Winner.
Our corporate culture

Integrity

Professionalism

Entrepreneurship
The Enabler
The company provides funding and senior executive attention to prospective projects.

Example: Google

The Producer
The company establishes and supports a full-service group with a mandate for corporate entrepreneurship.

Example: Cargill

The Opportunists
The company has no deliberate approach to corporate entrepreneurship. Internal and External networks drive concept selection and resource allocation.

Example: Zimmer

The Advocate
The company strongly evangelizes for corporate entrepreneurship, but business units provide the primary funding.

Example: DuPont

Dedicated
Resource Authority

Ad Hoc

Dedicated
Focused

Resource Authority

Ad Hoc

Diffused
Organizational Ownership
Focused
"Grow From Within" by R Wolcott and M. Lippiz (McGraw-Hill 2009)
University Environment
To be a great impact to the nation by being a university that creates entrepreneurs with excellent character
Our believe for EE

The right METHODE
- proper curriculum

The right MENTOR
- lecturer and entrepreneur in residence

The right MENTEE
- selected student

The right MILLIEU
- conducive environment
Design and engineered the environment

Entrepreneurship environment through Project based Curriculum

Friendly, festival like

We share our own cooking and our food
Writing on the wall

Inspiration from other student
Speech from the stage

*Inspiration from Entrepreneur*
# Curriculum Model

## Final Project

<table>
<thead>
<tr>
<th>CORE SUBJECTS OF EACH APARTMENTS:</th>
<th>Sem 8</th>
<th>Sem 7</th>
<th>Sem 6</th>
<th>Sem 5</th>
<th>Sem 4</th>
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Courses Offered in Each Semester:

- **Sem 8**: New Venture Creation
- **Sem 7**: International Biz
- **Sem 6**: International Biz
- **Sem 5**: Innovation
- **Sem 4**: Retail
- **Sem 3**: Start up n online
- **Sem 2**: Personal Selling Skill
- **Sem 1**: Personal Selling Skill

Course Code: E1, E2, E3, E4, E5, E6
2. MODEL SPIRAL UC

PRODUCT DEVELOPMENT
TECHNOLOGY
RESOURCING

Continuity
Complexity Scope

Innovative &
Global Players

E1
E2
E3
E4
E5

Continuity
Real Project means...

Real problems
Real adversity
Real risks
Real market needs
Real network
Real resources
Real fulfillment
It is concluded that project-based learning is best-suited to teaching entrepreneurship.

McMullan and Boberg (1991) cited by Gary Gorman, Dennis Hanlon and Wayne King

Festive – festival like
Winners every semester
Mahasiswa Universitas Ciputra Menangi Lomba Bisnis Internasional

Ciptakan Pengganti Kayu dari Bahan Daur Ulang

Wilson Philip Liem, mahasiswa Prodi International Business Management (IBM) Universitas Ciputra (UC), meraih juara pertama dalam lomba Global Entrepreneurship Forum for Young Asian Thought Leaders di SolBridge International School of Business Daejeon di Korea Selatan pada 25-29 Juni lalu.

TITIK ANDRIYANI


Wilson melihat bahwa peluang menjadi agen bahan material pengganti kayu itu masih sangat prospek. Sebab, bahan kayu di Indonesia saat ini mulai menipis. Hutan menjadi gundul di mana-mana. Karenanya itu, harga kayu melambung. Sementara kebutuhan akan kayu sangat


Inge Gunawan, pendamping mereka, mengatakan bahwa kompetisi bertema The Global Age and Korean Business Insight: Innovation, Entrepreneurship, and Convergence Strategies itu adalah event bertaraf international. Kompetisi tersebut, menurut dia, nampak meningkatkan dan memperkaya ide bisnis, inovasi, serta kompetensi komunikasi mahasiswa. (*/c9/oni)
We share our way of cooking
We share our own food
Student Entrepreneurship project
• Pepermint petty
The role of international environment to Indonesia

The role of the country environment to the company

The role of the company environment to the university

The designed environment by university to support student entrepreneurship