Entrepreneurship Education @BINUS University
Idris Gautama So
Head, School of Business Management

UNESCO-APEID Meeting on Entrepreneurship Education
June 11-12, 2012, Hangzhou, China
Content

• Key Milestones
• Vision, Mission and Quality Objectives of BINUS University
• Current existing entrepreneurship
• Feed back from practicing entrepreneurs
• Benchmarking on entrepreneurship environment
• The importance of entrepreneurship
KEY MILESTONES

1981
Akademik Teknik Komputer

1987
STMIK BINA NUSANTARA

1996
Universitas Bina Nusantara

2000
BINUS Center

2001
BINUS International

2003
BINUS School Simprug

2007
BINUS School Serpong

2010
BINUS Square of Residence

2011
BINUS University Alam Sutra

1981
Akademik Teknik Komputer

1987
STMIK BINA NUSANTARA

1996
Universitas Bina Nusantara

2000
BINUS Center

2001
BINUS International

2003
BINUS School Simprug

2007
BINUS School Serpong

2010
BINUS Square of Residence

2011
BINUS University Alam Sutra
1.046 active lecturers
   (94 Doctors, 7 Professors)

33 programs

65,596 alumni

24,958 active students

Profile

Prof. Dr. Harjanto Prabowo
Rector BINUS UNIVERSITY
Vision 20/20

A world-class university in continuous pursuit of innovation and enterprise
The mission of BINUS University is to contribute to the global community through the provision of world-class education by:

- Providing a world-class teaching, learning, and research experience that fosters excellence in scholarship, innovation and entrepreneurship.
- Creating outstanding leaders for global community.
- Recognizing and rewarding the most creative and value-adding talents.
- Conducting professional services with an emphasis on application of knowledge to the society.
- Improving the quality of life of Indonesians and the international community.
QUALITY OBJECTIVES
[audited by external parties]

LEARNING AND GRADUATE

- One out of every three graduates becomes an entrepreneur or is working at a global organization within six months upon graduation.
- 20% of active students gain international experience during their period of study.

RESEARCH

- 25 innovative legally registered intellectual property per year
- An average of one International paper per Faculty Member per year

OVERALL SERVICES

- Academic Satisfaction index of 75% or above
- Excellent stakeholder satisfaction
Review on Current Entrepreneurship Education

• Compulsory course (J0692 – Entrepreneurship): theory/knowledge, skill sets and practical experience in a 2 credits course and is not specified for each study program. It is not enough.

• Non-compulsory outreach programs (seminar, workshop, BSU programs, etc)

• Lack of FM focussing on entrepreneurship

• Different expectation from students

• Lack of effective methodology in teaching, e.g. case study, experiential learning

• Batch 45 (Nov 2011/Mei 2012): 84/98 Entrepreneurs

• Feedbacks (e.g: Chief HR Orangtua Group)
BINUSIAN Entrepreneur
Feedback from Practicing Entrepreneurs

• Knowledge in entrepreneurship should be combined with the opportunity to learn “hands on practice”
• Random Idea $\rightarrow$ Good Idea $\rightarrow$ Paying Customers
• Entrepreneurship $\neq$ Selling / Trading, the need for value creation
• Entrepreneurial mindset
• Understanding on how market works
• Basic entrepreneurship skill-sets
Entrepreneurship at Other Universities

- Babson College
- EM Lyon Business School
- University of Southern California
- University of Texas at Austin
- Technologico de Monterey
- National University of Singapore
# Elements of University-Based Entrepreneurship Environments

<table>
<thead>
<tr>
<th>Elements</th>
<th>BINUS Univ</th>
<th>Babson</th>
<th>EM Lyon</th>
<th>USC</th>
<th>UT-Austin</th>
<th>Tech de Monterrey</th>
<th>NUS</th>
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<td>Leadership</td>
<td>Yes</td>
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<td>Yes</td>
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<td>No</td>
<td>Yes*</td>
<td>No</td>
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<td>Yes</td>
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<td>Yes</td>
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<td>Yes</td>
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<td>Course for non-business</td>
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<td>No</td>
<td>Yes</td>
<td>Yes</td>
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<td>Business plan competition</td>
<td>Yes/No</td>
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<td>Venture investment fund</td>
<td>Yes/No</td>
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<td>Link to Angel and venture fund</td>
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<td>Incubator</td>
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<td>Yes**</td>
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</table>

* With Entrepreneurship Center
** With local incubator

Source: Fetters et al., 2010
The Importance of Entrepreneurship

President Susilo Bambang Yudhoyono said:
“the nation needs to promote entrepreneurs to create jobs and reduce unemployment”

Cooperatives and Small and Medium Enterprises Minister Syarifuddin Hasan said:
“that the number of entrepreneurs in Indonesia was very low, accounting for 0.24 percent of the population, well below an ideal of 2 percent”

“If we want to bring down unemployment in a sustainable way, neither rescuing General Motors nor funding more road construction will do it. We need to create a big bushel of companies – fast” (Thomas Friedman)
## Percentage of Entrepreneurs to Total Population

<table>
<thead>
<tr>
<th>Country</th>
<th>% to Population</th>
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<tbody>
<tr>
<td>US</td>
<td>11.5%</td>
</tr>
<tr>
<td>Singapore</td>
<td>7.5%</td>
</tr>
<tr>
<td>Thailand</td>
<td>4.1%</td>
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<tr>
<td>South Korea</td>
<td>4.0%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>2.1%</td>
</tr>
<tr>
<td>INDONESIA</td>
<td>0.24%</td>
</tr>
</tbody>
</table>

Source: Kompas
Entrepreneurship Program

Batch 45, 46, 47:
- Be (E) Entrepreneur
- BSU Programs

BINUS University Entrepreneurship Ecosystem (BUEE)
BINUS University Entrepreneurship Environment

**TEACHING & LEARNING**
- Expansion from 2 cu to 8 cu
- Minor in Entrepreneurship
- Academic & Practitioners Involvement
- Pedagogy, Teaching Material, Class Environment, Faculty Development Program

**OUTREACH PROGRAM**
- Seminars / Workshops/Talkshows (PACKAGE PROGRAMS)
- Collaborative Programs with Industries
- Website Publication & Updates (“Showcases”)
- Students Club, Alumni & Other Channels (BINUS TV)

**NETWORKING**
- Internship
- Linking to Sources of Funding
- Linking to Market (e-store, physical market)
- Linking to Incubator

**OPERATIONAL & ADMINISTRATIVE**
- Coaching/Consultation (PACKAGE PROGRAMS)
- Practical Research
- Infrastructure - Web-based Business Plan
- Good governance
Program Objective: To prepare students to be able to create and launch new business

Competencies: Entrepreneurial Mindset and Skills

Scope:
- Theory and Practice
- Integrated, multidisciplinary experiential
- Cases that reflect real world experiences
- Internships, consulting projects, labs
- Practitioners involvement
- 8 cu comprising theory & business projects + 12 credits elective in the form of Practical work and thesis
- Comparison with other university (domestic and Int’l)
ASEANpreneurs Youth Leader Exchange 2009
“Young Creative Entrepreneur”
collaboration between Binus University and NES (NUS Entrepreneurship Society).

We welcome collaboration with this meeting participants
THANK YOU