

## NECESSARY ANALYSIS OF DEVELOPING ENTREPRENEURSHIP LEARNING BOOK AT THE MATERIAL OF ENTREPRENEURSHIP MANAGEMENT

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### ABSTRACT

*Management and initiative become one part which can be separated. management be a thing to achieve success an initiative. before begin or develop enterprise business, student should have knowledge about business management. this research has qualitative approach to descript student necessary to the entrepreneur learning book at material of entrepreneur management. data be obtained from interview, observation, and documentation which done to the university student who has joined entrepreneur activity, lecturer and entrepreneurship curriculum. analysis result shows that reasonably be done developing of learning material at small management learning especially at part of initiative planning management, small management financial business, promotion management and marketing management. purpose from this research is do analysis the developing necessary of entrepreneurship learning book at entrepreneur management learning especially small business at entrepreneurship subject.*

### INTRODUCTION

Management administration in entrepreneur is need to the business that has actual direction which measured and planned nicely. To getting success implement business, so knowledge about management become important to learn for the student when learn entrepreneurship learning. Management and business be a part which cannot be separated if someone reach the purpose seriously from target in the business. Management be a thing to reach success of an effort. So that way, before begin or do business developing and mastering about business management is important to do. This researching to analysis how far the necessary of entrepreneur learning management material especially small business which can be implemented to student when do real business be need during learning material developing which focusing to entrepreneur management can be developed.

### THEORITIC LEARNING

#### 1. Learning Material

According to majid (2010:174), book is written learning material which serving knowledge. the content describing a suitable author idea, book has content such knowledge which can be used by student to learn. according to prastowo (2012:166), book is written material which serving knowledge or author idea, the content of book can be gotten through researching, observation, and actualization experience or imagination which called by fiction.

Learning book is one of learning material kinds which grouped in the category of mold learning material. minister decision number 36/d/0/2001-chapter 5 verse 9 said that learning book is hand book for a subject of study which be written and arranged by expert of aspect and fulfill text book axiom as well as be published officially and distributed widely. prastowo (2012:168) state that learning book is

book which arranged to learning process and has materials content or learning materials which be taught.

## 2. Management

According to Follet (2002) management as finishing art of work through other people. This definition means that a manager duty to manage and point at other people to reach the organization purpose. Hasibuan (2007) states that management is knowledge and art to control the process of using human resource and other resources effectively and efficiently to reach the certain purpose. Wijayanti (2008) management is planning process, organizing, directing, and supervising businesses of the organization members and the using of organization human resources to reach the purpose.

Based on that definition, can be concluded that management is art to control a system, good for people and other thing for work as the stipulation and purpose which consisting of several activities. Management can be said also as knowledge to control human in organization form to use the resource which include to reach purpose which decided effectively and efficiently until works and expedient.

## 3. Entrepreneur

Entrepreneurship come from Entre and Preneur. Which entre is acts activity, work, make something. Preneur is fighter, hero, superior human, model, prudent, brave, and great character. So, entrepreneur is fighter or hero who making something. This is only etymology side. Based on Big dictionary of Indonesia Language (KBBI), "Entrepreneur being identified by private businessman, till the entrepreneur can be said as clever or talent to introduce the new product, choosing the way of new product, and arranging operational guide to supplying new product, marketing as well as control financing operation.

According to Kasmir (2011:19), "simply meaning of entrepreneur is people who has brave feeling to take risk for opening

business in many changes". While according to Geoffrey G. Meredith et al. (2002:5), "Entrepreneurs is people who have ability to take change in business, collecting needed resources to take benefit and accurate acts to be success". In line with Hisrich-Peters in Buchari Alma (2004:26) states that "entrepreneurship is process of creating something else with using time and activity together with monetary capital and risk as well as receive respond and satisfy also personal freedom".

Based on expert point of view, concluded that entrepreneurship is a character, identity, and personality of someone who has ability to realize creative idea, and innovative which can be basic of facing the life challenge. Concerning people who have entrepreneur human spirit, of course can-do entrepreneur activity or become actor or more famous by entrepreneur. On the contrary who does not have its soul of course cannot be said as entrepreneur even do business activity.

## 4. Entrepreneurial Management

If it is related to Entrepreneurship, entrepreneurial management is defined as a management science applied in implementing entrepreneurial activities. Science that needs to be implemented by an entrepreneur in implementing the organization (business) he leads. Dewi (2016) states that Management of entrepreneurial management is needed in the internal activities of the business, so that the undertaken business really has a direction in running the business, measurable, and well planned. Business planning will also be "controlling tools", whether in the future, the business is run in the rules and the correct planning line or not. Management perspectives in small businesses are relatively little different from large-scale business management.

## 5. Entrepreneurship Education Course

Premand (2015) states that entrepreneurship Education has the potential to enable learners to acquire skills and create

their own jobs. The results of the research show that entrepreneurship education significantly increases the level of entrepreneurship among university graduates about one year after graduation. Jiménez's research (2015) states that Entrepreneurship has become an indication of economic growth in a country, a positive impact on formal education Entrepreneurship is the ability gained through the education necessary to detect and evaluate business opportunities better, increase confidence to bear the perceived risk, As well as fostering awareness and job opportunities.

### RESEARCH METHODOLOGY

This study has a qualitative approach. Aims to analyze the materials that students need in learning entrepreneurship management. Data obtained from interviews, observations and documentation conducted on students, lecturers and on the curriculum of Entrepreneurship. Technique triangulation of data based on resources conducted to students and lecturers from various faculties in Putera Indonesia University of YPTK Padang namely Faculty of Teaching and Knowledge Education, Faculty of Economics and Faculty of Computer Science. Data collection is also done to students who have attended entrepreneurship lectures and have entrepreneur conducted with enthusiasm even on a small scale with the intention that the students already have the initial ability and understand the need will come related to entrepreneurship courses. Triangulation by technique is done by cross-check data retrieval based on interviews, observation and documentation. Extension of observations made to improve the validity of data and ensure data obtained is saturated data to be able to provide the right conclusions of data reduction has been done.

### RESEARCH RESULT

Based on the process of data retrieval, data reduction and drawing conclusions, it can be explained the results of data analysis that:

#### 1. Requirement Analysis of Teaching Materials on Entrepreneurship Management

The analysis of the need of teaching materials of entrepreneurship management is done by interview technique to the group of students who have carried out the entrepreneurial activity stating that the management is needed in the business, without any management, the arrangement of the entrepreneurial activity done cannot be guaranteed its success. During this effort conducted by students although on a small scale always have links with management, including planning management, financial management and management in marketing. Data obtained from the lecturers of Entrepreneurship courses states that students who are active in many entrepreneurial activities who have enthusiasm and enthusiasm in digging the study of management in entrepreneurship. So far, entrepreneurial management is only discussed in a brief study in general, not really at the stage to implement management for small businesses. This is reinforced by the documentation data seen from the teaching resources and curriculum used by the lecturer stating that there is still minimal entrepreneurial management material owned by the lecturer. Therefore, it is concluded that it takes entrepreneurship teaching materials that are more practical to be applied by students in learning entrepreneurship.

## 2. Management of Business Planning Materials

Results of interview to students stated that, often have difficulties in carrying out business planning, presentation of business plan taught so far not refer to the specification of knowledge planning business to be implemented in the process of entrepreneurship. Students want knowledge in planning the business with a more focused and in-depth study of the steps in business execution because Planning is related to all other managerial functions. Course lecturers emphasize that the tendency of limitations of time in conveying teaching materials causes the description of the material business plan should be presented in a general form and not focus on the parts of the business plan itself. There are important studies required in formulating business planning management:

- a. Develop a clear business vision and mission. It takes knowledge in revealing a clear Vision and Mission effort to illustrate what to do in the future, depicted by realistic by expressing an advantage that sets forth a value that will be achieved beyond the standards that other people or organizations have. Vision and Mission also disclose the target of time that describes the year of achievement of the ideals proposed. Students need knowledge in expressing a clear Vision and Business Mission to express what they believe in doing business.
- b. Define the core competencies of the company, segments, market goals, and place the company's position to compete effectively. Core competencies. Students need the ability to formulate core competencies so they can have a set of capabilities and uniqueness developed in key operational areas such as quality,

service, innovation, team building, high flexibility, responsiveness and other things that can be done to Beyond competitors.

- c. Assessing Strengths, Weaknesses, Opportunities and Threats (SWOT). The undertakings need to have a SWOT analysis formulated based on a clear analysis. Students need a specific study of SWOT analysis by first identifying the core competencies and desired position in the market, students should have a tentative analysis of the SWOT to be able to divert attention from weaknesses and focus on assessing the strengths and potentials they have.

## 3. Marketing Management Material

The results of data analysis indicate that students argue that by becoming entrepreneur it will always get a challenge in doing business activity. Failure to run marketing management can cause business to collapse. Students need marketing management teaching materials mainly related to the development of the way of marketing through the internet network. Because marketing becomes the lifeblood of the student then the students want the material about implementing online marketing is the material most desired by students. Besides, lecturer said that it requires teaching materials related to the ins and outs of online marketing that is not only related to how to market by online but also the law and trading ethics through online which is currently very limited material.

## 4. Financial Management Material

Student awareness about the success or failure of small and medium enterprises (SMEs) depends on the financial feasibility of the business conducted to make students declare that the ability in business financial management is an important part of the

material needed by students in entrepreneurship. During this time one of the most common problems faced by students in being a businessman is the ability to get adequate cash flow and working capital in order to remain benefited. This is noted as one of the main problems facing SMEs has been for a long time. It is known that almost all students who have undertaken entrepreneurial activities face financial management problems, while the challenges they face are small businesses that are vulnerable to problems of business failure resulting from capital problems. Therefore, students and lecturers argue that financial management material is a material that should be developed with more lead to the financial management of small businesses vulnerable to business failure.

### DISCUSSION

Management becomes the controller of business activities to ensure that the business is carried out in accordance with the direction of business goals. Management is needed not only for newly established businesses, but all business units that are running require good management. Marzuki Usman (2000), entrepreneurial understanding in the context of management is the ability to use resources, such as finance, raw materials and labor to produce a new product, a new business, a production process or an organization development. Although all managerial functions are interrelated in practice as a system of action, planning is in a unique and distinctive position, as it sets goals for each group to be pursued. Planning covers all aspects related to the organization and cannot be separated. The results of qualitative data analysis indicate that students who have been involved in carrying out business have a view that they need more specific entrepreneurship

materials and have in-depth study on planning management reviews, marketing management especially online marketing and special financial management for small business management.

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