

ABSTRACT

Telkom University is higher education institutions that place entrepreneurs as an inseparable part of the education process, realizing the Telkom University Development Plan (RENIP) which is the Telkom University Grand Strategy in the next 25 years with a vision in 2038 namely “Becoming a Global Entrepreneurial University”. This research was conducted at study program of Informatics Telecommunications Business Management (MBTI), Faculty of Economics and Business.

The purpose of this research was to see the level of gap between students expectations and the students perceptions of the courses new business management implementation which had an impact on the measurement of 2016 MBTI students entrepreneurial competencies who have completed the process of courses new business management.

Methods of data collection in this study by distributing questionnaires to all students/respondents who had taken the new business management courses, as many as 105 students. The questionnaire has several statement with a 7-point Likert scale. The technique in this study is a non-probability technique with convenience sampling. In explaining the results of the study, the data analysis technique used is descriptive analysis, GAP analysis, and Importance Performance Analysis.

The results of this study stated that based on descriptive analysis, student entrepreneurial competencies after participating in new business management courses were in the high category, for knowing the basic business management which amounted to 82%, Conceptual Skill amounted to 82,5%, Marketing Competence amounted to 81,4%, Satisfying Customer by Providing High Quality Product amounted to 82,1% Human Relations Skill amounted to 80,6%, Financial competence amounted to 81,5%, Knowing Your Business amounted to 82,95%, Human relation competence amounted to 80,5%, and Knowing How to Compete amounted to 81,2% shows that students agree to have these competencies despite gaps in the entrepreneurship courses that is equal to -0,519. Through the results of this study it can be concluded that the MBTI study program must improve its performance in order to minimize the gap between student expectations and student perceptions.

The results of the study there will be feedback for the MBTI study program in evaluation of the courses new business management. In addition, this research can be used as a direction to give focus in evaluation learning through the results of Importance Performance Analysis (IPA).

Keywords: Entrepreneurship Education, Entrepreneurship Learning, Entrepreneurship Competence, Gap Analysis.