ABSTRACT

This study aims to evaluate the readiness of the Faculty of Communication and

Business to support the EU agenda in TELU

This research is descriptive. The paradigm of this research is construction. The

approach used in theory development is the induction approach. The methodology of

this research was carried out with quantitative methods. The strategy used in this

research is a case study. Based on the unit of analysis, this research was conducted in

groups. Based on his involvement, this research is minimal. The background of the

research used is non-contired. Based on the implementation time, this research is cross-

sectional. The object of this research is the Faculty of Economics and Business at

Telkom University. The research subjects were the Head of the FKB Study Program,

and the Dean of the FKB within the Telkom University environment. The research

implementation time is (September, 2020-January 2021). Data collection techniques

using observation, and interviews

Findings. The Faculty of Communication and Business has maximally carried

out all activities that can support the EU agenda at Telkom University, although there

are some things that need to be addressed. In this case it is,

1. Providing incentives to employees who work as implementers of activities

related to the EU. And also to students who have an entrepreneurial spirit.

2. Using research results on entrepreneurial as teaching materials in study

programs (3 study programs).

3. Integration of education, research and community service activities. related

to entrepreneurship

Keywords: Evaluation, Entrepreneurial University

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