

ABSTRACT

Unemployment remains an incessant topic of discussion year after year. This phenomenon involves individuals with lower educational backgrounds and university graduates who encounter challenges entering the workforce. Entrepreneurship education programs at the university level serve as one of the initiatives to address post-graduate unemployment.

This research aims to analyze and evaluate learning at Telkom University's Work Ready Entrepreneurship Program (WRAP) based on student perceptions and provide learning development that can be used by the program to make learning more effective. The aspects under investigation encompass the learning process and the ultimate learning outcomes. The study will adopt a student-centric perspective, seeking insights from participants in the program.

This research uses a qualitative study method and will explore this phenomenon through a case study approach. Data will be gathered through in-depth interviews with six participants who are students enrolled in the program in 2022 and also owners of startups.

The research found that of the 9 existing variables, 4 variables became findings for developing WRAP Entrepreneurship learning. The 4 variables are institutional setting, content, objectives, and teaching method. In general, this program makes a positive contribution to the development of entrepreneurial knowledge and skills. Students are satisfied with the role of lecturers, mentors, and facilities, although there are deficiencies in the coordination of academic services. Most achieved goals such as relationships, innovation, and academic recognition, although there were challenges related to the intensity and relevance of mentoring and workload. The program effectively increases knowledge, Spirit, and entrepreneurial behavior, but needs improvement in post-program support and team management. Continuous evaluation and adaptation are required to overcome challenges and improve program quality.

Keywords: WRAP Entrepreneurship, entrepreneurship education program, entrepreneurship education, startup.