



Entrepreneurship Education in a School

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ABSTRACT

Background: The importance of entrepreneurship education in schools and colleges is also increasingly felt in this context. With entrepreneurship education, aspiring entrepreneurs can learn how to identify market opportunities, develop business ideas and manage the company well. With entrepreneurship education, entrepreneurs can also gain knowledge about marketing strategies and financial management that will help them increase the profitability of their business.

Purpose: The purpose of this study is to describe the importance of starting entrepreneurship education in schools.

Design and methods: This research is field research, which is research held in a field or scene with a qualitative approach. This research was conducted at SMA 1 Merangin.

Results: The implementation of entrepreneurship education in schools can be done through various creative and interactive learning methods. For example, students can be invited to make a simple business plan, take part in a business simulation, or make visits to local companies. In addition, teachers can also invite successful entrepreneurs as guest speakers to share their experiences and knowledge. entrepreneurship education programs in schools have significant positive impacts. The evaluation conducted helps in identifying the weaknesses of the program and provides direction for necessary improvements.

Keywords: education, entrepreneurship, school

Introduction

The definition of entrepreneurship is the ability of a person or group of people to create and manage a business or venture with the aim of making a profit. (Semm, 2021) Entrepreneurship also involves the ability to identify business opportunities, develop creative ideas, and take the necessary risks to achieve success. In the context of globalization and rapid technological development, entrepreneurship is becoming increasingly important as one of the drivers of the economy and innovation.

As competition intensifies in the global marketplace, entrepreneurship also requires the ability to adapt to rapid changes. This requires entrepreneurs to continuously update their knowledge and skills to remain relevant and competitive in the evolving marketplace. In addition, entrepreneurship also plays an important role in creating new jobs and improving the welfare of society through its economic contribution. Therefore, it is important for both individuals and countries to encourage and support the development of entrepreneurship in order to achieve sustainable economic growth.

A clear example of this is technology companies that need to keep up to date with innovations and new technologies to stay relevant in a competitive market. They need to be

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able to adapt quickly to changing trends and market needs to stay competitive and thrive. However, there are cases where technology companies fail to adapt quickly to market changes. For example, BlackBerry used to dominate the smartphone market, but failed to compete with its competitors such as Apple and Samsung due to lack of innovation and lag in technology.

The importance of entrepreneurship education in schools and colleges is also increasingly felt in this context. With entrepreneurship education, aspiring entrepreneurs can learn how to identify market opportunities, develop business ideas and manage companies well. This can help them to be better prepared to face challenges and competition in the ever-changing and evolving business world. In addition, entrepreneurship education can also help entrepreneurs to understand the importance of innovation and technology in maintaining their position in the market. entrepreneurship education can be a strong foundation for entrepreneurs to succeed and thrive in this digital era. the value of character education can also be seen in how entrepreneurs interact with customers, business partners, and society as a whole.(Angga & Yasir, 2024)

Entrepreneurship education can also help entrepreneurs to develop the management and leadership skills needed to manage their businesses effectively. With a deep understanding of the market and customers, entrepreneurs can identify new opportunities and overcome emerging challenges. Thus, entrepreneurship education not only provides knowledge on how to run a business, but also shapes the character and positive attitude needed to succeed in this competitive business world. With entrepreneurship education, entrepreneurs can also gain knowledge on marketing strategies and financial management that will help them increase the profitability of their business. In addition, through entrepreneurship education, entrepreneurs can also learn about the importance of innovation and adaptability in the face of dynamic market changes. Thus, entrepreneurship education plays a key role in helping entrepreneurs to thrive and succeed in the ever-changing business environment.

Framework of Thought

The role of entrepreneurship education in developing the entrepreneurial mindset of students and entrepreneurs has become an increasingly popular topic in academic research. Many studies have highlighted the importance of entrepreneurship education in helping individuals to develop the skills and knowledge necessary to succeed in the business world. In addition, entrepreneurship education is also considered as a means to enhance creativity and innovation, and prepare individuals to face the challenges and opportunities that exist in today's global market. Therefore, in this theoretical framework, we will further discuss the important role of entrepreneurship education in shaping the entrepreneurial mindset of students and entrepreneurs (Maya et al., 2020).

Entrepreneurship education is also believed to provide a deeper understanding of how to start and manage a business, as well as build the networks and connections necessary for success in the business world. Thus, entrepreneurship education not only provides practical knowledge, but also shapes the mental attitude required to become a successful entrepreneur. In addition, entrepreneurship education can also help individuals to identify business opportunities that exist around them and develop creative ideas to capitalize on them.

Through entrepreneurship education, individuals can learn innovative strategies to market their products or services and understand how to manage the risks involved in running a business. With entrepreneurship education, it is expected that more individuals will be inspired to start their own businesses and contribute to economic growth. Thus, entrepreneurship education has an important role in shaping a young generation that is creative, innovative and brave enough to face challenges in the business world.

Through entrepreneurship education, individuals can also develop leadership, time management and communication skills that are essential in the business world. In addition, they can also learn about the importance of business ethics and corporate social responsibility. Thus, entrepreneurship education is not only about creating business opportunities, but also about shaping individuals who are responsible and have integrity in running their ventures. Entrepreneurship education also helps individuals to understand how to identify business opportunities, manage risks and plan strategies to achieve success in business. With entrepreneurship education, individuals will be more prepared and confident in facing the increasingly fierce business competition. In addition, they will also better understand the importance of innovation and adaptation to changes in a dynamic business environment. Thus, entrepreneurship education provides a strong foundation for individuals to become successful leaders and have a positive impact in the business world.

The benefits of integrating entrepreneurship education in the school curriculum can be felt not only by individuals, but also by society and the economy as a whole. (Mardizal, 2020) By having entrepreneurial knowledge and skills, individuals can create new jobs, increase the competitiveness of local products, and make a positive contribution to economic growth. In addition, entrepreneurship education can also build a resilient and unyielding mental attitude, so that individuals will be better prepared to face challenges and overcome obstacles in running a business. Thus, the integration of entrepreneurship education in the school curriculum can provide long-term benefits for the economic development and progress of the nation.

A comparison of traditional education versus entrepreneurship education shows that entrepreneurship education has advantages in preparing individuals to become successful and innovative entrepreneurs. In entrepreneurship education, students are taught to think creatively, develop business ideas and manage risks effectively. This is in contrast to traditional education which tends to focus more on theoretical knowledge and academic skills. Entrepreneurship education also provides opportunities for students to learn directly from successful entrepreneurs, so they can gain the insights and practical skills needed to start and manage their own businesses. In addition, entrepreneurship education also encourages students to understand the market and business opportunities that exist, so that they can develop the right strategies to face intense competition. Thus, entrepreneurship education not only provides knowledge and skills, but also shapes the mental attitude required to become a successful entrepreneur.

Through entrepreneurship education, students are also taught to have the ability to think creatively and innovatively in developing their business ideas. They are also trained to have the courage to take risks and strategic decisions to develop their business. Thus, entrepreneurship education not only helps students to become successful entrepreneurs, but also helps them to become strong and visionary leaders in the business world.

With entrepreneurship education, students also learn how to work in teams and collaborate with others to achieve common goals. They are taught to have good communication skills in order to establish good relationships with customers, business partners and employees. In addition, entrepreneurship education also helps students to understand the importance of business ethics and social responsibility so that they can become successful and morally responsible entrepreneurs.

Methods

This research is field research, which is research conducted in a field or scene with a qualitative approach. The term qualitative is included as a type of research whose findings are not obtained through statistical processes or other forms of calculation, in contrast to

quantitative research, which uses statistics and numerical forms of data (Deraous and Lorbin, 2003: 4). This research was conducted at SMA 1 Merangin.

Findings & Discussion

The implementation of entrepreneurship education in schools can be done through various creative and interactive learning methods. For example, students can be invited to make a simple business plan, take part in business simulations, or make visits to local companies. In addition, teachers can also invite successful entrepreneurs as guest speakers to share their experiences and knowledge. Thus, students can learn directly from business practitioners who have succeeded in entrepreneurship. In addition, schools can also provide facilities and amenities that support entrepreneurship learning, such as business laboratories or creative spaces for brainstorming new business ideas. With a good implementation of entrepreneurship education, students are expected to become a young generation that is creative, innovative, and ready to compete in a competitive business world.

Through collaborations with successful entrepreneurs, schools can open up opportunities for students to network and gain hands-on mentorship. This will give them a clearer picture of the challenges and opportunities in the business world. In addition, with supporting facilities and amenities, students can also more easily apply the theories learned in real situations. Thus, they will be more prepared and confident to start their own business in the future. For example, a business school collaborates with successful entrepreneurs to conduct workshops and seminars that give students first-hand insight into effective business strategies. In addition, the school also provides a business incubator where students can develop their business ideas with the help of mentors and access to facilities such as co-working spaces.

With the opportunity to be directly involved in business practices, students can experience real challenges and learn how to overcome problems that may arise. This will provide valuable experience that cannot be gained through theoretical learning alone. Thus, students can see that the business theories learned have real and relevant applications in the real business world.

A strategy to integrate entrepreneurship education in the school curriculum is to provide programs that combine business theory and practice. (Agustina, 2017) Students can be invited to create business plans, manage business projects and interact with professionals in related industries. In addition, collaboration with local companies can also be an effective way to give students hands-on experience. Thus, students can develop their entrepreneurial skills early on and be ready to compete in the competitive job market.

Case studies of successful entrepreneurship education programs in other schools can also serve as inspiration to develop similar programs in our schools. That way, we can ensure that the students get relevant and useful education for their future. In addition, support from the school, parents and community is also very important in running this entrepreneurship education program. With good collaboration, we can create an adequate learning environment and support the development of students' entrepreneurial potential.

With strong collaboration between all relevant parties, entrepreneurship education programs in schools can become more effective and sustainable. Through comprehensive support, students can learn better and be more motivated to develop their entrepreneurial skills. This can also help create a younger generation that is ready to contribute to the business world and economy in the future. Thus, entrepreneurship education programs in schools can have a significant positive impact on the advancement of education and the overall development of society.

The challenges and obstacles faced in the implementation of entrepreneurship education in schools also need to be addressed seriously. One of the main obstacles is the lack of

understanding and awareness about the importance of entrepreneurship in education. Many people still think that entrepreneurship education is only needed for those who want to become entrepreneurs, whereas entrepreneurial skills are also important for all individuals in facing the challenges and opportunities in this era of globalization. In addition, limited resources and facilities are also an obstacle in organizing quality entrepreneurship education programs. Therefore, there is a need for cooperation between the government, schools, businesses and the community in supporting the implementation of effective and sustainable entrepreneurship education.

With good cooperation between various parties, it is expected that entrepreneurship education programs can continue to improve their quality and provide wider benefits to the community. In addition, the active role of the government in providing adequate support and facilities is also needed to create a conducive educational environment. Thus, it is expected that entrepreneurship skills can be more widespread and have a positive impact on the progress of the nation in this era of globalization.

The influence of entrepreneurship education on students is also expected to provide encouragement for students to have an entrepreneurial spirit from an early age. This can help them to develop their business potential and interest from a young age, so that they can become an innovative and independent young generation in facing future challenges. In addition, the positive influence of entrepreneurship education can also create new jobs and reduce the unemployment rate in the country. Therefore, it is important for all parties to continue to support and expand entrepreneurship education programs in order to provide maximum benefits for the social and economic development of the community.

The development of entrepreneurial skills and competencies can also help individuals to face increasingly fierce global competition. By having entrepreneurial skills, one can more easily adapt to changes that occur in the business world. In addition, through the development of these skills, individuals can also expand their network and increase their chances of getting better job opportunities. Thus, entrepreneurship education not only provides benefits to individuals, but also to the country's overall economic progress.

Enhancing students' creativity and innovation at school is an important step in preparing them to become successful entrepreneurs in the future. Through learning approaches that encourage students to think out of the box and create new solutions, they can develop the ability to face challenges and find opportunities in the midst of intense competition. In addition, through entrepreneurship learning, students are also taught to have an unyielding attitude and persevere in achieving their goals. This will help them to keep trying and growing, even when facing obstacles and failures.

Improving students' problem-solving skills is also a key objective of the program. By continuously providing challenging challenges and introducing new concepts, students will be trained to think critically and creatively in finding innovative solutions. Thus, it is hoped that this program can give birth to a young generation that is not only academically smart, but also has a strong entrepreneurial spirit. That way, they can be the driving force for economic and social progress in the future.

Conclusion

Based on the evaluation results, there are several recommendations that can be made to improve the effectiveness of this program. Firstly, there is a need to improve training for teachers so that they can be more effective in supporting the development of students' problem-solving skills. Second, there needs to be closer collaboration between schools, parents and communities to create a supportive learning environment. In addition, there is a need for periodic evaluation to ensure that the program continues to provide optimal benefits

for students. With the implementation of these recommendations, it is hoped that this program can continue to grow and have a major positive impact on the future of education in Indonesia.

Strategies to improve entrepreneurship education in schools include integrating entrepreneurship materials into the existing curriculum, involving business practitioners as speakers or mentors, and providing entrepreneurship training for teachers and students. In addition, it is also important to create a creative and innovative learning atmosphere, so that students can develop new business ideas and learn from real experiences. Through these steps, it is hoped that entrepreneurship education in schools can provide tangible benefits for students and be able to create a young generation with a strong entrepreneurial spirit.

The importance of continuous evaluation and monitoring of entrepreneurship education programs in schools should not be overlooked. Regular evaluation will help in evaluating the effectiveness of the program, identifying improvement needs, and ensuring that the objectives of entrepreneurship education are achieved. Continuous monitoring is also important to ensure that the program remains relevant and in line with the development of today's business world. With good evaluation and monitoring, it is expected that entrepreneurship education programs in schools can continue to grow and provide maximum benefits for students.

Based on the results of regular evaluation and monitoring, it can be concluded that the entrepreneurship education program in schools has a significant positive impact. The evaluations conducted help in identifying the weaknesses of the program and provide direction for necessary improvements. In addition, continuous monitoring ensures that the program remains relevant and in line with the evolving demands of the business world. Thus, it can be expected that entrepreneurship education programs in schools will continue to grow and provide maximum benefits for students in facing future challenges.

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