

## SUMMARY

# SMALL AND MEDIUM ENTERPRISE (SME) PARTNERSHIP AS A COACH ENTREPRENEUR STUDENTS IN HIGHER EDUCATION (CASE STUDY AT THE ESA UNGGUL UNIVERSITY, JAKARTA-INDONESIA)

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### Description :

Entrepreneurial activities program organized by the Directorate General of Higher Education, Ministry of Education and Culture, the Student Entrepreneurial Program (Program Mahasiswa Wirausaha/PMW) has actually created a lot of students who are interested or motivated to start a business and improve the businesses that have been implemented so far. However, in reality, many students who just start the business stop for various reasons and considerations.

One important thing for the students is that the SMEs are involved to provide practical entrepreneurship guidance, ranging from training, internships, business plan preparation and business assistance for approximately nine months. Problem arising in Higher Education is to choose a good SME entrepreneur to assist students in the entrepreneurship (as a coach). The period of business assistance is seen not optimal and often creates problems in practice, given the business or other reasons of entrepreneurs / SME itself and of the university students who have not been able to fully explore the business. His/her coach by SMEs is the most decisive allegedly sustainability of student business.

The solutions to these problems need to be found to the level of expectation for the student's business continuity is increasing. The process of selecting or deciding SMEs by the University is determined by seeing where these SMEs will undertake advocacy activities, guidance, and suggestions (as a coach) for the development of students. Thus SMEs partnerships with universities are getting better at realizing the goal PMW, namely that the level of university graduates as creators of job becomes larger than as job seekers. The case study shows that EsaUnggul University partnerships with SMEs will determine the successful development of the students in this PMW.

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