

ABSTRACT

Mourizka, Dita., 2023. Developing an Entrepreneurship Syllabus for English Education Study Program at Jambi University. A Thesis. English Education Study Program. Faculty of Teacher Training and Education Jambi University in Academic Year 2023/2024. The first supervisor is Dr. Yanto, S.Pd., M.Ed. The second supervisor is Tubagus Zam Zam Al Arif, S.Pd., M.Pd.

Keywords: *entrepreneurship; entrepreneurship course; syllabus; syllabus development*

Due to student needs and business potential variations within each study program, a general entrepreneurship course is not always appropriate for every study program. An entrepreneurship course must be adjusted to business opportunities that suit the study program and the needs of the students. By using the Research and Development (RnD) method and following the phases of the ADDIE model, this research aimed to develop an entrepreneurship syllabus at Jambi University specifically tailored for the English education study program. The data used as a basis to develop the product were obtained from questionnaires, which were responded to by 105 students of the English education study program at Jambi University in batch 2022. There were four variables analyzed in this research: necessities, lacks, wants, and learning needs. The result of this research is in the form of a product, namely the developed entrepreneurship syllabus for the English education study program of Jambi University.