

CHAPTER I

INTRODUCTION

This chapter contains the background of the research, the research question, the research objective, the limitation of the research, the research significance, and the definition of the key terms.

1.1 Background of the Research

Jambi University's new vision is making UNJA A World Class Entrepreneurship University (Adrefiza, 2019). To achieve that vision, Jambi University intensively implements entrepreneurship programs, one of which is the entrepreneurship course. Since 2021, the University of Jambi has an entrepreneurship class in each study program, and the entrepreneurship course has become a compulsory course with three credits for second-semester students. The implementation of entrepreneurship course at Jambi University is based on the 2021 Chancellor Decree regarding the semester learning plan for the entrepreneurship course.

In the 2021 Chancellor Decree regarding the semester learning plan for entrepreneurship courses at Jambi University, there are three objectives for the entrepreneurship course. First, students are expected to comprehend theoretical concepts about entrepreneurship. Second, students are able to identify entrepreneurial activities in the organization, and they have the ability to describe and analyze various practical aspects of entrepreneurship. Third, students are capable of making a business plan. By examining the choice of verbs and nouns

used, those objectives generally focus on students' analyzing skills toward entrepreneurial tools, such as the concepts, activities, aspects, and products, rather than focusing on their entrepreneurial skills. Meanwhile, it is crucial to concentrate on developing entrepreneurial skills, as the foundation for successful entrepreneurs.

On the other hand, the course definition in the 2021 Chancellor Decree regarding the semester learning plan for entrepreneurship courses at Jambi University stated that the course aims to make the students learn the process of how to create a new venture that is agroindustry-based. However, not all study programs have an interest in agroindustry. Each study program has its own characteristics that have the potential to be a business.

English education, for instance, its students have a higher level of English proficiency, which could be their opportunity as English skills are essential nowadays. Everyone needs to master English for several purposes, such as passing English prerequisite tests (TOEFL, IELTS, etc.), understanding international textbooks or journals, and entering the world-scale market (Alrajafi, 2021). Moreover, there will be a demand for 113 million workers who are fluent in English by 2030. From this situation, English education students and graduates could take the opportunity to offer their English skills to others by creating their own businesses, such as English courses, being a translator, or even English content creators on many platforms. Supposedly, entrepreneurship courses could cover these opportunities in the learning.

Based on the explanation, the learning plan for entrepreneurship courses at Jambi University still has several flaws, such as the misdirected course objectives' and description's focuses that are not suitable to all study programs in Jambi University. The researcher believes that each study program, especially the English education study program, needs to provide an entrepreneurship course specialized in developing a business based on its field. Therefore, the researcher interested in raising this issue to be the topic of the research entitled "Developing an Entrepreneurship Syllabus for English Education Study Program at Jambi University".

1.2 Research Question

Based on the research background, there is a main question that needs to be answered in this research, namely, *how is the entrepreneurship syllabus for English education students developed?*

1.3 Research Objective

The main objective of this research is to describe the process and the result of developing an entrepreneurship syllabus for the English education study program at Jambi University.

1.4 Research Limitation

The focus of this research is on the development of University of Jambi's entrepreneurship semester learning plan (RPS) based on the results of the needs analysis for the English education study program. It might be inappropriate and

could not be generalized to all fields. Although the researcher used the ADDIE model, the research process did not carry out the implement phase. Therefore, the evaluate phase was conducted before implementing the syllabus.

1.5 Research Significance

This research provided benefits for various parties both theoretically and practically. The researcher benefits from any information gathered that might broaden understanding. Other researchers in the future could also use this research as a reference for another similar research. Practically, the result of this research could be implemented in the English education study program at University of Jambi after it gets validation. The research also gives contribution to the educational field since the result could become a model for syllabus development, especially for the entrepreneurship course for English education study program.

1.6 The Definition of Key Terms

1.6.1 *Entrepreneurship*: According to Frederick et al (2016), entrepreneurship is the process of generating value-adding ideas for innovation for change, which could create a financial opportunity.

1.6.2 *Entrepreneurship course*: An entrepreneurship course is a course taught in school or higher educational institutions with the purpose to improve students' skills and prepare them before they jump into the real business experience (Neck and Greene, 2011).

1.6.3 *Syllabus*: A syllabus is a document that contains instructions for a particular course and directions on what they will do during learning (Richards, 2001).

1.6.4 *Syllabus development*: Based on their research, syllabus development could be interpreted as an effort to set the learning on the right target, so that the learning activities will be improved and be more effective (I et al., 2020).