

Internet and Entrepreneurship: The Benefit of Facebook for Project-Based Assignment

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ABSTRACT

This paper expands a study reported at the following events: (1) Arte-Polis² International Conference and Workshop 2008, Bandung, Indonesia; (2) The Third Triennial Conference of The International Association for the Advancement of Curriculum Studies (IAACS) 2009, Cape Town, South Africa; (3) The World Association for Cooperative Education (WACE) Conference 2010, Hong Kong SAR.

In the previous papers, the author has reported her experiences in teaching entrepreneurship subject to undergraduate students at Institut Manajemen Telkom (IM Telkom), Bandung, West Java, Indonesia. The author describes the benefit of project-based assignment as an example of academic-based and practice-based, which part of the curriculum content in Business Management.

The present work is a continued action research effort to support the claims relating to the creativity and innovation as a foundation of Entrepreneurship. This paper is aimed to illustrate the benefit of Facebook – the most popular social networking sites on the internet – for project-based assignment. By conducting a self-completion questionnaire, the author illustrates how the students tout their ability to create relationships, promote their “companies”, and generate buzz for their products on the internet through Facebook. Of interest also was the extent to which the idea behind project-based assignment of entrepreneurship subject was being a catalyst to the students’ perception on how they value their selves towards self employment business ownership. The context of the inquiry reported in this paper was limited to the students who practiced this project-based assignment during academic year of 2009/10.

Keywords: *creativity and innovation, entrepreneurship, action research*