

ROLE OF STUDENT THROUGH ENTREPRENEURIAL ORIENTATION IN FACING THE CHALLENGES AND OPPORTUNITIES OF THE ASEAN ECONOMIC COMMUNITY IN 2015

by Annisa Mardatillah, Rosmayani

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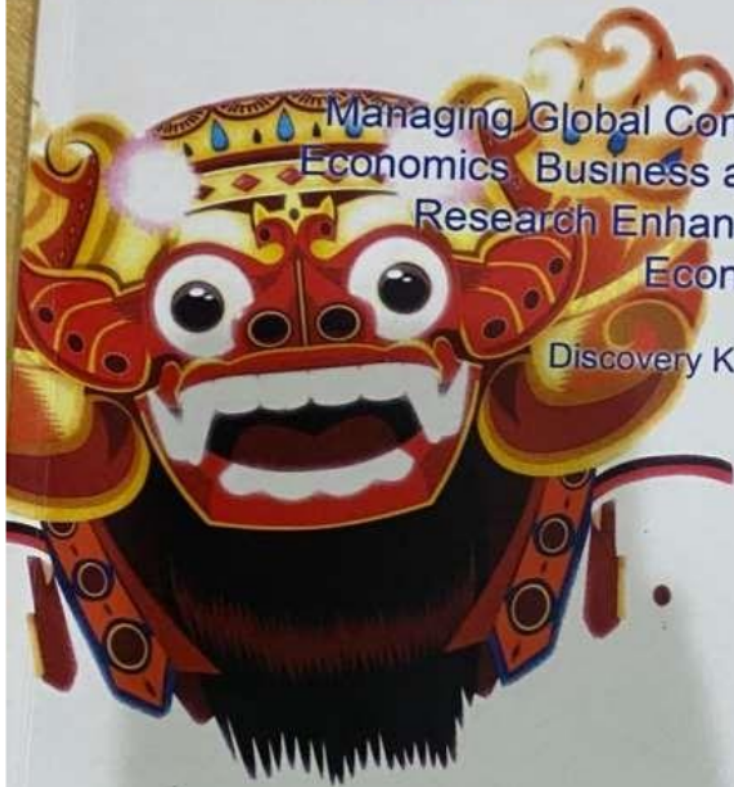
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**ROLE OF STUDENT THROUGH
ENTREPRENEURIAL ORIENTATION IN
FACING THE CHALLENGES
AND OPPORTUNITIES OF THE ASEAN ECONOMIC COMMUNITY
IN 2015**

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Abstract - This study used a qualitative method with descriptive exploratory approach. Aims to determine how the role of students through the entrepreneurial orientation in facing the challenges and opportunities of AEC 2015 and the factors inhibiting. The subjects of this study is 8 student of S1 Business Administration, FISIPOL, Islamic University of Riau who has run a business more than one tahun usaha they do it is in the business of food, services and clothing online. Data Validation Focus Group Discussion (FGD). These methods rely on the acquisition of the data or information from an informant or responde interaction based on the discussion a focus group to conduct the discussion in solving certain problems Data or information obtained through this technique, in addition to an information group, is also the opinions and decisions of the group. Entrepreneurial orientation visits of three indicators: the ability to innovate, proaktifitas, and the ability to take risks.

Keywords: Role Of Students, Orientation Entrepreneurship, Entrepreneur

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