

## Career counseling comprehensive to develop entrepreneurship vocational students in Jakarta

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### Abstract

This paper investigates conceptual framework and empirical bases of career counseling to enhance students' entrepreneurship skills among secondary vocational school students. By comprehensive services through self-help intervention might help guidance and counselling teachers in delivering entrepreneurship attitude beyond of entrepreneurship competences. For developing entrepreneurship's students by comprehensive intervention model, preliminary study conducted as a basis for the model. In this study, 200 Vocational school students participated in the survey which involved 5 schools in DKI Jakarta by using Stage Random Sampling. The result will shows the effectiveness based on the findings, recommendations were made for model development.

**Keywords:** Comprehensive intervention, entrepreneurship attitude, secondary vocational school, Indonesian qualification framework

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### Introduction

Among people know that entrepreneurship give chances for somebody to get challenges self help for their own including financial and benefit for it to create innovation wider chances for workers, and it will be good contribution for economical growth. Schumpeter (1934) said that is like as a motor to develop economical productivities dan social development. Kirzner also said that entrepreneurship as an important part in developing countries. Somebody who has an entrepreneurship skill got a decision making's freedom., high self esteem and also could see some chances as seen a high controle i (Nickels, McHugh and McHugh, 2010).

In Indonesia, entrepreneurship has become a program in Ministry of Finance; conducted by a Coordinator Bisnis and Entrepreneur. Edy Putra Irawady as seen "APEC Unthinkable Week 2013" "Preparing pre National Socialisation Entrepreneur Development Program on ministry office, it has a target to increase five million more entrepreneurs in this country until 2025 with make human development program in entrepreneurship and reaches in target on it.

One of the failure economic increase and economic development in one country is because there isn't an entrepreneurship skill either on human or society and organization. Some Researchers said that entrepreneurship very important in developing economic (Kirzner), also as a vital component of productivity and growth (Baumol, 1993), and as increasing investment, new business creation (Gartner, 1985), also creating job training (Brown et al, 1976) and home base business (Spencer Hull, 1986), increasing employment growth (Birch, 1981; 1987), make a national identity and leadership (Bolton, 1971) and together with management capacities could make the success business (farm performance) (Priyanto, SH, 2005). Schumpeter (1934) said that entrepreneurship is driving force behind economic growth, formulating new economic combination by (1) developing new products; (2) developing new sources of materials; (3) accumulating capital resources; (4) introducing new products and new production functions; and (5) reorganizing or developing a new industry. (in Priyanto, 2009) Entrepreneurship is also so important in developing small business communities (UKM), Many researchers find that performance smaller industries so very low, and caused many factors as the character of entrepreneurship being low (poor entrepreneurial).

The person behind the successful performance is called the entrepreneur and the caliber required to carry on his business successfully is called his competency. The focus of the present study is on the entrepreneur of a business organization and his competency required to carry on the business successfully.

Literature review suggests that definitions of competency may be drawn from the domain of knowledge, skill, attitude and performance indicators. The term competency has a number of definitions which depend on the specific task to be performed by individuals under different conditions. These definitions differ on different counts.

Competency was first popularized by Boyatzis (1982), who performed a comprehensive study of over 2000 managers and he identified and assessed over a hundred potential competencies. He defined competency as, "A capacity that exists in a person that leads to behavior that meets the job demands within the parameters of organizational environment, and that, in turn brings about desired results." The competency is considered to be an underlying characteristic that an individual brings to a job situation, which can result in effective and/or superior performance in such job.

David McClelland claimed that competencies could be used for predicting job performances and further he held that competencies were not biased by race, gender or socio-economic factors. His study helped to identify performance aspects which are not attributable to a worker's intelligence or degree of knowledge and skill.

Spencer and Spencer (1993) define "a competency as an underlying characteristic of an individual that is causally related to criterion referenced effective and/or superior performance in a job or situation. Similarly, "A Competency is a set of skills, related knowledge and attributes that allow an individual to successfully perform a task or an activity within a specific function or job" (UNIDO, 2002).

Although these definitions vary in different forms, however the following components are found commonly in all the definitions: Competency is composed of knowledge, skills, abilities and other characteristics which underlie effective or successful job performance; These competency attributes are observable and measurable; and These attributes distinguish between superior and other performers. So

that's why in the Vocational School proof the target that they 're not only produce man but should be include a real goal orientation for taking a job, and ready joining on their job.

In fact, the competency is a wider concept which includes the knowledge, attitudes, behaviors and skills which help a person capable of transforming his ideas in to realities with an excellence in its performance in a given context, that's integrating in a Curriculum. It does not refer to those behaviours which do not demonstrate excellent performance. Therefore, they do not include knowledge, but do include "applied" knowledge or the behavioral application of knowledge that produces success. In addition, competencies do include skill, but only the manifestation of skills that produce success. Finally, competencies are not work motives, but do include observable behaviors related to motives.

## Discussion

### The Concept Of Entrepreneurial Competency

The business operation is considered to be very complex in a competitive business environment which is constantly changing with fast technological advancements. An entrepreneur is expected to interact with these environmental forces which require him to be highly competent in different dimensions like intellectual, attitudinal, behavioral, to be delivered in a Curriculum. which is constantly changing with fast technological advancements. An entrepreneur is expected to interact with these environmental forces which require him to be highly competent in different dimensions like intellectual, attitudinal, behavioral, The business operation is considered to be very complex in a competitive business environment

So that's why in Vocational School should be guiding their carrer as agood as company needs as (1) doing a perfect design curriculum and also training for teachers be oriented informing creativity and enterpreneurship as soon as well. (2) increasing the quality middle education and supporting creativity also enterpreneurship ealier ; (3) major enterpreneurship is not only by theory but should be more practice and bench marking; (4) making changing information acsess and creative economy among education; (5) increasing quantity middle education which supporting creativitor in developing the creativity economic; (6) make relationship between higher education and vocational education; (7) supporting enterpreuner and businessman shared experiences at school in developing the creative economic; (8) developing fasilities and relationship among them (Ditjen PSMK, 2013). J.A. Schumpeter (1947) has given a model of economic development. According to Schumpeter, entrepreneurs renew the economic activities by introducing new ideas, new processes, new products and services for the development of an economy.

McClelland found high correlation between the need for achievement motivation (n/ach) and successful economic activities in his study of motivational orientation. He has viewed that Jains and Parsis in India progressed economically due to high degree of their need for achievement motivation as a result of their child rearing practices. K.L. Sharma explains that McClelland comes closer to Weber when he takes legends, child rearing practices and ideologies as factors generating need for achievement motivation because these reflect ethical values too. McClelland tries to relate motivation directly with entrepreneurship assuming that it is the immediate cause of the entrepreneurship. However Kunkel argues that the marginal situation is not the guarantee for the growth of entrepreneurship. There must be some additional significant factors at work. Kunkel's model suggests that entrepreneurial behavior is a function of the surrounding social structure and it is influenced by manipulable economic and social incentives. Therefore, his model is based upon experimental psychology but identifies sociological variables as the determinants of entrepreneurial growth, competencies of the respondents.

## Components Of Entrepreneurial Competencies

1. **Attitudinal Competency Attributes**  
An attitude is a hypothetical construct that represents an individual's degree of like or dislike for something. Attitudes are generally positive or negative views of a person, place, thing, or event. Attitudes are judgments of an individual. 'Attitudinal Competency' is the ability to select, maintain or adapt one's best attitudes for the present. Behaviour in a given situation can be viewed as a function of the individual's attitude towards the situation.
2. **Self Confidence**  
Self-confidence is an essential trait in an entrepreneur because he is regularly called upon to perform tasks and make decisions that require great amounts of faith in himself. He needs to have a strong but realistic belief in himself and his ability to achieve the predetermined goals.
3. **Self Esteem**  
Self-esteem of an entrepreneur represents his ability to develop healthy confidence and respect for himself. He feels confident for being capable for life, able and worth or to feel right to achieve happiness. An entrepreneur respects himself and defends his own interest and needs.
4. **Dealing with Failures**  
Entrepreneurship is about getting up whenever the business fails, and learning from that failure. An entrepreneur believes that failure is part of the entrepreneurial process, and often without it, success would not be possible. Further he is able to make mistakes, learn from them, and quickly recovers and changes his direction and moves into the future.
5. **Tolerance for Ambiguity**  
In the entrepreneurial process tolerance for ambiguity refers to the ability of an entrepreneur to perceive ambiguous situation as desirable, challenging, and interesting and neither denies nor distorts their complexity of incongruity.
6. **Performance**  
A successful entrepreneur perceives that his performance is different from others. He believes that it is his high performance which ultimately differentiates him from low performers.
7. **Concern for high quality**  
An entrepreneur perceives concern for high quality of his products and services to meet or surpass existing standards of excellence in a faster, better and cheaply. By doing this an entrepreneur remains ahead of others in the market place.
8. **Locus of Control (LOC)**  
Locus of control is the system of belief of an individual who perceives the outcome of an event as being either within or beyond his personal control. Entrepreneurs tend to believe in their own ability to control the outcomes to their efforts by influencing the existing environment, rather than leave everything to luck. They strongly believe that they can shape their own destiny.

## Behavioral Competency Attributes

Behavioral competency of an entrepreneur refers to the underlying characteristics having causal relationship with effective or superior performances in the process of carrying on his business activities. The following attributes are tested in order to assess and find out the nature of behavioural competency among the respondents.

1. **Initiatives**  
Initiative of an entrepreneur refers to his behavior with a preference for taking action on different responsibilities or assignments. It further denotes that he is able and willing to do more than what is required or expected of him in a job.
2. **Sees and Acting on Opportunities**

Sees and acting on opportunities refers to the unique entrepreneurial behavior which helps him to be alert to information and ability to process it in order to identify and recognize the potential business opportunities even before his competitor.

3. Persistence

Persistence of an entrepreneur denotes the ability which keeps him constantly motivated even when he is confronted by obstacles that seem insurmountable and willing to keep trying when things go wrong, and accepts that, ultimately, it is he who has to make his dream come true. Entrepreneurs seldom give up when things are not going well.

4. Assertiveness

Assertiveness of an entrepreneur is about his behavioral aspect that affirms his rights or point of view without either aggressively threatening the rights of others (assuming a position of dominance) or submissively permitting others to ignore. Successful entrepreneurs for the most part are assertive.

5. Need for achievement

Successful entrepreneurs are characterized by a need for achievement which motivates them to take up responsibilities for finding solutions to problems. Further this quality helps them to set challenging goals for themselves, assume personal responsibility for the goal accomplishment and they are highly persistent in the pursuit of these goals.

6. Need for autonomy

The need for autonomy of an entrepreneur is characterized by a drive to control and influence others, a need to win arguments, a need to persuade and prevail. Research studies had asserted that strong need for autonomy/ power/ control/ influence usually will let the enterprises in to trouble because doctoral, adversarial, and domineering styles make it very difficult to attract and keep people who thrived on achievement, responsibility and results. Therefore successful entrepreneurs have high need for achievement while low need for power.

7. Risk-taking

Entrepreneurs are essentially persons who take decisions under uncertainty and therefore they are willing to bear risk. Entrepreneurs are usually moderate risk takers. However, successful entrepreneurs will always prefer to take on those risks that they can manage.

8. Drive and energy

Entrepreneurs are driven to succeed and expand their business. They are always on the move, full of energy and highly motivated. They are driven to succeed and have an abundance of self motivation.

9. Innovation

Innovation refers to the behavior pattern of an individual who has interest and desire to seek changes in techniques and ready to introduce such changes into his operations when practical and feasible.

10. Creativity

An entrepreneur is said to be creative when he is able to identify a gap in the market and think up a product or service to meet that gap. Creativity of an entrepreneur also implies the ability to do old things in a new way or able to give new solutions.

### **Managerial Competency Attributes**

Managerial Competency of an entrepreneur is the ability to direct his staff and define the expected outcomes clearly and finally to get the things done at the best and cheapest ways and means. Managerial competency is an approach to managing others and to ensure optimal use of available resources in meeting organizational objectives on a sustained basis.

1. Information seeking  
An entrepreneur has an urge to look for the required information in order to make an informed decision, for example, selecting, starting and successfully managing the desired business. This calls for the entrepreneurs to personally seek and obtain information that is required to enable him make decisions and improve knowledge on his/her business.
2. Systematic planning  
An entrepreneur is expected to have systematic planning which will help him to prepare an action plan for every area of operation in order to achieve the pre determined goals.
3. Problem solving  
Problem solving refers to the application of appropriate knowledge and skills in order to solve a problem arising while carrying on the business. It requires an entrepreneur to have creative thinking in order to understand the various techniques involved in resolving different problematic issues of a business.
4. Persuasion  
Persuasion in entrepreneurship refers to the ability of entrepreneurs to link, convince and influence other individuals, groups, agencies, creditors, debtors, customers and even competitors in order to create a contact and maintain good rapport.
5. Goal setting & Perseverance  
Goal setting refers to the ability of an entrepreneur to set clear and specific goals and objectives. Successful entrepreneurs are able to achieve great things only by overcoming the obstacles that stand in their way. Therefore they need to have perseverance which implies commitment, hard work, and patience, endurance apart from being able to bear difficulties calmly and without complaint.
6. Communication Skill  
Communication skill refers to the ability of an entrepreneur to transfer ideas, plans, policies and programmes to employees, debtors, creditors, customers and everyone who is connected with the business in order to inform, influence and to express his feelings.
7. Technical knowledge  
An entrepreneur needs to address the rapid technical changes in the industry. Higher levels of technology must be introduced in the production methods in order to achieve productivity demands. Therefore he must up date his technical knowledge in order to serve customers quickly and more effectively.
8. Social skill  
Social skill of entrepreneurs include social perception (the ability to perceive others accurately), expressiveness (the ability to express feelings and reactions clearly and openly), impression management (skill in making favorable first impressions on others), and social adaptability (proficiency in adapting one's actions to current social contexts) in the process of managing his business.

### **Approach Of The Study In Counseling Career Program**

Early research into entrepreneurship often focused on the psychological characteristics of entrepreneurs. Trait approaches were often employed, and long lists of entrepreneurial traits were identified. School Counselor should prepared a counseling career program in detail to every students with using their portofolio profile. Studies have held that the potential entrepreneur can be identified through the examination of key attitudes and intentions (Carsrud and Krueger 1995; Krueger and Brazeal 1994; Krueger 1995). Empirical studies show that intention is the single best predictor of human behavior (Ajzen 1991; Kim and Hunter 1993). But it was held by different studies that entrepreneurial potentials are not found with all individuals (Learned 1992). Shapero (1981) introduced the notion of entrepreneurial potential. According to him, potential entrepreneurs surface and take the initiative

when an attractive opportunity presents itself. Individuals perceive opportunities. For an opportunity to be seized, someone must first recognize it as a personally viable opportunity. When potential entrepreneurs and opportunities coincide, entrepreneurial behavior may take place, and a new firm can be founded. Thus, the joint occurrence of two events is critical for the emergence of entrepreneurship and as a result creation of a new firm. The first is the presence of an opportunity suited for a new firm and the second is a person who is able and willing to take advantage of an entrepreneurial opportunity. Hence, before there can be an entrepreneurship, there must be an individual who is competent for entrepreneurship, whether in a community seeking to develop or in a large organization seeking to innovate (Krueger and Brazeal 1994).

Measures of entrepreneurial potential often relate to various personality profiles and demographic characteristics with minimal predictive validity (e.g. Carsrud et al. 1993). It is surprisingly difficult to distinguish entrepreneurs from non-entrepreneurs. It is even more difficult to differentiate the potential entrepreneur, if we rely on personality or demographic data. Although it has been claimed that personality factors have the least predictability, yet there are good number of studies to prove that personality factors or characteristics or otherwise known as competency, could well be used to predict entrepreneurship in a given group.

The influence of an entrepreneur is addressed by the competency approach from a process or behavioral perspective. Entrepreneurial competencies are considered a higher level characteristic encompassing personality traits, skills and knowledge, and therefore can be seen as the total ability of the entrepreneur to perform a job role successfully. According to Bird (1995), competencies are seen as behavioral and observable but only partly intrapsychic characteristics of an entrepreneur. Consequently, competencies are changeable and learnable, allowing intervention in terms of the selection, training and development of entrepreneurship

The main advantage of using this approach is that it offers us a way to investigate entrepreneurial characteristics that have long-term effects and closer links to organizational performance. Twenty five major areas of entrepreneurial competencies are identified for the present study which include : Concern for high quality, Self confidence, Locus of control, Dealing with failures, Tolerance for ambiguity, Self esteem, Performance, Initiative, Sees and acts on opportunity, Persistence, Assertiveness, Need for achievement, Need for autonomy / power, Risk –taking, Drive and energy, Innovation, Creativity, Information seeking ,Systematic planning, Problem solving, Persuasion, Goal setting & perseverance, Communication ability, Technical knowledge and Social skills. (Gysberg, 2009)

We have examined previous empirical studies in entrepreneurial competencies in an attempt to categorize all of the identified competencies into relevant activities or behavior in business start up and its sustenance. Consequently, twenty five competencies are identified for this study and they are grouped in to attitudinal, behavioral and managerial competency domains for the purpose of analysis and reporting.

## **Conclusions**

The review of earlier studies provides an extensive insight in to a wide area of knowledge including the emergence of entrepreneurial groups in different societies, economies, in different political and cultural settings across different countries. Studies have also made attempts to deal with issues like role of entrepreneurial personality, the composition of his knowledge, skills and competencies and the issues like antecedents of entrepreneurship. Some of the studies have also examined the relation between such antecedents of entrepreneurship and entrepreneurial competencies and firms performance in small and medium enterprises and so on.

Although a considerable amount of research was done on entrepreneurship and entrepreneurial competencies, yet the precise identification of entrepreneurial competencies remain elusive. Further,

studies have not been conducted on entrepreneurial competencies among different social groups particularly the socially and economically backward communities in India in view of the changing social and economic conditions which warrant a wider participation of all sections of the society to take the advantage of all the developmental process. The present research makes an earnest attempt to fill this.

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