

Pharmapreneur Education in Increasing Entrepreneurial Spirit Among Pharmacy Students at Strada Indonesia Kediri

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ABSTRACT

Background: This study is based on the importance of entrepreneurship in the pharmaceutical field, especially among students who will become the next generation in the health industry. The purpose of this study was to explore how pharmapreneur education can encourage entrepreneurial spirit among pharmacy students in Kediri.

Methods: The research method used is survey and interview with students and lecturers at several pharmacy colleges in Kediri.

Results: The results of the study indicate that there is an increase in interest and knowledge of entrepreneurship among students after participating in the pharmapreneur education program.

Conclusion: This study provides recommendations for the development of a curriculum that is more integrated with entrepreneurial aspects.

I. Introduction

Entrepreneurship serves as a vital cornerstone in the realm of economic development, particularly within the health and pharmaceutical sectors. In Indonesia, this sector exhibits tremendous potential for growth, buoyed by an increasing public demand for health-related products and services. The data from the Central Statistics Agency (BPS) in 2021 reveals that the pharmaceutical sector contributed approximately 2.5% to the national Gross Domestic Product (GDP). This figure underscores the significant role that pharmaceuticals play in the economy and highlights the opportunities that exist for aspiring entrepreneurs within this field. However, despite the considerable promise that the pharmaceutical industry holds, the prevailing lack of entrepreneurial spirit among pharmacy students poses a substantial challenge that must be addressed.

In the city of Kediri, the number of pharmacy students has been on a consistent upward trajectory, reflecting a growing interest in the field. Yet, this increase in enrolment is juxtaposed with a concerning trend: a notable deficiency in understanding and embracing entrepreneurship among these students. Many of them are inclined to seek employment in established companies rather than venturing into the uncertain but potentially rewarding world of entrepreneurship. This inclination can be attributed to various factors, including a lack of exposure to entrepreneurial concepts, fear of failure, and a prevailing mindset that values job security over innovation and risk-taking. A survey conducted by the Indonesian Pharmaceutical College Association (APTFI) in 2022 further elucidates this issue, revealing that only about 15% of pharmacy students express a desire to pursue entrepreneurship upon graduation. This statistic starkly illustrates the urgent need to integrate entrepreneurship education into the pharmacy curriculum, equipping students with the necessary skills and mindset to thrive as entrepreneurs.

Pharmapreneur education emerges as a promising solution to cultivate the entrepreneurial spirit among pharmacy students. This educational initiative is designed to transcend traditional learning by encompassing not only theoretical knowledge about business principles but also practical skills essential for launching and managing a business within the pharmaceutical sector. For instance, students can

benefit from modules that cover business planning, financial management, marketing strategies, and regulatory compliance specific to the pharmaceutical industry. By providing a comprehensive curriculum that addresses both the technical and soft skills required in entrepreneurship, students will be better equipped to navigate the complexities of the business landscape.

Moreover, the incorporation of real-world case studies and experiential learning opportunities can significantly enhance the educational experience. For example, students might engage in projects that involve developing a business plan for a new health product or service, allowing them to apply their knowledge in a practical context. Such hands-on experiences not only bolster their understanding of entrepreneurial processes but also instil confidence in their ability to innovate and create value. Furthermore, mentorship programmes that connect students with successful entrepreneurs in the pharmaceutical sector can provide invaluable insights and guidance, fostering a culture of entrepreneurship within the academic environment.

In addition to enhancing the educational framework, it is crucial to recognise the importance of collaboration among universities, industry stakeholders, and government entities in fostering an ecosystem that supports entrepreneurship. A collaborative approach can yield significant benefits, creating a supportive network that nurtures aspiring entrepreneurs. For instance, partnerships between universities and pharmaceutical companies can facilitate internships and job placements, providing students with exposure to real-world business operations. Such collaborations can also lead to joint research initiatives aimed at developing innovative health solutions, thereby aligning academic pursuits with industry needs.

Government support plays a pivotal role in this ecosystem as well. By implementing policies that encourage entrepreneurship, such as providing grants, tax incentives, and access to funding for start-ups, the government can create a conducive environment for pharmacy students to transition from academic settings to entrepreneurial ventures. Additionally, initiatives that promote entrepreneurship awareness and education at the grassroots level can help shift societal perceptions about entrepreneurship, encouraging more students to consider it as a viable career path.

The synergy between education, industry, and government can significantly enhance the motivation of pharmacy students at Strada Indonesia Kediri to pursue entrepreneurial careers rather than merely seeking employment. By fostering an environment that values innovation, creativity, and risk-taking, students will be empowered to explore their potential as entrepreneurs. This shift in mindset is essential not only for individual career development but also for the broader economic landscape, as more entrepreneurs entering the pharmaceutical sector can lead to increased job creation, innovation, and improved access to health products and services.

The potential for growth within Indonesia's pharmaceutical sector is immense, yet it is hindered by a lack of entrepreneurial spirit among pharmacy students. The integration of pharmapreneur education into the curriculum, coupled with robust collaboration among universities, industry, and government, presents a viable pathway to cultivate a new generation of entrepreneurs. By equipping students with the necessary knowledge, skills, and support, we can inspire them to embrace the challenges of entrepreneurship and contribute meaningfully to the health and pharmaceutical landscape. Ultimately, fostering an entrepreneurial culture within the pharmaceutical sector will not only benefit individual students but also enhance the overall economic development of Indonesia, paving the way for a healthier and more prosperous future.

II. METHODS

This research method uses quantitative and qualitative approaches. Data were collected through a survey involving pharmacy students from several universities in Kediri. This survey was designed to measure students' knowledge, attitudes, and entrepreneurial intentions before and after participating in the pharmapreneur education program. In addition, in-depth interviews were also conducted with 10 lecturers who teach in the pharmacy study program to obtain their perspectives on the importance of entrepreneurship in pharmacy education.

The instrument used in the survey was a questionnaire consisting of closed and open questions. These questions covered aspects such as understanding of entrepreneurship, previous experience in entrepreneurship, and their expectations of entrepreneurship education. The data obtained were then analyzed using descriptive and inferential statistical methods to determine the significance of the changes that occurred.

The pharmapreneur education program implemented in this study includes workshops, seminars, and project-based learning. Workshops are held to provide practical skills, while seminars present speakers from the pharmaceutical industry who share their experiences in entrepreneurship. Project-based learning allows students to design their own business plans, which are then presented in front of a panel of judges.

After the educational program was completed, the survey was repeated to measure changes in students' entrepreneurial attitudes and intentions. The results of this survey are expected to provide a clear picture of the effectiveness of the educational program in enhancing the entrepreneurial spirit among pharmacy students. In addition, interviews with lecturers also provided insight into the challenges and opportunities in integrating entrepreneurship into the pharmacy education curriculum.

By using this comprehensive research method, it is hoped that the results obtained can provide a significant contribution to the development of entrepreneurship education in the pharmaceutical field, as well as become a reference for other educational institutions in designing similar programs.

III. RESULTS

The results of the study unequivocally demonstrate a substantial enhancement in students' entrepreneurial knowledge and attitudes following their participation in the pharmapreneur education programme. Prior to engaging in this innovative educational experience, a mere 20% of students expressed confidence in their understanding of entrepreneurship. This statistic starkly contrasts with the post-program findings, where an impressive 75% of students reported feeling equipped with adequate knowledge to navigate the complexities of entrepreneurship. This significant shift not only highlights the effectiveness of the programme but also underscores a transformative change in students' perspectives regarding entrepreneurial ventures.

Moreover, the intention to embark on an entrepreneurial journey saw a remarkable increase from 15% to 50%. This data suggests a profound evolution in students' attitudes towards entrepreneurship, indicating that they are beginning to view it not just as a viable career option but as an exciting and attainable goal. This newfound enthusiasm is crucial, as it reflects a broader cultural shift among students who are increasingly recognising the importance of entrepreneurship in today's economy.

The data gathered from the survey further illustrates that participants in the education programme exhibited heightened confidence in their ability to plan and execute their own business ventures. A striking 80% of respondents asserted that they felt more prepared to start a business after attending the various workshops and seminars offered throughout the programme. This statistic is particularly significant as it indicates that the educational initiatives provided were not merely theoretical; they were practical and empowering. By equipping students with the necessary skills and knowledge, the programme fosters a sense of self-efficacy that is essential for entrepreneurial success.

Transitioning to the insights garnered from interviews with lecturers, it is evident that there is a strong consensus regarding the value of integrating entrepreneurship into the pharmacy education curriculum. Many lecturers articulated the belief that entrepreneurship should not be viewed as an ancillary component of pharmacy education but rather as a core element that prepares students for the realities of the workforce. They posited that by imparting the right educational framework, students would be well-equipped not only to secure employment within the industry but also to innovate and develop solutions that address pressing challenges within the health sector. This perspective aligns with the growing recognition of entrepreneurship as a catalyst for economic growth and societal advancement.

Furthermore, the programme's success is exemplified through case studies of students who have successfully launched their own businesses post-participation. One notable example is a student who established a pharmacy business that integrates health services, combining pharmaceutical sales with

comprehensive health consultation services. This innovative business model not only meets the community's needs by providing accessible healthcare solutions but also generates employment opportunities for peers, thereby contributing to the local economy. Such real-world examples serve as powerful testimonials to the efficacy of the pharmapreneur education programme, illustrating how it can translate theoretical knowledge into practical applications that benefit society.

In analysing the overall impact of the pharmapreneur education programme, it becomes evident that it plays a critical role in nurturing the entrepreneurial spirit among pharmacy students in Kediri. The programme not only enhances knowledge and skills but also instills a sense of purpose and ambition among students, encouraging them to pursue entrepreneurial pathways within the pharmaceutical field. This shift is particularly significant in the context of Indonesia's health sector, where there is a pressing need for innovation and new solutions to improve healthcare delivery.

Findings of this study underscore the transformative potential of the pharmapreneur education programme in fostering a robust entrepreneurial mindset among pharmacy students. By significantly increasing their knowledge, confidence, and intentions to pursue entrepreneurial ventures, the programme not only prepares students for successful careers but also positions them as future leaders and innovators in the health sector. As more students embrace the entrepreneurial spirit, we can anticipate a ripple effect that contributes to the broader development of the health industry in Indonesia, ultimately leading to improved health outcomes and economic growth. The integration of such educational initiatives into the pharmacy curriculum is not merely beneficial; it is essential for cultivating a generation of pharmacy professionals who are equipped to tackle the challenges of tomorrow.

IV. DISCUSSION

The results of this study underscore the critical role that pharmacopreneur education plays in cultivating an entrepreneurial spirit among pharmacy students. The findings reveal a significant enhancement in both entrepreneurial knowledge and attitudes following participation in the educational programme, suggesting that students possess substantial potential for entrepreneurship when provided with appropriate educational frameworks. This aligns with the research conducted by Sari and Rahman (2021), which articulates that entrepreneurship education can effectively bolster students' motivation and self-confidence to embark on business ventures.

To delve deeper into the implications of this observation, it is essential to consider the transformative power of education in shaping not only the skills but also the mindset of students. By instilling a robust understanding of entrepreneurship, educational programmes can empower students to view challenges as opportunities rather than obstacles. For instance, a student who learns about risk management in entrepreneurship may approach the uncertainties of starting a business with a sense of calculated optimism, rather than fear. This shift in perspective is crucial in a field like pharmacy, where innovation and adaptability are paramount.

Moreover, the success of the pharmacopreneur education programme illustrates the necessity of a practical approach to entrepreneurship education. Engaging students in workshops and project-based learning allows them to apply theoretical knowledge in tangible settings, thereby gaining invaluable insights into the realities of entrepreneurship. For example, a workshop that simulates launching a pharmaceutical product can provide students with hands-on experience in market research, product development, and customer engagement. According to Drucker (2014), practical experience is indeed a cornerstone of effective entrepreneurial skill development, as it fosters not only competence but also confidence in students' abilities to navigate the complexities of the business landscape.

In addition to the educational methodologies employed, the significance of support from lecturers and educational institutions cannot be overstated. Lecturers who possess both an understanding and practical experience in entrepreneurship can offer critical guidance and mentorship to students. This is corroborated by the findings of Yulianti (2022), which indicate that the influence of lecturers in teaching entrepreneurship substantially affects students' interest in pursuing entrepreneurial paths. For instance, a lecturer who shares their own entrepreneurial journey, including both successes and failures, can

inspire students to embrace the entrepreneurial journey with a realistic understanding of its challenges and rewards.

However, despite the positive outcomes highlighted in this study, several challenges persist that must be addressed to fully realise the potential of pharmacopreneur education. A predominant challenge is the entrenched stigma surrounding entrepreneurship as a risky and less stable career choice compared to traditional employment in large corporations. This perception can deter students from pursuing entrepreneurial ventures, even when they possess the requisite skills and knowledge. Therefore, it is imperative to initiate educational campaigns aimed at reshaping this paradigm. Such campaigns should highlight the myriad benefits and opportunities that entrepreneurship can offer, particularly within the rapidly evolving pharmaceutical sector.

For instance, case studies of successful pharmacy entrepreneurs who have made significant contributions to healthcare can serve as powerful narratives to inspire students. By showcasing individuals who have navigated the complexities of starting their own businesses and have subsequently impacted the health sector positively, these campaigns can help to dismantle the misconceptions surrounding entrepreneurship.

In light of these findings, this study advocates for the development of a curriculum that is more comprehensively integrated with entrepreneurial principles and practices. Such a curriculum should not only focus on theoretical knowledge but also incorporate experiential learning opportunities that allow students to engage with the entrepreneurial ecosystem actively. Furthermore, the need for collaboration between universities, industry, and government is paramount in creating a supportive environment for entrepreneurship. This collaborative approach can facilitate the sharing of resources, knowledge, and networks that are essential for nurturing aspiring entrepreneurs.

For example, partnerships with pharmaceutical companies can provide students with internship opportunities that offer real-world experience, while government initiatives can support start-ups through funding and mentorship programmes. By fostering these connections, educational institutions can play a pivotal role in preparing pharmacy students to face the challenges of the workforce and contribute meaningfully to the advancement of the health sector in Indonesia.

Findings of this study illuminate the vital importance of pharmacopreneur education in shaping the entrepreneurial landscape among pharmacy students. By enhancing entrepreneurial knowledge and attitudes, adopting practical educational approaches, and fostering supportive relationships between educators and students, the potential for entrepreneurship within the pharmacy sector can be significantly realised. Nevertheless, addressing the prevailing challenges and shifting societal perceptions of entrepreneurship is crucial for unlocking this potential. Through collaborative efforts and a more integrated curriculum, pharmacy students at Strada Indonesia Kediri can be equipped not only to navigate the complexities of their future careers but also to drive innovation and development within the health sector in Indonesia. This holistic approach will ultimately contribute to a more vibrant and resilient entrepreneurial ecosystem, fostering the next generation of pharmacy leaders who are ready to make a lasting impact.

V. CONCLUSION

Fostering an entrepreneurial spirit among pharmacy students is not merely an educational endeavour; it is a strategic imperative that can significantly contribute to the growth and sustainability of the pharmaceutical industry in Indonesia. By embracing Pharmapreneur education, we can empower the next generation of pharmacy professionals to become innovative leaders and change-makers in the healthcare sector.

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