

Sosialisasi Dahlan Muda Expo #5 & Kompetisi dan Pameran Inovasi Kewirausahaan Mahasiswa Tingkat Nasional #4

Bidang Pengembangan Karakter dan Kesejahteraan Mahasiswa
Biro Kemahasiswaan dan Alumni

Karakter Mahasiswa UAD

TANGGUH

Takwa Amanah Nalar Gesit Gembira Ulet Humanis

Aspek Layanan Kesejahteraan dan Karakter

Beasiswa

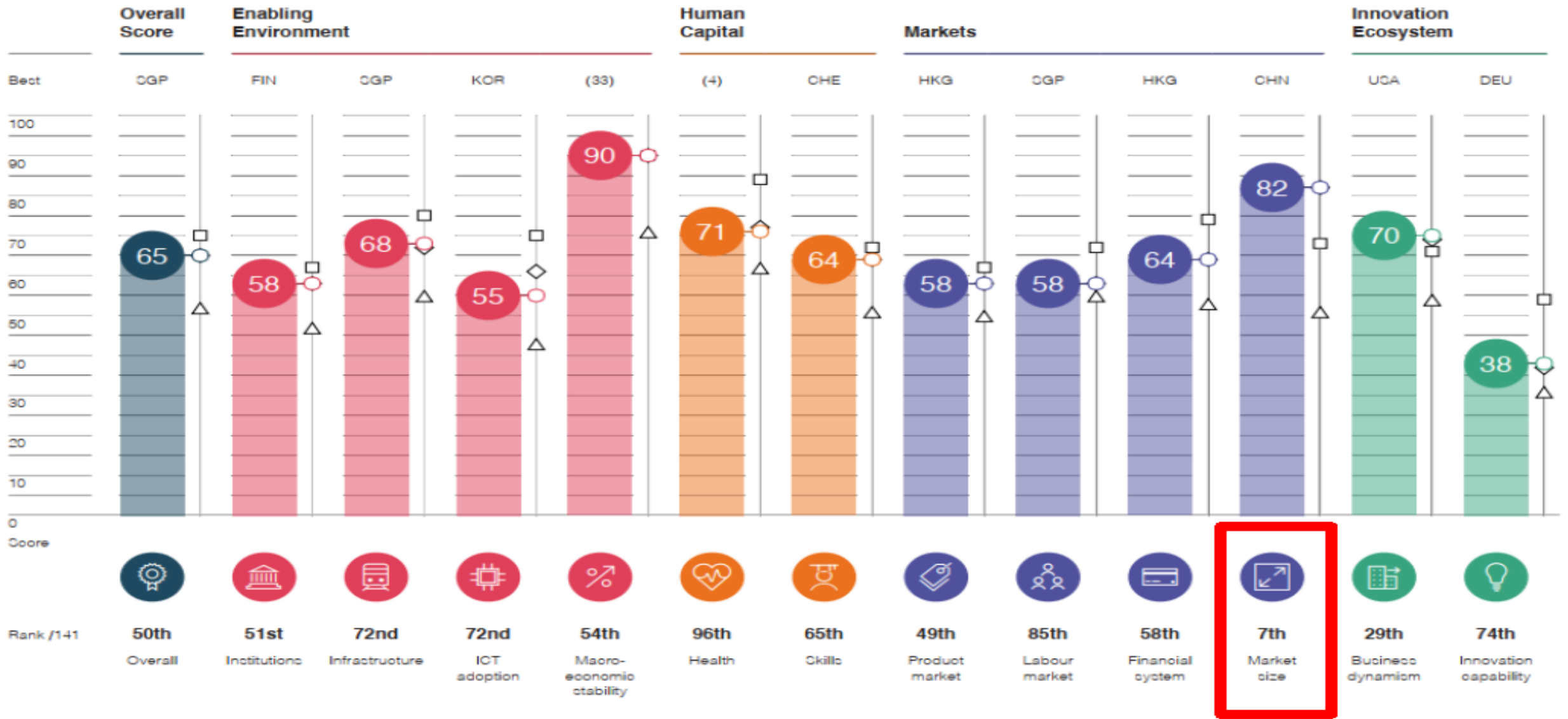
Konseling

Kesehatan

Mental Spiritual
Kebangsaan

Kewirausahaan

Pengembangan
Soft Skills
Mahasiswa

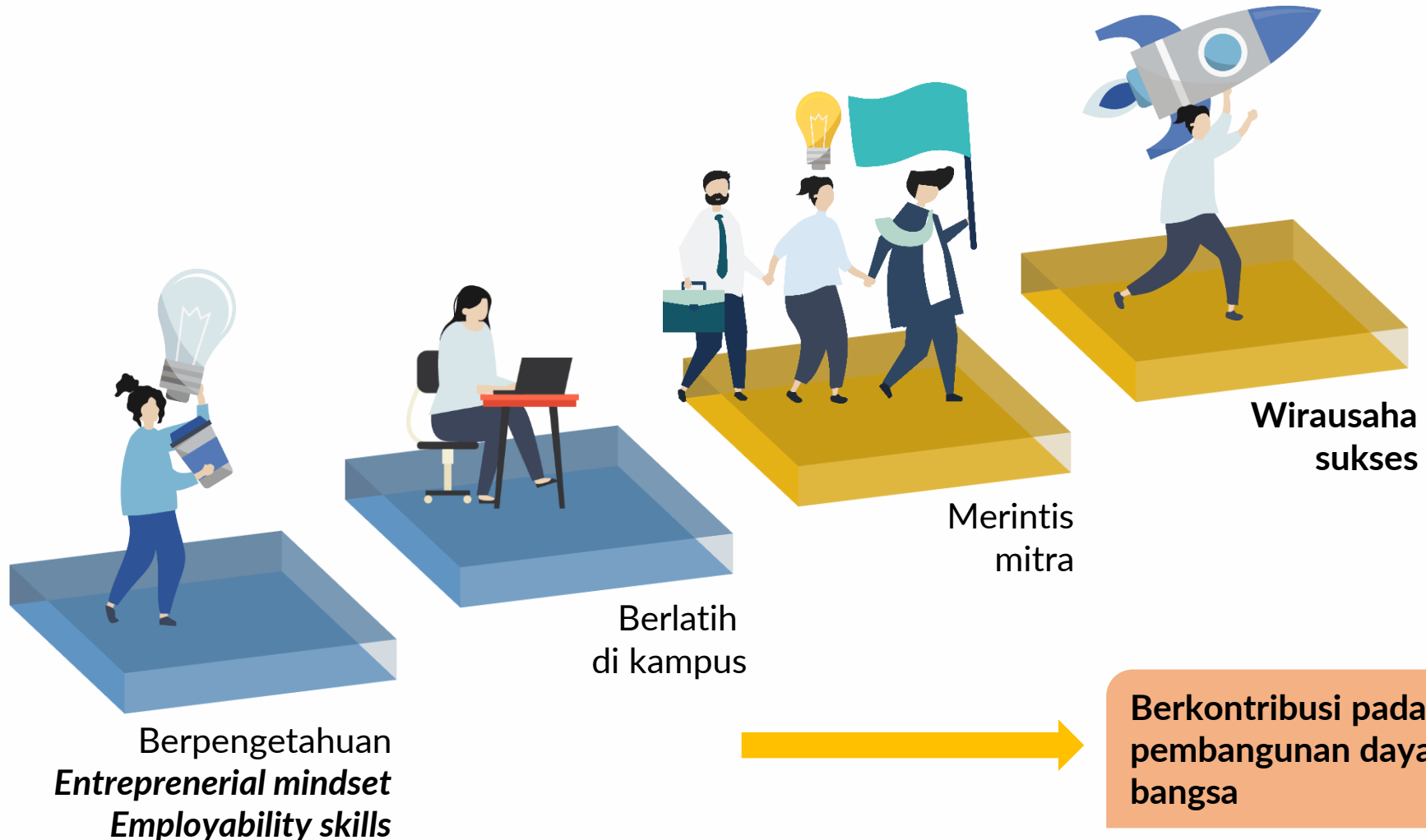


Kompetensi Kesiapan Karier Mahasiswa (NACE.2019)

- 1. Critical Thinking/Problem Solving:** Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.
- 2. Oral/Written Communications:** Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write/edit memos, letters, and complex technical reports clearly and effectively.
- 3. Teamwork/Collaboration:** Build collaborative relationships with colleagues and customers representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints. The individual is able to work within a team structure, and can negotiate and manage conflict.
- 4. Digital Technology:** Leverage existing digital technologies ethically and efficiently to solve problems, complete tasks, and accomplish goals. The individual demonstrates effective adaptability to new and emerging technologies.
- 5. Leadership:** Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage his/her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.
- 6. Professionalism/Work Ethic:** Demonstrate personal accountability and effective work habits, e.g., punctuality, working productively with others, and time workload management, and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.
- 7. Career Management:** Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options, understands and can take the steps necessary to pursue opportunities, and understands how to self-advocate for opportunities in the workplace.
- 8. Global/Intercultural Fluency:** Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions. The individual demonstrates, openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

KEBIJAKAN KEMENDIKTISAINTEK

Dorong Mahasiswa Jadi **Wirausaha**



Strategi Pengembangan Wirausaha Mahasiswa

Pameran Kewirausahaan

- Mahasiswa memiliki pengalaman berwirausaha
- Pameran wirausaha pada Pada Mata Kuliah Kewirausahaan secara Luring/Daring

Pendidikan/Pelatihan Kewirausahaan

- Seminar Kewirausahaan
- Pelatihan Kewirausahaan
- Kolaborasi BIMAWA, LPP, KUBI dan mitra

Wirausaha Mahasiswa MBKM

- Pengakuan rekognisi ke dalam satuan kredit semester
- Program Kewirausahaan Mahasiswa Indonesia Kemendikbus

Marketplace Mahasiswa dan Alumni

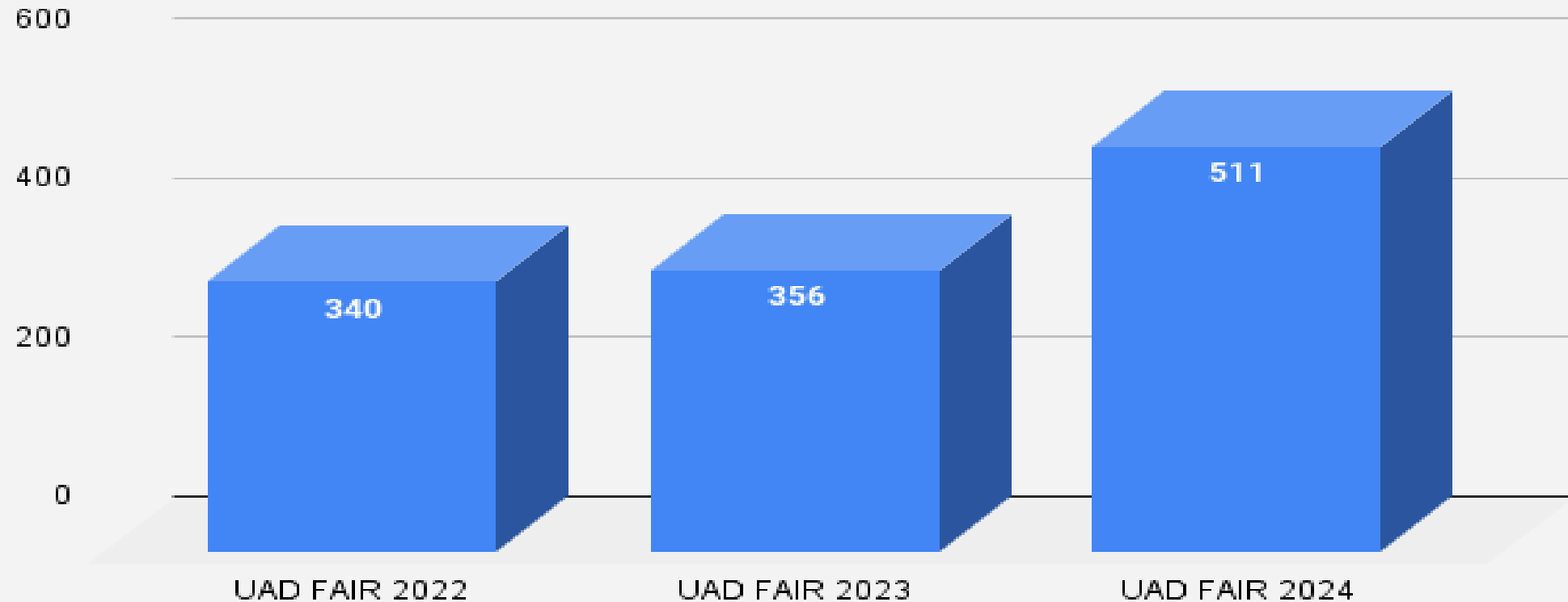
- Startup belanja daring untuk Mahasiswa dan Alumni

Milestone Pengembangan Wirausaha Mahasiswa UAD



Peserta Program Pembinaan Kewirausahaan Mahasiswa “ Saudagar Dahlan Muda”

Jumlah Mahasiswa Terlibat Kegiatan Wirausaha 3 Tahun Terakhir



Dahlan Muda expo #5

UAD Fair vs Dahlan Muda Expo

UAD Fair

1. Diselenggarakan rutin bulan Juni-Juli Setiap Tahun
2. Stand **Outdoor**
3. Minimal 150-200 Stand
4. Durasi 3-4 Hari

Dahlan Muda Expo #5

1. Diselenggarakan Periode September-Januari (Musim Hujan)
2. Stand **Indoor**
3. 50-70 Stand Berpartisipasi
4. Durasi 2 Hari Per Kelompok
5. Sistem Shift Gantian

Rangkaian Kegiatan di Dahlan Muda Expo #5

Wirausaha
Mahasiswa

Layanan
Kesehatan

Layanan
Konseling
Mahasiswa

Seminar
Kewirausahaan

Senam Dahlan
Muda Expo*

Penampilan
Mahasiswa

Games Menarik

Kompetisi

Dooprize

Stand Bazar Kewirausahaan Mahasiswa UAD

1. Mendapatkan booth gratis (stand 2x2, 1 meja, 2 kursi dan colokan)
2. Kesempatan menjangkau lebih banyak pelanggan.
3. Mendapatkan subsidi pendanaan usaha
4. Tempat strategis dan fasilitas yang nyaman.
5. Eksposur luas untuk usaha anda

Persyaratan Peserta Bazar Kewirausahaan DME#5

Mahasiswa Aktif UAD
Jenjang S-1
Berkelompok
4-5 orang

Memiliki
Usaha
Berjalan

Memiliki
Sosmed
Wirausaha

Memiliki
Rekam Jejak
Usaha Yang
Baik

Memiliki
Business
Model
Canvas

Kategori Wirausaha : Siap Saji, bukan reseller

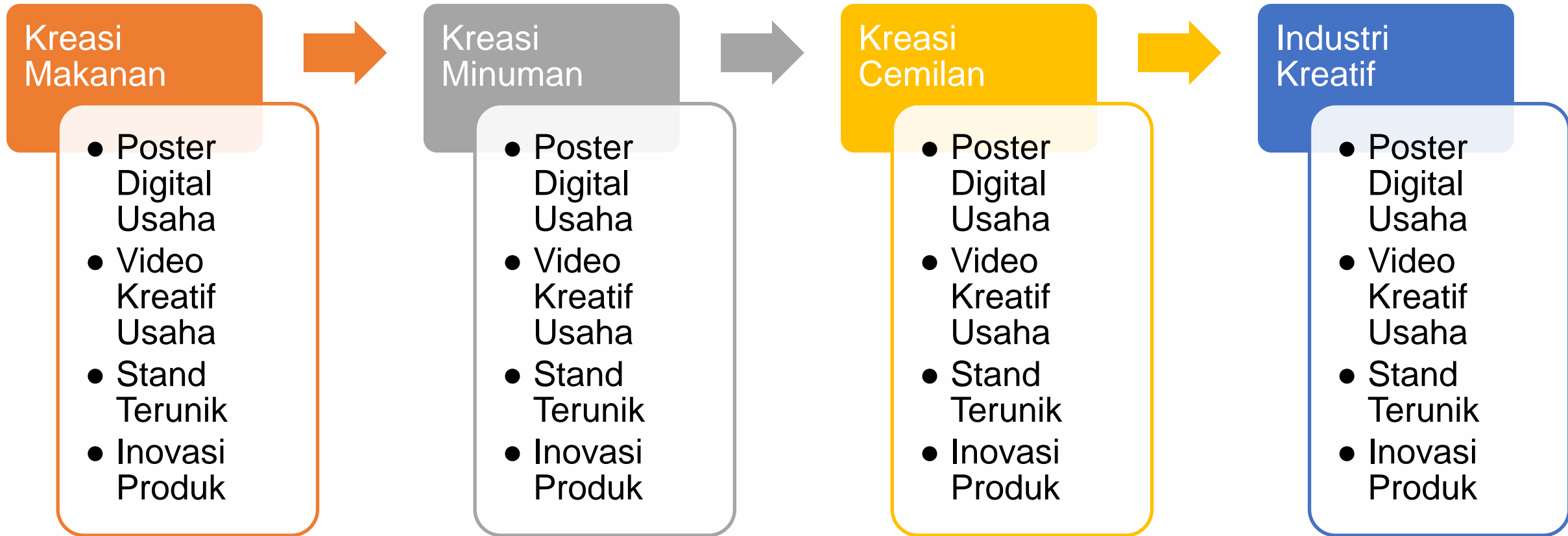
Kreasi
Makanan

Kreasi
Minuman

Kreasi
Cemilan

Industri
Kreatif

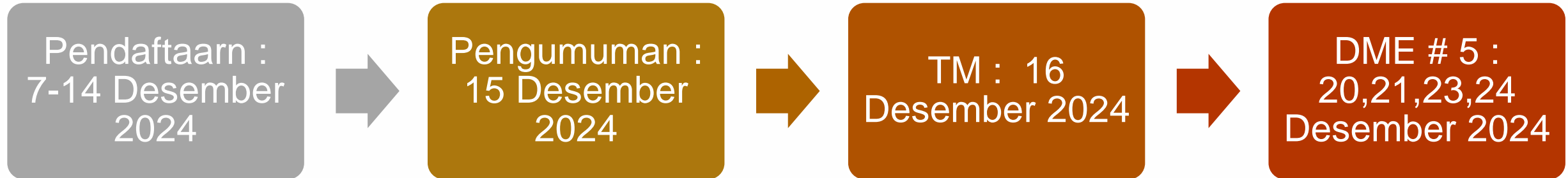
Kompetisi dan Pameran Inovasi Kewirausahaan Mahasiswa Tingkat Nasional #4



Kejuaraan Masing Masing Jenis Kompetisi

1. Juara 1 : mendapatkan e-sertifikat dan uang pembinaan
2. Juara 2 : mendapatkan e-sertifikat dan uang pembinaan
3. Juara 3 : mendapatkan e-sertifikat dan uang pembinaan
4. Harapan 1: mendapatkan e-sertifikat
5. Harapan 2: mendapatkan e-sertifikat
6. Harapan 3: mendapatkan e-sertifikat

Timeline Kegiatan Dahlan Muda Expo #5



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