

# Human Resources That Must be Prepared in Educational Entrepreneurship

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## ABSTRACT

*The scarcity of labor among entrepreneurs is influenced by various factors, ranging from financial management, marketing, to the difficulty of finding raw materials for a company's products. The Industrial Revolution 4.0 also brings unique challenges to society, especially entrepreneurs in the field of education. Ease of access to information and knowledge indirectly impacts some businesses that are run offline and manually. The biggest challenge of entrepreneurship in the Society 5.0 era is to improve the ability and skills to adapt to various rapid changes in the business environment and society. This research aims to develop human resource management in educational institutions and human resource entrepreneurship in Islamic educational institutions. From the results of this study, human resource management in education includes all policies, activities, and considerations aimed at utilizing human resources (in this case educators and training staff) to achieve goals. understand that this includes efforts. The goals and strategies of human resource development education in Islamic educational institutions are best achieved by developing a vision/mission, promoting innovation, and building an entrepreneurial culture.*

## INTRODUCTION

Entrepreneurship education in Indonesia still receives less attention in the world of education and society. Many educational institutions do not pay attention to the development of character and entrepreneurial behavior of human resources in the field of education, nor do they show what role education can play in transforming human resources who have entrepreneurial behavior. For this reason, it is necessary to develop human resources who have strong entrepreneurial behavior in order to achieve the goals of entrepreneurship education and become highly entrepreneurial [1].

The low number of employees is reflected in the quality of human resources of entrepreneurs. The scarcity of labor among entrepreneurs is influenced by various factors, ranging from financial management, marketing, to the difficulty of finding raw materials for a company's products. If these factors are not addressed immediately, your company's performance may not be optimal. Human resource development is needed so that this business can develop optimally [2].

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immediately, your company's performance may not be optimal. Human resource development is needed so that this business can develop optimally [3]. The entrepreneurial challenge of the industrial revolution 4.0 requires entrepreneurship education in educational organizations. Although this era is seen as degrading the role of humans due to the dominance of information technology, artificial intelligence and robotic technology, the 4.0 revolution era with its digital developments has opened up opportunities for entrepreneurship development in the education sector [4].

The biggest challenge for entrepreneurship in the Society 5.0 era is to improve the ability and skills to adapt to rapid changes in the business environment and society. At this time technology and innovation are developing rapidly, causing crisis situations. Changes in culture and consumer behavior [5].

Entrepreneurship in an educational institution means utilizing the uniqueness of each individual such as knowledge, skills and behavior, by combining them with the opportunities, finances and resources available in the institution. In carrying out his duties and role as Head of Entrepreneurship, he seeks to use his influence to advance school activities and anticipate changes in the policies he implements. Given that the leadership of an educational institution is the lifeblood of the institution, it is an important element in fundamental organizational reform. Therefore, it is necessary to set an example to other members of the institution [6].

This article explains human resource management in educational institutions and the development of human resource entrepreneurship in Islamic educational institutions.

## **RESEARCH METHOD**

This research adopts the literature review research method. Literature review refers to any effort made by the researcher to collect information related to the topic or problem being studied. Such information can be obtained in scientific books, research reports, articles, theses, regulations, statutes, yearbooks, encyclopedias, and other written and electronic sources [7]. In this study, in collecting data using documentation techniques, while the data analysis used is descriptive analysis method.

## **RESULTS AND DISCUSSION**

### **1. Definition of human resources**

Human Resources (HR) are productive individuals who work as the driving force of an organization, both in organizations and in companies, which function as assets and require training and development [8]. Human resources are one of the elements that are inseparable and important for organizations such as companies and corporations. In essence, human resources are people employed by an organization as actors, thinkers, and planners to achieve organizational goals [9]. The tasks and functions of education human resource management must meet the competencies

required by both state and other community regulations. Educators must have minimum qualifications and certifications in accordance with teaching licenses, be physically and mentally healthy, and be able to achieve the national education goals of regular education at the early childhood, primary, secondary and tertiary levels trained by accredited higher education institutions [10].

## **2. Human resource management in education**

Human resource management in education refers to policies, activities, and considerations that aim to enable your people (in this case educators and education personnel) to develop optimally and contribute to educational success. A clear frame of reference is needed to realize the importance of human resource management, especially the management of educational resources and human resources, for the unification of a country's education system. This framework outlines the direction and objectives, basic standards, scope of work, and implementation [11].

Especially in the field of education, human resources are needed as workers or educators themselves. Therefore, human resources refer to the workforce in an organization. Human resources are workers or people in positions who are responsible for carrying out tasks or working in a particular organization [12].

The process of human resource management in education is as follows:

### **a. Human resources planning**

Planning itself is a decision-making activity about objectives in order to achieve goals.

### **b. Human resources selection**

Human resources selection is the process of making decisions to select individuals to fill a position based on several assessments, adding that selection is basically an activity to determine prospective job applicants who have qualifications in accordance with the job or position occupied.

### **c. Human resources development and coaching**

Guidance and development of human resources is to utilize the work productivity of all human resources with the aim of increasing the ability in the form of knowledge, insight, attitudes and skills in carrying out their duties.

### **d. Human resources assessment**

HR assessment is an effort to find out how good the performance and potential of human resources to be developed.

### **e. Compensation**

Compensation is the wages and rewards that apply to a job [13].

### **f. Human resource development in education**

Human Resource Development in education is the process of using competent human resources, starting from recruitment, selection, appointment, and training to rewards and other related activities to achieve the goals of educational institutions [14]. To achieve maximum results, it takes a lot of time to develop human resources. The process of human resource development includes all management functions

such as planning, implementation, coaching, and supervision of training Human resource development must start from employee recruitment. If you want to achieve good results in the future, selecting talented people should be your first choice. Recruitment selection will be stricter, but family circumstances will not be prioritized, so you can maximize future result [15].

Strategies for developing human resource entrepreneurship in Islamic educational institutions, Strategies for developing human resource entrepreneurship in Islamic educational institutions are as follows

a. Vision or mission development

The first step in establishing an educational institution is to develop a vision or mission. The vision or mission is a description of the ideals or goals that an Islamic educational institution wants to achieve in the future.

The vision of Islamic educational institutions should be clear, concise, and include tangible support for achieving business transformation and innovation.

b. Innovation drive

This strategy combined with the entrepreneurial spirit of Islamic educational institutions means prioritizing and developing original and innovative ideas. Therefore, every leader of Islamic entrepreneurial educational institutions must have an innovation agenda in Islamic educational institutions. This innovation agenda is a concrete and central tool in the entrepreneurial strategy of Islamic educational institutions.

c. Entrepreneurial climate structuring

The strategic step is the process of creating elements and atmosphere that support the implementation of the innovation agenda. In this case, the leadership and leadership of the leaders of Islamic educational institutions and the professionalism of staff/ teachers are indispensable. The pressure for entrepreneurship is to increase efforts to implement innovation projects. This means that the strategy emphasizes the efforts of Islamic educational institutions to strengthen the internal processes of the organization, namely the management system. The ability to explain the educational policies implemented in the region, transformative and visionary leadership, the ability to manage change and make decisions, and the ability to build profitable networks are very important for Islamic education institutions. Develop a preferred strategy. This strategy is defined as a corporate venture and is the basic internal organizational process of developing products, processes and technologies. All three are institutionalized for long-term prosperity [16].

## CONCLUSION

Human resource management in education refers to policies, activities, and considerations that aim to ensure that human resources (in this case educators and education personnel) develop and contribute optimally to educational achievement result. The strategy for developing entrepreneurial human resources in Islamic

educational institutions is as follows: (1) Development of vision or mission is the first step in entrepreneurship in educational institutions, namely the formulation of vision or mission. Vision or mission is a description of the ideals or ideals that an Islamic educational institution wants to achieve in the future. (2) Encouraging innovation associated with entrepreneurship in Islamic educational institutions. This strategy means promoting and developing original and innovative ideas. Therefore, all leaders of Islamic entrepreneurship educational institutions must have an innovation agenda in Islamic educational institutions. (3) Building an entrepreneurial environment is a strategic step. The strategic step is the process of forming elements and atmosphere that support the implementation of the innovation agenda. In this case, the leadership and leadership of the leadership of Islamic educational institutions and the professionalism of staf for teachers are indispensable. The pressure to build entrepreneurship lies in increasing the company's efforts to implement innovation projects.

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