

EDUCATION AND LEARNING BUSINESS PLAN WITH COACHING METHOD

Maya Malinda¹⁾

1) Management Department, Universitas Kristen Maranatha,
maya.malinda@eco.maranatha.edu

Introduction

Education and Learning process in higher education always growth and expand. Especially in pandemic Covid -19 situation, higher education have to adapt with situation and innovate with how to deliver knowledge and sharpening skill. However in pandemic Covid-19 situation or crisis always have opportunities to elevate learning method. For Lectures and students cooperate together to make teaching and learning became great experience, and get more knowledge and skill together.

In this article, I shared my experience with challenges when delivered Business Plan knowledge and skill, and also how to increase entrepreneurial motivation, skill and entrepreneurial spirit of the students. The strategies with combining teaching and coaching method at Management Department, Universitas Kristen Maranatha in 2021.

Hopefully this article can give more information and give insight for other educators who have the same challenges to use the same method or combining coaching method to give better entrepreneurial knowledge, skill, and intention for our students.

Discussion

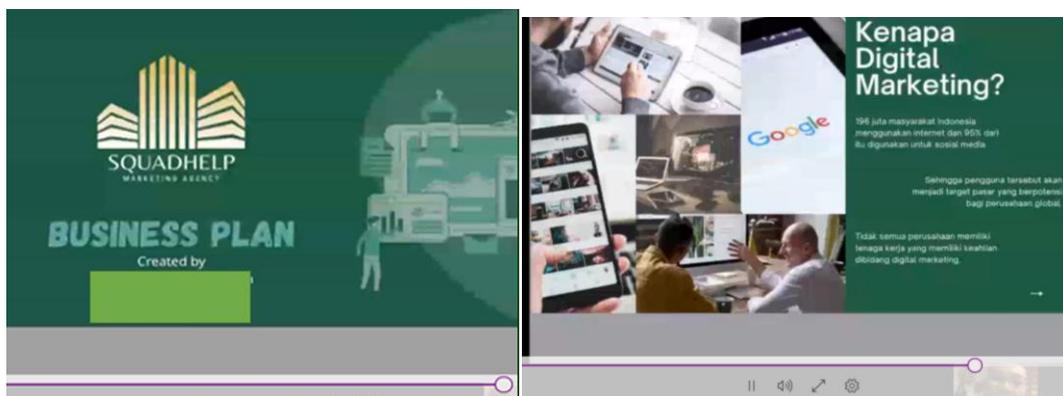
1. Business Plan Courses

Business Plan Courses at Management Department, Universitas Kristen Maranatha is compusary courses. The purpose of this courses, discusses how to develop a business plan in terms of looking for opportunities and market potential, marketing, finance, operations and human Resource according to the idea you have and how to make it happen in a business simulation in the form of a business project in a limited time. Learning materials of Business Plan Course are:

1. Definition, objectives of business planning
2. Basic concepts and practices of entrepreneurship and the search for business idea
3. Business opportunity search, product analysis and SWOT analysis
4. Aspects of marketing and consumer behavior
5. Operational aspects in business planning
6. Aspects of Human Resources in business planning
7. Financial Aspects in business planning
8. Business plan presentation

(cls.maranatha.edu, 2021)

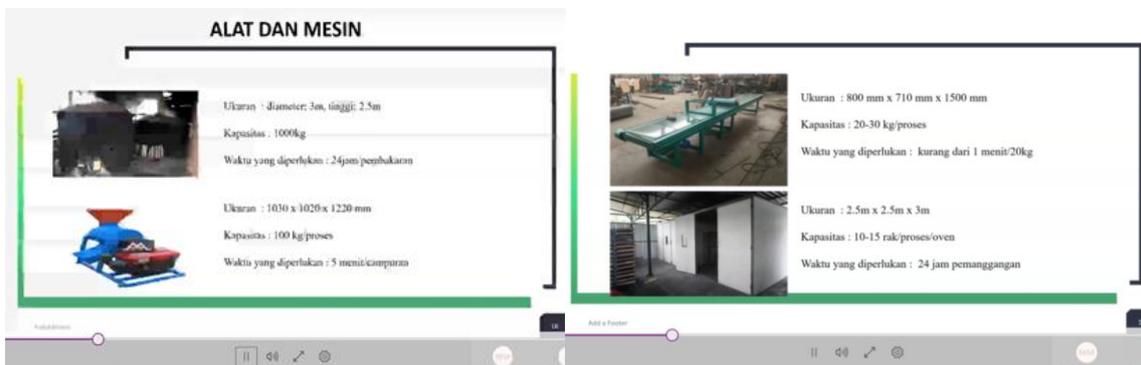
At the end of the courses, students must presentation they Business Plan with results and analysis. In this pandemic situation, we use online sinkronus to explain their business plan project result. Picture 1-5, showed that their ways to explain their business ideas, market aspect, operasional aspect, human resource, and funding aspect.



Picture 1. Examples of Slide Business Plan Presentation for Business Idea
Sources: Students Presentation Slides



Picture 2. Examples of Slide Business Plan Presentation for Marketing Aspect
Sources: Students Presentation Slides



Picture 3 Examples of Slide Business Plan Presentation for Operational Aspect
Sources: Students Presentation Slides



Picture 4 Examples of Slide Business Plan Presentation for Human Resources Aspect
Sources: Students Presentation Slides



Picture 5 Examples of Slide Business Plan Presentation for Financial Aspect
Sources: Students Presentation Slides

Every group in business plan courses explain step by step from their business idea, and then their have to learn and analyze every aspect in business, start with marketing aspect, operational aspect, human resources aspect and financial aspect. For each aspect they must search and analyze with data support. During process of their study lecture using business coaching approach to help student get more self growth and experience.

2. Business Coaching

Have several information regarding coaching method in business area. Coaching method based on client-centered approach. (Bacon & Spear, 2003). The practice of business coaching as an education tool and participatory learning method for tourism Micro Small Enterprises adopting a sustainable development approach to their business practices (Blackman & Bauld, 2015)

Therefore have related research explained coaching impact to business and personal growth. Gray et al research results indicated that coaching had a significant impact on personal attributes such as 'Managing Self-Cognition' and 'Managing Self-Emotional', whereas the impact on business-oriented attributes was weaker for manager Small Medium Enterprise (SMEs) in UK. They concluded that even in the competitive business environment of SMEs, coaching was used as a largely personal, therapeutic intervention rather than to build business-oriented competencies. (Gray, Ekinici, & Goregaokar, 2011)

Beside in business area, coaching business also effective in higher education especially for start up business. The Technical University of Kosice (TUKE), Slovakia, developed through start-up coaching and training for individual student or staff teams within general technology transfer activities in the university's start-up centre and the prospective science park.(Bischoff & Grünhagen, 2017)

Coaching is a powerful tool for personal change and learning. At the core of the coaching approach is the facilitation of learning using active listening and inquiry and providing appropriate challenge and support. (Devine, Meyers, & Houssemand, 2013)

In this article focusing in Behavioral coaching, to support business start up of student in Business Plan Courses. Behavioral approaches are underpinned by a goal focus and action-orientation, and problem-solving models such as GROW (Alexander, 2006) G.R.O.W. (Goal, Reality, Options, Way Forward) is a simple 4-step process. The coach helps the coachee (person being coached) articulate a concise goal (Goal). Next, the coachee describes his current situation (Reality). This is followed by brainstorming options (Options) and next steps. Finally, the coachee identifies and selects one or more options to use in an action plan (Way Forward). TGROW (Downey, 2003), (Topic, Goal, Reality, Options, Wrap up) Topic – clarification and exploration of the topic; Goal – setting of specific goals – long/medium/short term and for the session itself; Reality – understanding where the coachee is now in relation to their goals?; Options – exploring options for moving forward; Wrap Up/ Will/Way Forward – identifying and agreeing specific action. Both of Behavior approach GROW and TGROW coaching used in the Business Plan class we call Business coaching session. In picture 6, showed Coaching Notes using Grow and TGROW approach.

COACHING NOTES (GROW and TGROW)																						
Coach		Client																				
Date/ time	30 Maret 2021	Session	2 out of ... sessions																			
<p>Coaching Topic: Business Model Canvas Goal : Memetakan untuk model bisnis yang sesuai Points of Discussion Reality and Option: Hal hal yang dibahas oleh coachee</p>																						
<p>Business Model Canvas Designorate.com</p>			Date:																			
<table border="1"> <thead> <tr> <th>Key Partners</th> <th>Key Activities</th> <th>Value Proposition</th> <th>Customer Relationships</th> <th>Customer Segments</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> Bisnis ini di dikepalai/dimulai oleh 3 orang. Serta bekerjasama dengan supplier bahan baku. </td> <td> <ul style="list-style-type: none"> Membeli bahan-bahan makaroni terbaik. Mengandalkan komponen peramping berkualitas tinggi. Memberikan layanan memuaskan, cepat, dan ramah. Mempertahankan rasa agar lebih baik dari kompetitor. </td> <td> <ul style="list-style-type: none"> Macaroni yang dijual disajikan dalam aneka rasa dan komponen, agar dapat mencakup setiap selera. Harga yang murah dan tidak lebih mahal dari pesaing, karna kami sudah membandingkan harga dengan penjual makaroni lain. Kualitas Kemasan (Kami mengutamakan kemudahan penggunaan dan bagaimana kemasan menjaga kualitas produk kami). </td> <td> <ul style="list-style-type: none"> Menawarkan potongan harga pada pembelian kedua. Promo makaroni gratis (untuk pemesanan minimal 2 produk dan mempromosikan via social media). Harga promo pada acara tertentu (festival/pameran). </td> <td> <ul style="list-style-type: none"> Mass : Kota Bandung (seluruh penduduk di kota Bandung) Niche : Pelajar sekolah menengah pertama/atas, Mahasiswa/, Pegawai kantoran (seluruh umur dan seluruh pekerjaan) Segmented Market : Seseorang yang ingin sesuatu kemudahan dalam memakan snack dengan banyaknya aktivitas / pada saat santai. </td> </tr> <tr> <td colspan="2"> <p>Key Resources</p> <ul style="list-style-type: none"> Peralatan modern dan praktis. Pemasok bahan baku terpercaya. Pemasok kemasan terpercaya </td> <td colspan="2"> <p>Channels</p> <ul style="list-style-type: none"> Media sosial seperti instagram, line, dan lainnya. </td> <td></td> </tr> <tr> <td colspan="2"> <p>Cost Structure</p> <ul style="list-style-type: none"> Fixed Cost : </td> <td colspan="2"> <p>Revenues Streams</p> <ul style="list-style-type: none"> Modal pribadi. </td> <td></td> </tr> </tbody> </table>	Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments	<ul style="list-style-type: none"> Bisnis ini di dikepalai/dimulai oleh 3 orang. Serta bekerjasama dengan supplier bahan baku. 	<ul style="list-style-type: none"> Membeli bahan-bahan makaroni terbaik. Mengandalkan komponen peramping berkualitas tinggi. Memberikan layanan memuaskan, cepat, dan ramah. Mempertahankan rasa agar lebih baik dari kompetitor. 	<ul style="list-style-type: none"> Macaroni yang dijual disajikan dalam aneka rasa dan komponen, agar dapat mencakup setiap selera. Harga yang murah dan tidak lebih mahal dari pesaing, karna kami sudah membandingkan harga dengan penjual makaroni lain. Kualitas Kemasan (Kami mengutamakan kemudahan penggunaan dan bagaimana kemasan menjaga kualitas produk kami). 	<ul style="list-style-type: none"> Menawarkan potongan harga pada pembelian kedua. Promo makaroni gratis (untuk pemesanan minimal 2 produk dan mempromosikan via social media). Harga promo pada acara tertentu (festival/pameran). 	<ul style="list-style-type: none"> Mass : Kota Bandung (seluruh penduduk di kota Bandung) Niche : Pelajar sekolah menengah pertama/atas, Mahasiswa/, Pegawai kantoran (seluruh umur dan seluruh pekerjaan) Segmented Market : Seseorang yang ingin sesuatu kemudahan dalam memakan snack dengan banyaknya aktivitas / pada saat santai. 	<p>Key Resources</p> <ul style="list-style-type: none"> Peralatan modern dan praktis. Pemasok bahan baku terpercaya. Pemasok kemasan terpercaya 		<p>Channels</p> <ul style="list-style-type: none"> Media sosial seperti instagram, line, dan lainnya. 			<p>Cost Structure</p> <ul style="list-style-type: none"> Fixed Cost : 		<p>Revenues Streams</p> <ul style="list-style-type: none"> Modal pribadi. 				
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<p>Value proposition Macaroni yang mencakup setiap selera Customer segment Kota bandung, pelajar dan pelanggan yang menyukai kemudahan Channel Saluran untuk produknya dengan media social. IG, Line Customer relationship Menyampaikan melalui promo dan harga yang meanrik Revenue Stream Penerimaan dari penjualan produk Key Activities Pembuatan produk makaroni Key Resources Peralatan yang modern, pemasok bahan baku Key Partner Bekerja sama dgn penyedia bahan baku Cost structure Biaya maklon, biaya tenaga kerja</p>																						
<p>Warp Up(s): Membuat perencanaan bisnis</p>																						
<p>What Next/ way forward: pembahasan perencanaan bisnis</p>																						

Picture 6. Example of Coaching Notes GROW and TGROW approach.
Sources: Modified TGROW(Downey, 2003) GROW (Alexander, 2006)

Business Coaching is related to entrepreneurship development. Coaching for this business runs between three to 6 months between a coach and an entrepreneur who wants to organize a business and achieve the targeted business goals. The end result of Business Coaching is an increase in the ability of entrepreneurs to grow their business and generate profits as expected. Some aspects that will be arranged in Business Coaching include: aspects of the product to be sold, business processes that are run, employee management. and development of the entrepreneurial mindset and behavior of business owners (visecoach.com, 2021)

Business goals in Business Coaching are determined by the level of the entrepreneur. For a young entrepreneur who is starting a business, then the business goals that can be achieved are the ability to map the market, decide which products to sell and know how to sell products well. However, for a mid-level entrepreneur who has been in business for at least five years running and wants to develop your business by opening a new branch, then Business Coaching will concentrate more on the financial aspect where good financial management will help entrepreneurs achieve success when opening new business branches. .

Regardless of that, whether you are a new entrepreneur or experienced enough, Business Coaching will focus on forming an entrepreneurial mindset and behavior, such as the ability to read opportunities, business persistence, the courage to experiment, and being able to build good relationships with employees and consumers as a business target market. (visecoach.com, 2021).

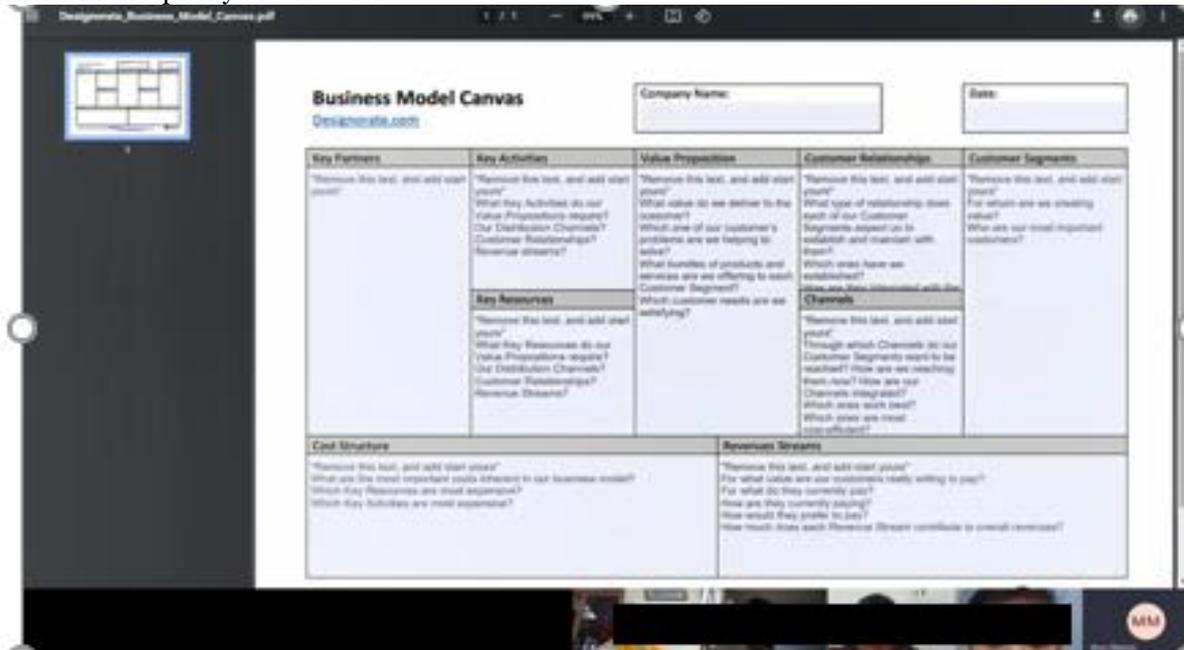
The Role of Business Coach in Business

Because it is different from a Business Consultant, then what is the role of a Business Coach in helping business people? Coach Yohanes G. Pauly who also reached Rank No. The 1 Best Business Coach at the World Level emphasizes that a Business Coach must be someone with experience and skills in business and able to bring out the potential of business people so that finally business people can take action to achieve their goals. Business Coach is a person who is outside the business so that he can find weaknesses and mistakes that are not realized by the businessman and then will provide advice and input from the side that is not visible (blind spot) by the businessman. (liputan6, 2021)

3. Coaching session

Business coaching sessions with students are held once a week for four weeks alternately. The form of coaching in groups. Each group discusses their interests in the business, what they want to be, the challenges they face. Create a business model canvas to help them in business mapping. For even semester 2020/2021 only 12 students are divided into 6 groups. Where they have different business ideas and different challenges. Picture 7 showed coaching online we discuss of topic we discuss. Picture 8 and 9 are report of business coaching done and complete and also report of business coach session.

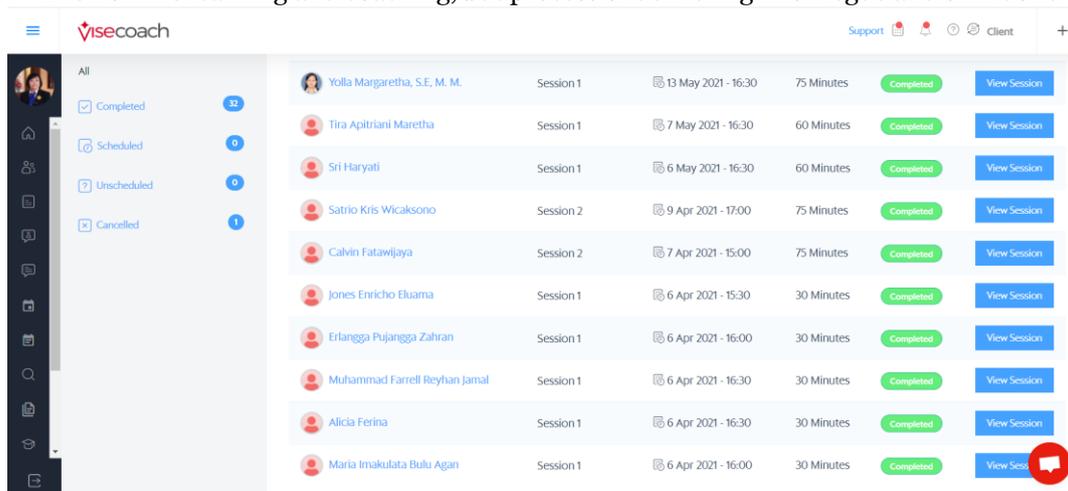
Online coaching is carried out to support the teaching and learning process this semester. This condition takes place to continue and maintain the health and safety of lecturers and students and maintain the quality of education.



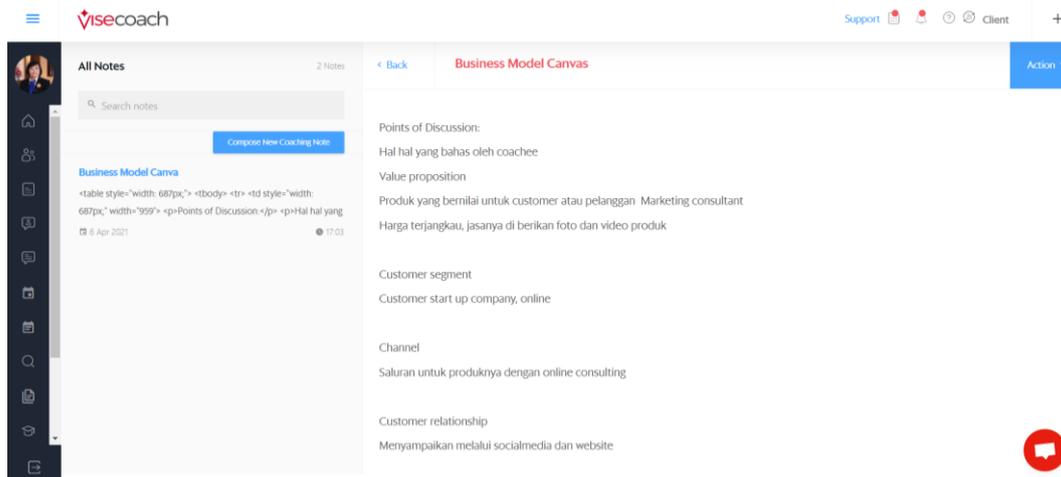
Picture 7. Example of Coaching Discussion Topic About Business Model Canvas

In Picture 8 explained report of coaching session for student group, I use Visecoach web apps to support coaching activities for my student. In the website apps vise coach provided figure of coaching notes showed in picture 9.

Even online learning and coaching, but process of delivering knowlegde and skill done well.



**Picture 8. Report of Coaching Session.
 Sources: apps.visecoach.com**



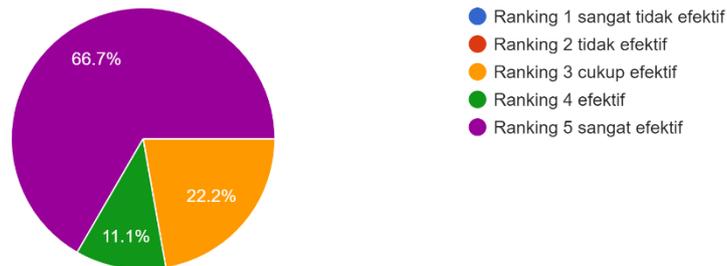
Picture 9. Example of Coaching Notes in Visecoach apps
Sources: apps.visecoach.com

4. Result and Analysis

After ending of Business Plan courses, I give evaluation sheet to know student opinion about coaching method for them.

The first question:

The coaching learning method that you value is Effective for increasing entrepreneurial intentions.



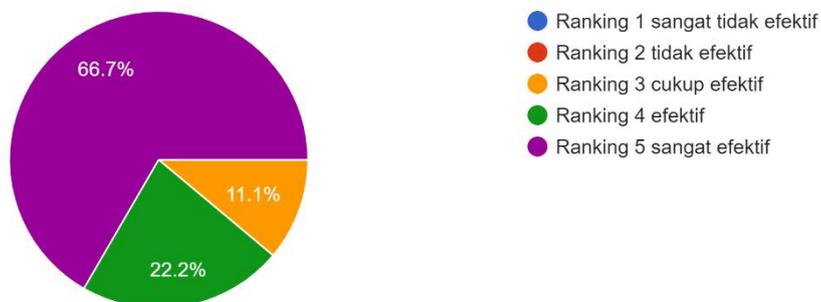
Picture 10. Coaching Effectiveness for Entrepreneurial Intentions

The result showed that more than 60% respondent answer that coaching learning method very effective to increasing entrepreneurial intention. 11% said effective and 22% effective enough.

First conclusion that with coaching method can help student have entrepreneurial motivation and intention

Second question:

The coaching learning method that you value is Effective for increasing the entrepreneurial spirit.

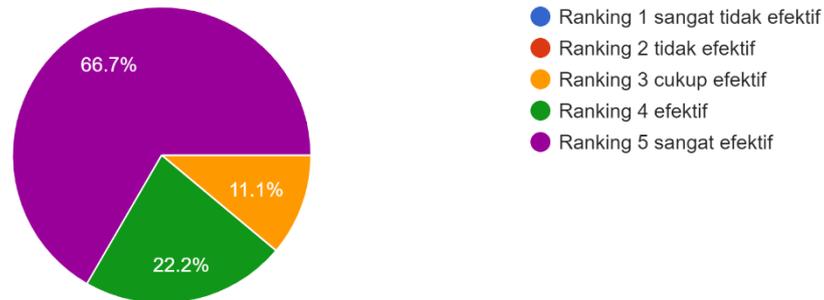


Picture 12. Coaching Effectiveness for Entrepreneurial Spirit

Picture 12 showed that 66,7% respondents answer coaching method very effective to increasing they entrepreneurial spirit. 22,2% answered effective and 11,1% answered effective enough. From the answers form student perspective, we can analyse that more than half of student coaching method effectively increase their entrepreneurial spirit.

Third question:

The coaching learning method that you value is Effective for increasing entrepreneurial skill.



Picture 13. Coaching Effectiveness for Entrepreneurial Skill

Picture 13 also showed that 66,7% respondents answer coaching method very effective to increasing they entrepreneurial skill. 22,2% answered effective and 11,1% answered effective enough. With coaching method, student perspective increases their personal skill especially in business area.

Fourth Question:

Feedback on coaching learning methods to equip and improve your entrepreneurship skills.

The answers of student are need to improve the standard of assignments for students, mentoring and counselling methods to better understand my skills in entrepreneurship, very good coaching method. Proposal design, and It would be better if it was practiced too, to elevate entrepreneurship skills. Can provide training and guidance. Improve more creative innovation methods and more discussion about our business.

Fifth question:

What do you remember most about the coaching activity?

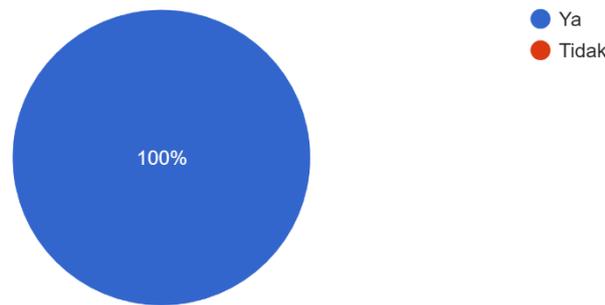
Students remember coaching activities are:

1. Presentation process on group business planning.
2. question and answer and analyse the businesses of other groups
3. How to submit a business proposal
4. Things that must be done to ensure that the business idea is suitable and has potential.
5. Motivation and interest in entrepreneurship
6. Practice our own skills.
7. When given direction and find new ideas to grow my business
8. Discussing what products or services we want to make and discussing with lecturers directly makes us more confident in the business.

From students' answers, revealed that their skill, knowledge and self-confidence growth, align (Bacon & Spear, 2003), (Bischoff & Grünhagen, 2017; Gray et al., 2011)

Sixth question:

If there is another business coaching session are you interested?

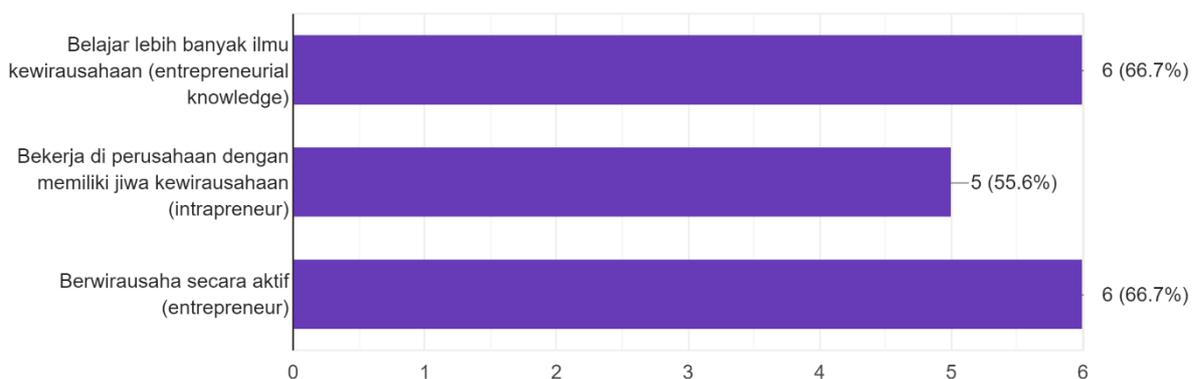


Picture 14. Interest in Coaching Session

Form the 100% respondents answered yes, it means they have interesting with coaching method and want to have another experience.

Seventh question:

After taking the Business Planning class you are motivated to (the answer may be more than one)



Picture 15. Future Career Interest of students

Form Picture 15 showed that more than 66,7 % want to be entrepreneurs. This can be explained that more than half student has interesting and intention become entrepreneur for their future career. This result has positive impact for young generation want to become entrepreneurs helping country to elevate quality of entrepreneur from higher education. (Ahmed, Chandran, Klobas, Liñán, & Kokkalis, 2020; Almodóvar-González, Fernández-Portillo, & Díaz-Casero, 2020)

Conclusions

Results of education and learning business plan courses with coaching method have several conclusions. First of all mostly students answered that coaching method can increasing motivation, skill dan spirit of entrepreneurship.

Second more than 66% student want to be entrepreneur. This result give us result in this online learning still give great positif result and have positif impact for society and nation to deliver new generation to become great entrepreneurs.

Third conclusion, coaching can be alternative method to help student to improve they self growth especially in entrepreneurial spirit. Online learning and coaching method can help and save people from pandemic, and still keep quality of education.

Finally we can conclude that coaching method effectively increase entrepreneur skill, spirit and intention. Align with research done by Divine et al coaching approaches can provide valuable contributions, systems of collective and collaborative learning are necessary to generate a collective learning culture. (Devine et al., 2013), (Bischoff & Grünhagen, 2017).

With coaching method will give new approach at Universitas Kristen Maranatha to become place entrepreneurial ecosystem. Align with Bisschoff et al need collaboration within stakeholders to create entrepreneurial ecosystem in higher education, and also creative in learning and education (Bischoff, Volkmann, & Audretsch, 2018).

I realize that this result still embryo, so need more experience and research, hopefully in the next research have more data and resources to improve the result.

Acknowledgements

Special thanks to students Universitas Kristen Maranatha who take Business Plan Courses in even semester 2020/2021. Furthermore, special thanks also IKAPIN to support this book chapter.

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