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The Role of Postgraduate Study in Enhancing Entrepreneurship to Respond to the Reality of Labor Market in the Era of IR 4.0

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Abstract

Society, in which we live, is featured by extraordinary dynamic changes not only in the labor market where updated knowledge and skills has an absolute priority. So, each of us if does not want his or her knowledge to be outdated should learn continually, even throughout all life. The transformation resulting from the rising industrial revolution 4.0 has an impact not only on education sphere,

but also on others, including entrepreneurship and labor market. This article will take closer look at postgraduate studies which are very popular as a form of education enabling startup business development of quick reaction to the changing needs in the labor market in the era of industrial revolution 4.0.

Keywords: Postgraduate Study, Labor Market, Industrial Revolution 4.0

1. Education in modern society

The nature of education and training in society today is very different from the past. Education has become one of the main development drivers of the knowledge economy and information society; is one of the important conditions to ensure for each of us a happy life. Education allows and enables workers to focus on skills so that they can easily handle work situations, start their own businesses and quickly adapt to changes in the labor market. dynamic. The constant changes in the world of the 4.0 industrial revolution today force us to lifelong learning, replenish the necessary competencies, and continually upgrade. Therefore, it is hoped that vocational education will be more flexible, more open, more open and more multi-dimensional. Because only that can allow learners to reach a high level and capacity to be able to find a foothold in a very competitive labor market so that they can develop their careers and start their own businesses. Get the right income and social position in the future.

Modern education must be oriented to the future to shape the quality of innovative, motivated and progressive workers. Its purpose is to transfer knowledge, but also includes strengthening and comprehensively strengthening skills, developing and perfecting oneself. Such cognitive-based education leads to global actions based on the rules of participation in the training process (of the subjects of training, training, training management and others) in a democratic manner. in an open learning society and towards development in a spirit of humanity, cooperation and democracy. The idea of continuing education is well suited to the needs of the new society, the dynamic era of the technology revolution 4.0, taking into account the process of continuous changes taking place in the labor market as well as the viability at and adapting to the labor market as workers, employers, start-ups.

2. Postgraduate education in the concept of continuing education

Education at the postgraduate level is an important element of the idea of continuing education. According to Robert Kidd, this form of education is the next level after the minimum learners have graduated from a specific Bachelor's degree program ^[1]. After a course of work, learners have diverse needs to further expand the scope of knowledge and skills relevant or beyond their expertise to be able to adapt to market changes: start-up career, looking for new jobs more suitable. Often, workers may have a need (to discover new business ideas to deploy) or be forced to change careers, start their own (self-employed) for personal reasons or fluctuations in the labor market (restructuring the labor market under the impact of trends and evolution of industrial revolution 4.0). All of the above needs can be met by postgraduate training programs ^[2] that provide and update

more in-depth expertise, close to the labor market reality... Postgraduate training programs may also be of interest to students without necessarily being related to their actual professional jobs (related to the future jobs they are dreaming of towards) [3, p98].

3. Goals of postgraduate education

The concept of continuing education includes the following main constituent points: self-study to satisfy the need for knowledge enhancement, skills improvement, lifelong learning, career and career orientation, hobbies, start-up to seize opportunities due to changes and new trends in the labor market^[4]. Therefore, universities through postgraduate programs, different from undergraduate programs, are tasked to provide training courses to realize the following functions of education [3, p100 -101]:

- **Fostering:** Supplementing knowledge, skills (competencies) necessary when the level and knowledge of students are not enough to perform well their jobs and professional career.
- **Enhancing:** Upgrading qualifications, related to updating knowledge and skills in relation to technological development or changing workplace facilities.
- **Improving morale and attitude:** Encouraging ambition and motivation to promote students' creative spirit in a way that ultimately results in improving their career positions, performing current jobs better, improve management capacity and professional ability to be able to run business independently and start a business.

As seen above, each form of education has its own functions. These functions imply the mission and purpose of educational activities that, if met, will ensure that certain outcomes are achieved. European universities are striving to properly identify the purpose and mission of postgraduate training programs that are extremely diverse in form, method, duration, organization, students. According to Jaumotte^[2], postgraduate programs need to achieve the following goals:

- Besides merely transferring knowledge, postgraduate programs must be designed to develop thinking and strengthen creative skills, ability to solve problems and apply scientific methods in practice. economic and working environment.
- Besides merely transferring knowledge, postgraduate programs must aim at the ability of self-study, self-study and self-seeking knowledge whenever needed.
- Besides merely transferring knowledge, postgraduate programs need to be more or less interdisciplinary, helping students acquire more specialized knowledge from other nearby fields, creating conditions for expanding their legs. knowledge, looking for new business and start-up opportunities in the context of trends in technology integration, the emergence and intertwining between industries of the 4.0 industrial revolution.
- Besides merely transferring knowledge, postgraduate programs must promote creativity, be willing to accept and deal with risks related to innovation and find new solutions to problems. problems, as well as proven technology transfer.
- Postgraduate technical programs, besides the transfer of

professional knowledge, also need to foster the necessary economic, legal, social and humanities knowledge for students to have be able to work effectively in groups, participate in management at all levels and be more active in the framework of other activities of agencies, unions and society.

4. Access to higher education towards labor market demand and entrepreneurship capacity

In the new reality of the information society, a noticeable change regarding the free movement trend of workers in the global labor market is more evident than ever. This phenomenon is also related to changes within the European Union (EU), namely the process of continuous expansion and integration of old and new labor markets. Currently, citizens of most EU member states are able to work and start a business across the EU, even though they have undergone basic education in their home country. At the same time, an issue raised regarding the appropriateness of education in countries is extremely diverse in culture, language and qualifications with the needs and standards of the labor market in the country. EU. There are many emerging challenges that the authorities must first consider, that is, the suitability of the university training program to the requirements of the common labor market; continuing training to improve the qualifications and career skills needed; cooperation between universities and with organizations outside the field of higher education (enterprises, state agencies); information and communication technology application, as well as the flexibility and coordination of various solutions. In response to changes in the education market and labor market, postgraduate programs may be an appropriate solution when, in a short time, help equip students with new knowledge and competencies to respond to situations, trends and market developments so that they can master the knowledge learned in the startup process and adapt to the requirements. new labor market.

As mentioned above, contemporary education, including postgraduate training, cannot be considered separately from the labor market and the startup trends are changing. Education has obligations, rights and social and personal reasons to produce products that meet the needs of the labor market whose customers are students / students / workers, institutes / schools. university / college and businesses / employers. The labor market is shaped and determined by the quality of knowledge and skills of workers converging throughout the training process at all levels and training systems. Therefore, for the future and the development of the labor market, the opportunity to start a business, the development of the education system is very important. Therefore, the dependency / correlation between the labor market / startup opportunities and the education market is obvious. Education, including postgraduate education, is gradually shaping the labor market and positively influencing the start-up trend of a small number of young workers. This labor market becomes a space in which the outputs of the training process are affected and subject to market forces, globalization trends and the dynamic dynamics of the Industrial network 4.0.

5. Conclusions

Before the events, developments and trends presented, postgraduate training seems to be a very attractive and

convenient form of education. This type of training seems appropriate and relatively reasonable, because they allow learners to update their knowledge in a relatively short period of time (from one year to a year and a half) compared to Bachelor programs. long-term. Moreover, they meet the actual needs of the market in the fields of training, the need to improve or even the need to switch to and start a business in other professions, because after the end of the training program. Creating learners will have new qualifications and expertise close to the current labor market practice and requirements. This type of training best meets the needs of the mobile workforce that is always looking for new career and start-up opportunities that are more attractive than in their home countries, because once the training takes place in As an EU member state, they will be recognized in all other member states.

The information society is synonymous with an increase in the importance of higher education and the urgency of continuing higher education programs. Undoubtedly, postgraduate programs are in line with the idea of lifelong learning. Moreover, these programs may be completely unrelated to the student's previous training and experience. Therefore, this form of education demonstrates the accessibility, openness and flexibility of the training process to help learners adapt to the new demands of the labor market, forming startup ideas. inter and multidisciplinary. This type of training has proven that continuing education is closely related to the current comprehensive development and professional activities of every student who is also an employee, entrepreneur, entrepreneur of the present and future. Moreover, there are no age barriers to prevent learners from learning this form. The only entry requirement for learners is to have at least a bachelor's degree (thinking and awareness).

The emergence of many occupations in the labor market of the information society and the knowledge economy in the context of new birth, linking and converging technology fields together, implying the urgency to dig create workers with the desired qualifications, even within very narrow disciplines (within a field) or very broad (multi- and interdisciplinary). Training Bachelor's / Engineers takes more time, effort and cost than training in the framework of postgraduate programs. Therefore, this type of training emphasizes the needs and competencies of career and entrepreneurship, helping learners adapt more flexibly and quickly to the ever-changing needs of the labor market and startup opportunities. The potential of a new technology industry, compared to a Bachelor's degree, whether full-time or part-time, is a clear advantage of these programs.

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