



# **STUDENTS PERCEPTIONS OF ENTREPRENEURSHIP EDUCATION AT THE UNIVERSITY OF BOTSWANA**

**BY**

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# ORGANISATION OF THE PRESENTATION

- What is entrepreneurship education?
- Why entrepreneurship education?
- What we set out to do (Objectives)
- Research methodology
- Findings of the study
- Conclusions

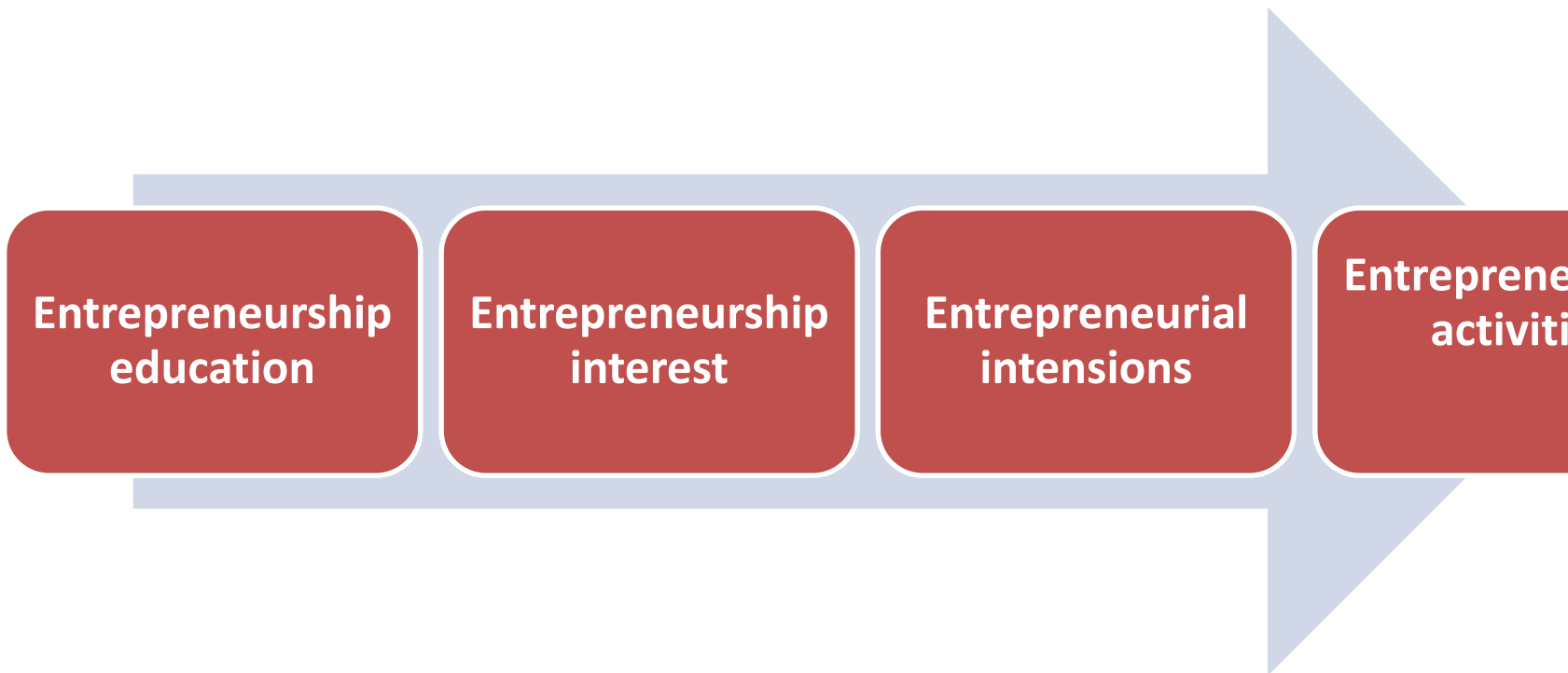


# What is entrepreneurship education

## Entrepreneurship education

- Equipping the learners with the skills and ability to recognize business opportunities
- It also provides the insight, knowledge and skills to start business venture.
- Enable learners to acquire innovative entrepreneurial skills, the ability to marshal resources in the face of risk and uncertainty

# Why entrepreneurship education?



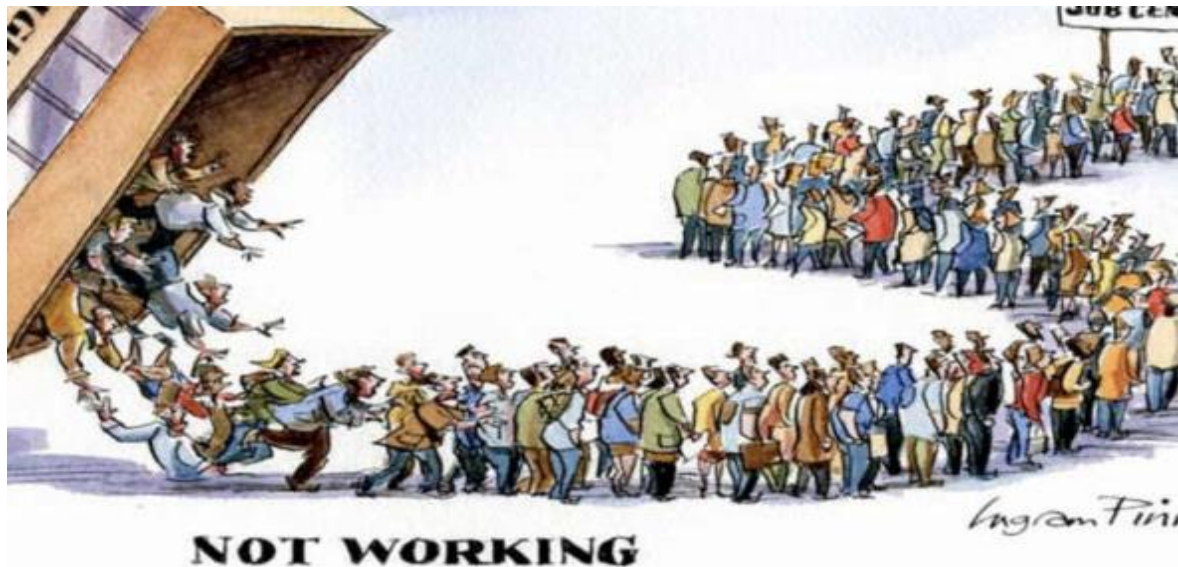


# Why entrepreneurship education?

- Rapidly increasing rate of unemployment – 21<sup>st</sup> Century,
- fuelled by a massive number of students graduating from institutions of higher learning
- dwindling employment opportunities - the failure of the private and public sectors to absorb the growing number of job seekers
- Lekoko, Rankhumise and Ras (2012) added that the focus towards self-employment (entrepreneurship) is, and will continue to be a key success factor in economic growth and development.

# Is there not a cause?

## GRADUATES BEING POURED FROM COLLEGES



# That look of despair- unemployment?





# Statement of the problem

Literature suggest that participating in entrepreneurship education contributes towards increased perceived desirability and feasibility of entrepreneurship among students (Peterman and Kennedy, 2003; Collins et al., 2004).

Perceptions about entrepreneurship contributes towards becoming an entrepreneur (Brijlal, 2011).

**YET**

Its (entrepreneurship education ) ability to enhance entrepreneurship value among students remains unclear (Mahmood, 2009).

**Evidenced by**

Every year thousands upon thousands of students stranded after graduation due to lack of **formal employment opportunities**





# Objectives of the study

- To establish the level of entrepreneurship interest of students at University of Botswana
- To establish the extent to which students acquire entrepreneurship skills, during training.
- To establish entrepreneurship intensions of students after completing entrepreneurship training
- To propose possible strategies of enhancing entrepreneurship education

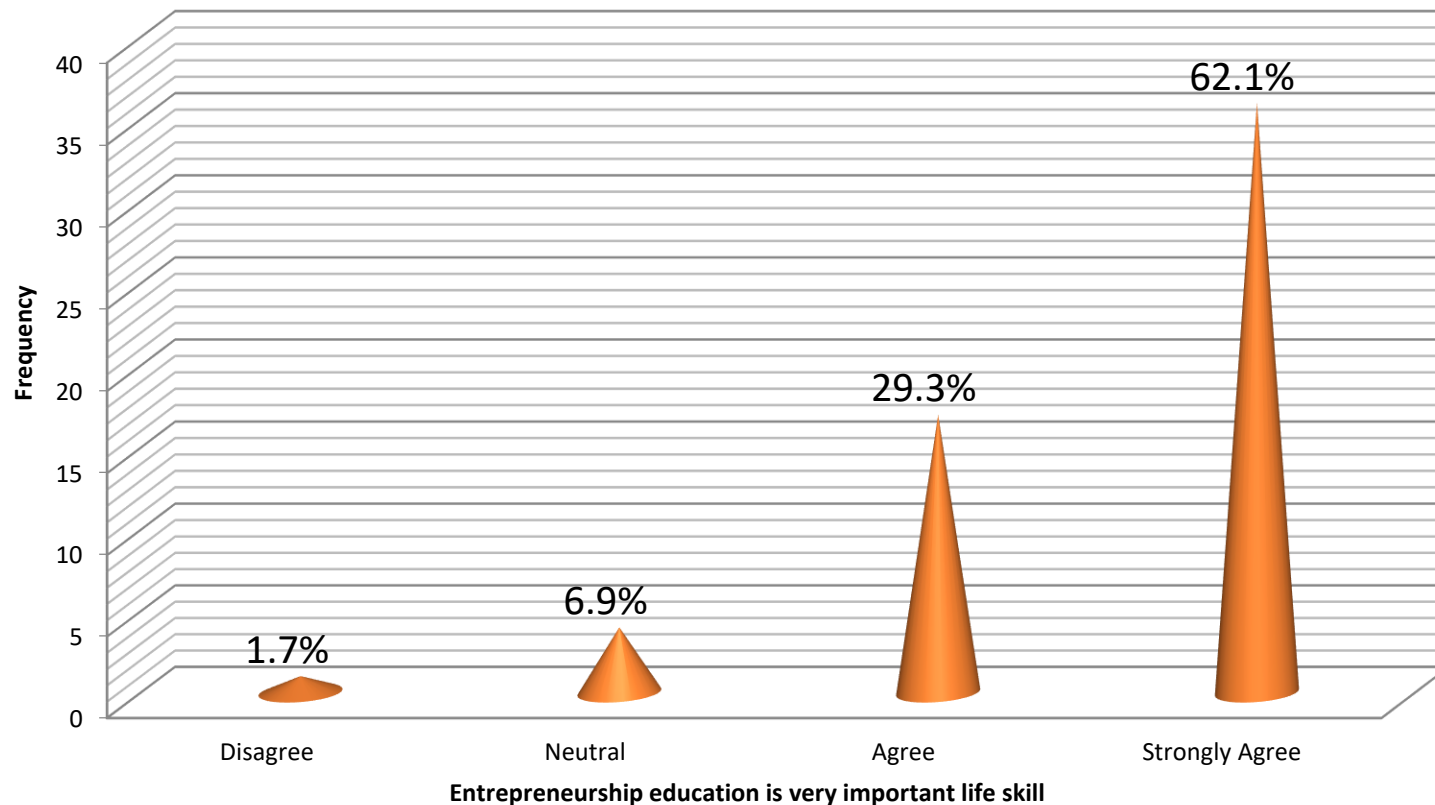


# Methodology of the study

- A mixed methodologies was applied
- Questionnaires were administered to 63 students from the Faculty of Business studies
- Bachelor of Business Administration in Entrepreneurship and Enterprise Development and Bachelor of Business Administration (Marketing)
- 4 lecturers were interviewed from the Faculty of Business Studies.

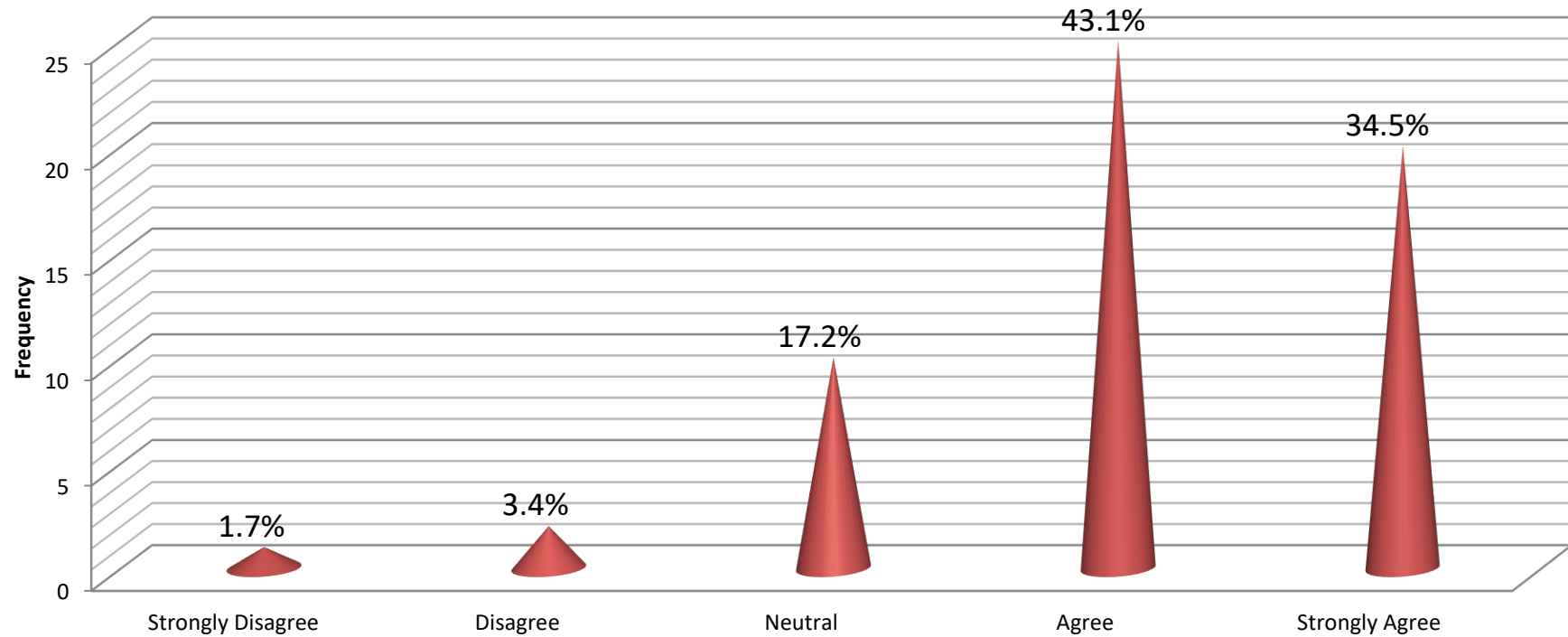
# Findings of the study

## Entrepreneurship education is an important life skill



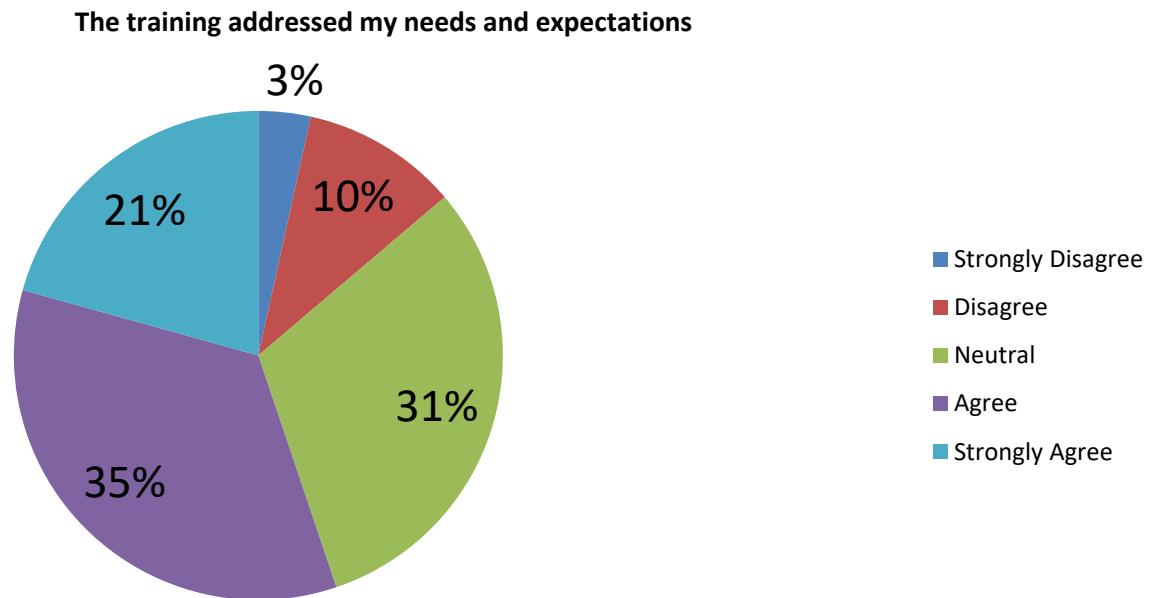
# Conti...

**Entrepreneurship education at UB is effective in imparting entrepreneurial skills**



# Conti...

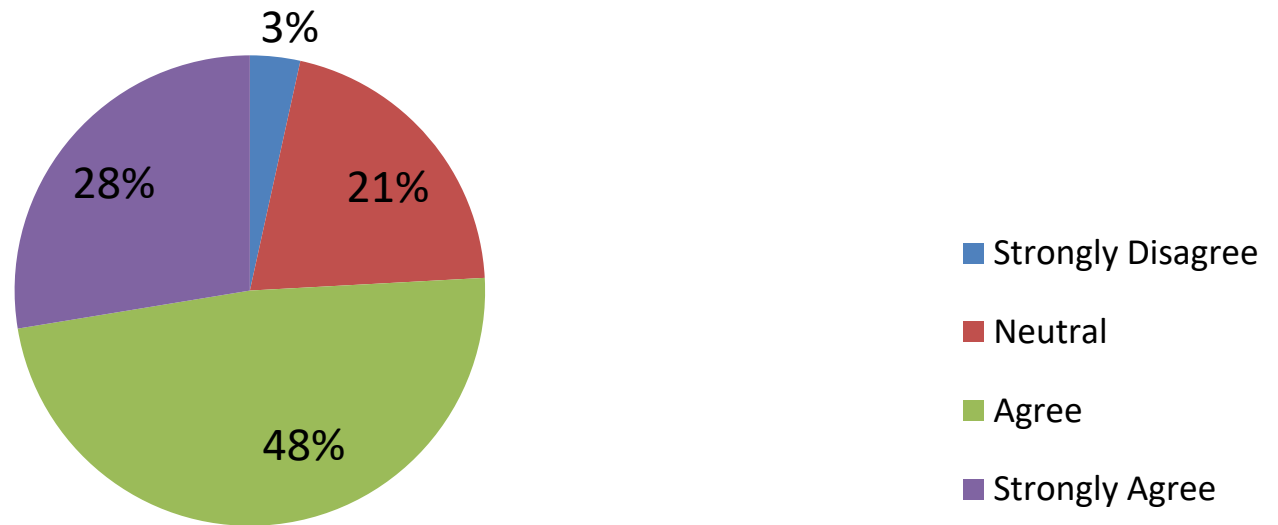
## Entrepreneurship education addressed my needs and expectations



# Acquired skills

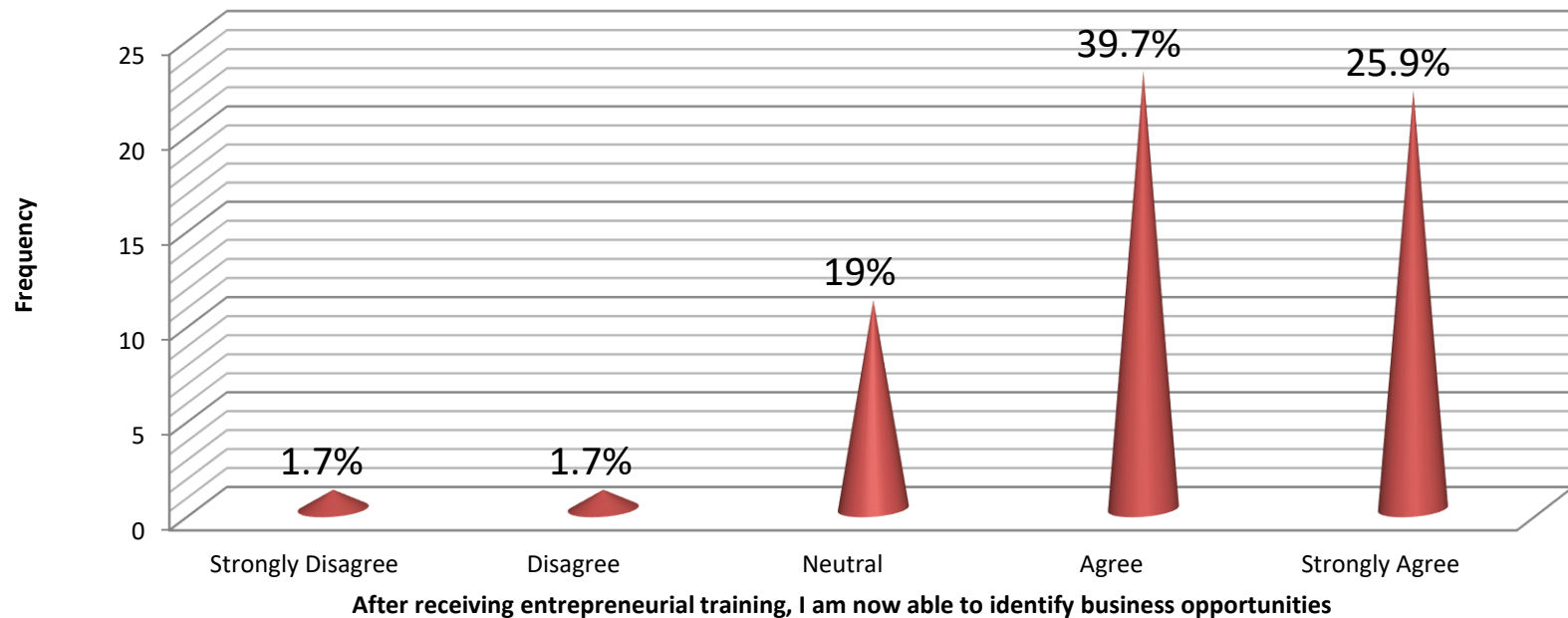
## Business plan writing skills

After receiving entrepreneurship training, I am now able to write business proposals and business plans



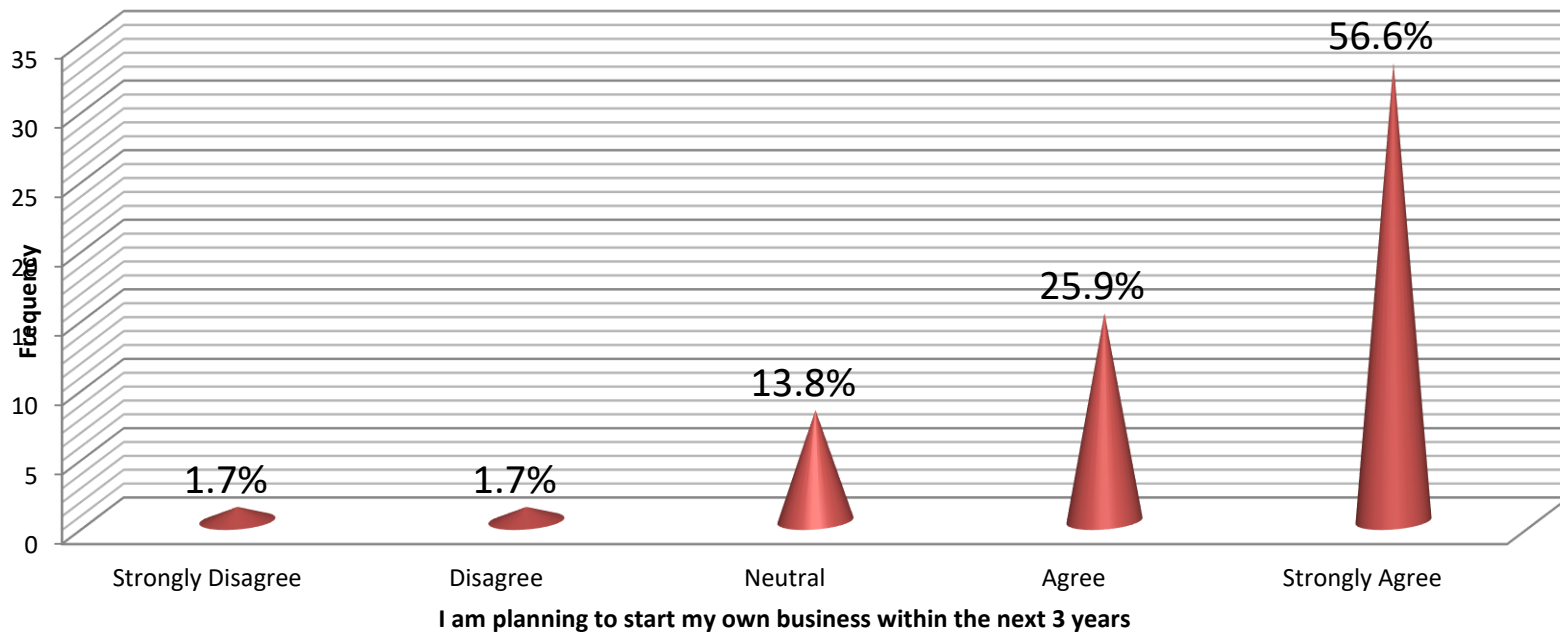
# Conti...

## Business opportunity identification



# Students entrepreneurial intentions

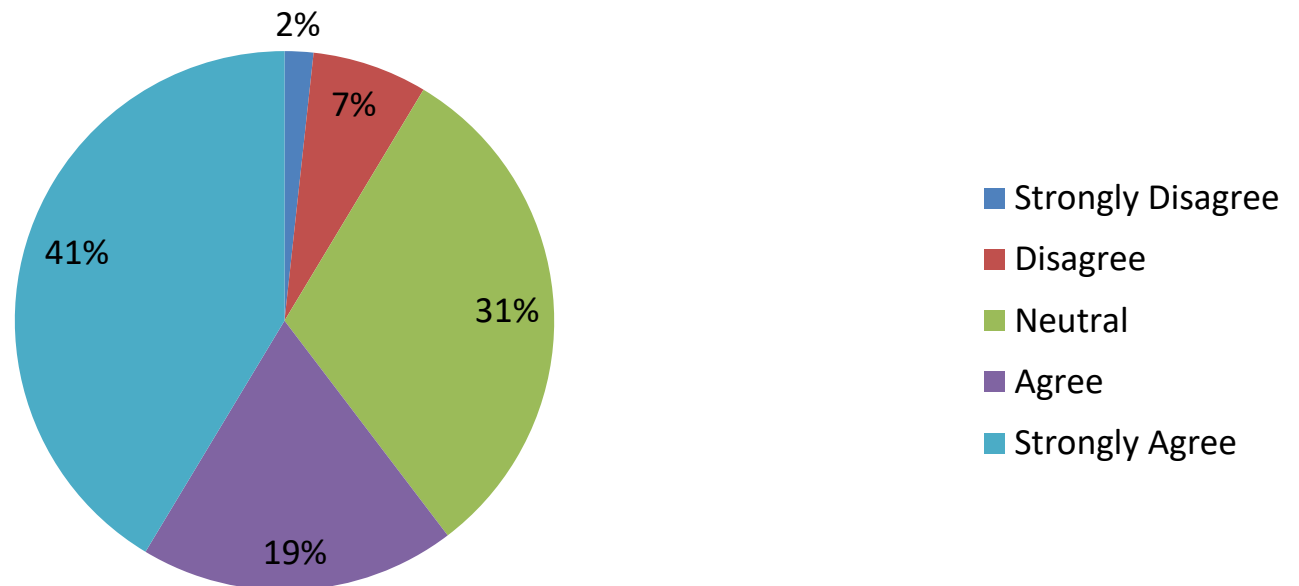
## Planning to start my own business





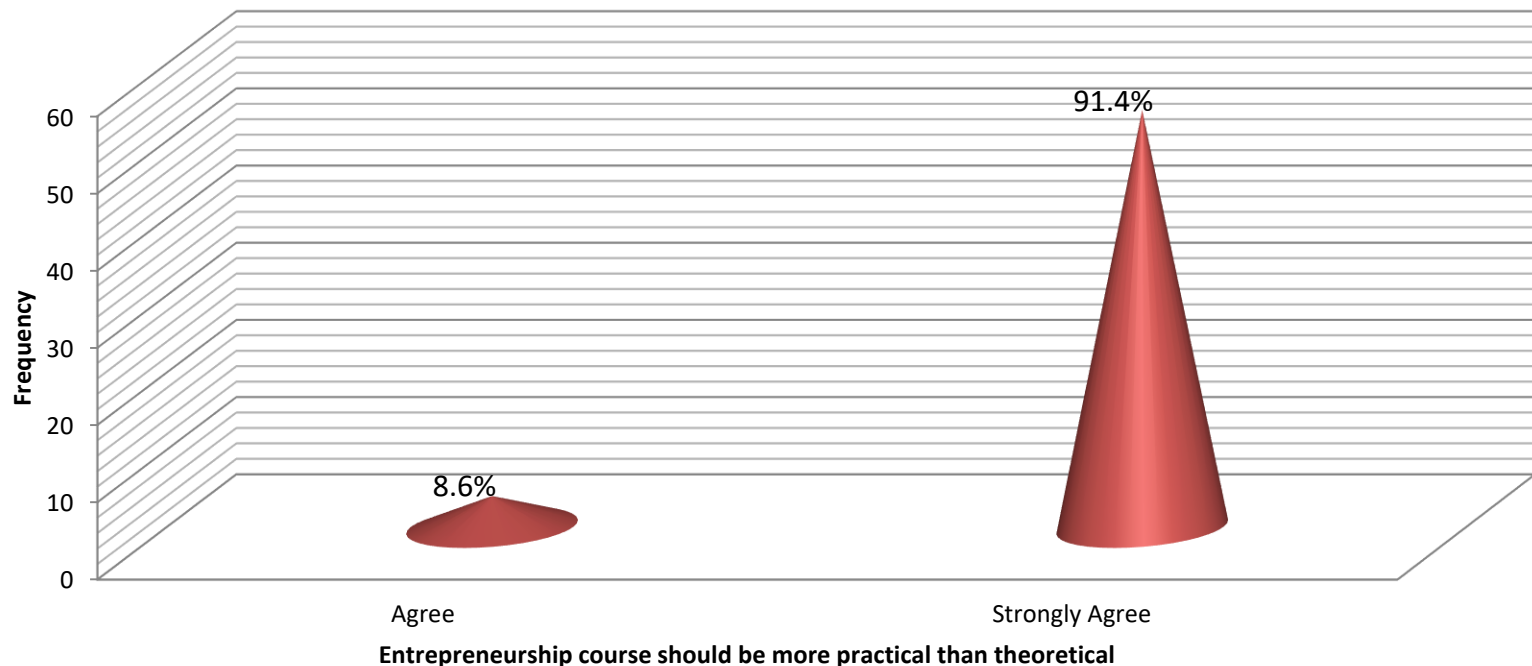
# Conti...

**I would love to work for an enterprising company so that can learn more about business**



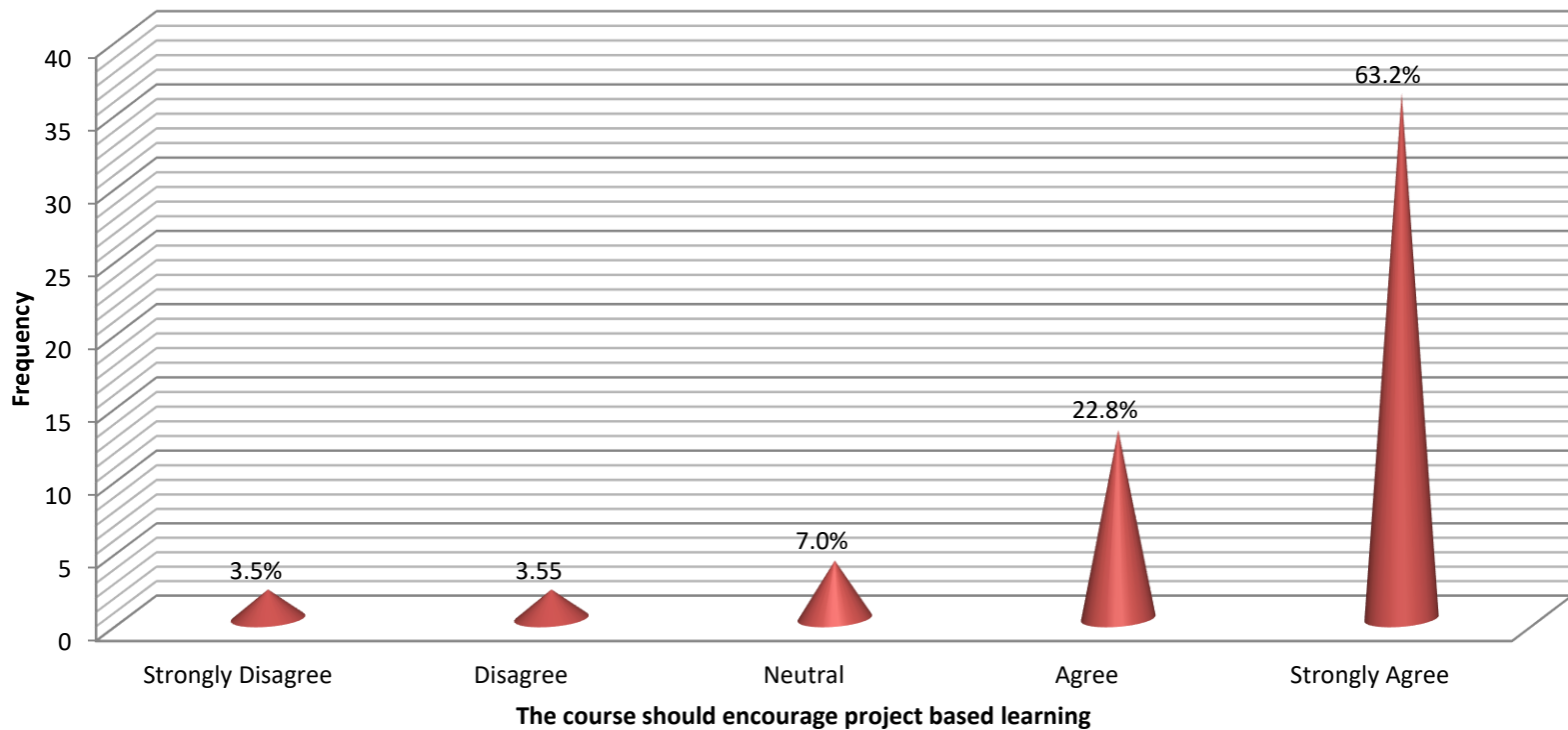
# Possible strategies to enhance entrepreneurship education

Entrepreneurship education should be more practical



# Conti...

## Project based learning





# Findings from interviews with lecturers

- Although students seem to value entrepreneurship they do not seem to see it as a career option
- Those who choose to do the course as an option seem to be more motivated than those who assigned the programme / course
- In terms of skills acquisition students were able to produce impressive business plans, and some have already started their own businesses

# Conti...

- Lecturers seem to be of the opinion that the mind-set change from job search to job creation has not yet fully taken place in the majority of students.
- Some of the entrepreneurship skills that students were acquiring include networking skills, opportunity identification, innovation, creativity, business plan writing, presentation skills, analytic skills, risk management, managerial skills, planning, project management skills, strategic planning, financial analysis, cash flow management, business plans, and innovation among others
- Lecturers also concur with students on the need for entrepreneurship education to be more practical oriented and to expose students to real life experience of entrepreneurship.

# Conclusions

- Students seem to appreciate the importance and relevancy of entrepreneurship education,
- However, their interest in entrepreneurship as a career path is still to develop.
- In terms of their entrepreneurial intentions, whilst students are considering to be involved in entrepreneurship activity and some have already registered their companies.
- The majority of students seem to consider finding a job as the first option
- The programme has equipped students with the necessary skills to embark on their own businesses.

# Recommendations

- That university should design entrepreneurship course which are more practical, encourage experiential learning such as project based learning.
- It is recommended that the university collaborates and partners with various institutions which offer support to up coming entrepreneurs.
- it is recommended that a tracer study be conducted to establish entrepreneurial activity of the graduates who have gone through entrepreneurship education.
- Finally it will also be interesting to find out how entrepreneurship can contribute towards a mind set change from employment seeking mind-set to employment creation mind-set through entrepreneurship education



# Thank you

Thank you for your time