MOTIVATION TO START BUSINESS: DOES ENTREPRENEURSHIP EDUCATION MATTER?

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ABSTRACT
There is an ongoing debate about whether going through entrepreneurship education, people can be motivated to seek and seize business startup opportunities. In order to contribute to this debate with evidence from Uganda, 236 Bachelor of Entrepreneurship Small Business Management students at Makerere University Business School were surveyed. Findings indicated a strong positive relationship between entrepreneurship education and motivation to start business. The motivation to start business is driven by internal student networks and a favourable attitude towards business venturing as a profitable career. Future studies can explore the nature of inter-student network dynamics and how these networks influence motivation to start business. For policy makers, there is need to improve the entrepreneurship curriculum especially the teaching methodologies so as to increase the desire and courage for business startup.

KEYWORDS: Entrepreneurship education, motivation to start business, university students.