

THE IMPACT OF BUSINESS EDUCATION ON
ENTREPRENEURIAL INTENTION AMONG COMMERCE AND
MANAGEMENT UNDERGRADUATES OF EASTERN
UNIVERSITY, SRI LANKA



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ABSTRACT

Entrepreneurship has increasingly become part of a wealth creation of a country. It is provide the solution for the unemployment issues. However many graduates do not consider entrepreneurship as a career after graduation. Therefore, this study aims to conduct a research regarding impact of business education on entrepreneurial intention among Commerce and Management undergraduates of Eastern University, Sri Lanka. In this study, various dimensions used to measure Business education and entrepreneurial intention.

To attain the objectives, the quantitative method was used and data were collected through questionnaires. A total of 130 questionnaires were distributed to commerce and management undergraduates in Eastern University, Sri Lanka. The analysis was conducted by SPSS Statistics, which are Univariate, Bivariate, Pearson correlation and Regression analysis.

The findings exhibited that, there were relationship between Business education and Entrepreneurial intention is in the high level among Commerce and Management undergraduates in Eastern University, Sri Lanka. Entrepreneurial knowledge, entrepreneurial skills and entrepreneurial attitude also having positive relationship with entrepreneurial intention. In conclusion, it is observed that Business education has impact on Entrepreneurial intention. This shows that undergraduates need business education to develop entrepreneurial intention. Results of this study suggest that the business education is a source to increase entrepreneurial intention among commerce and management undergraduates.

Keywords: Business education, Entrepreneurial intention

TABLE OF CONTENTS

Acknowledgement.....	I
Abstract.....	II
Table of Contents.....	III
List of Tables.....	VI
List of Figures.....	VII
1. Chapter -01 Introduction.....	1-5
1.1. Background of the study.....	1
1.2. Problem Statement.....	2
1.3. Research Questions.....	4
1.4. Objective of the study.....	4
1.5. Scope of the Study.....	4
1.6. Significance of the Study.....	5
1.7. Limitations of the Study.....	5
1.8. Summary.....	5
2. Chapter – 02 Literature Review	6-15
2.1. Introduction.....	6
2.2. Business education.....	6
2.2.1. Knowledge.....	9
2.2.2. Skills.....	10
2.2.3. Attitude.....	13
2.3. Entrepreneurial intention.....	14
2.4. Summary.....	15
3. Chapter – 03 Conceptualization and operationalization	16-21
3.1. Introduction.....	16
3.2. Conceptual framework.....	16
3.3. Definition of key concepts and variable.....	17
3.3.1. Business education.....	17
3.3.1.1. Knowledge.....	17
3.3.1.2. Skills.....	18

3.3.1.3. Attitude.....	18
3.3.2. Entrepreneurial intention.....	19
3.4. Operationalization.....	19
3.5. Hypotheses test.....	21
3.6. Summary.....	21
4. Chapter - 04 Methodology.....	22-28
4.1. Introduction.....	22
4.2. Study setting, study design and method of study.....	22
4.3. Time horizon.....	22
4.4. Unit of analysis.....	22
4.5. Sample Size and Sampling Method.....	22
4.5.1. Sampling.....	22
4.5.2. Sample Size.....	23
4.5.3. Sampling Method.....	23
4.6. Method of Data Collection.....	24
4.6.1. Sources of Data.....	24
4.6.2. Structure of Questionnaire.....	25
4.7. Data Analysis and Presentation.....	25
4.7.1. Data Analysis.....	25
4.7.2. Data Presentation.....	25
4.8. Method of Data Evaluation.....	26
4.8.1. Univariate analysis.....	26
4.8.2. Bivariate analysis.....	26
4.8.3. Correlation analysis.....	26
4.8.4. Regression Analysis.....	27
4.9. Summary.....	28
5. Chapter - 05 Data Presentation and Analysis.....	29-43
5.1. Introduction.....	29
5.2. Analysis of reliability.....	29
5.3. Analysis on Personal Information.....	30
5.3.1. Gender.....	30
5.3.2. Age.....	30
5.3.3. Year of study.....	31
5.3.4. Stream of study.....	32

5.4. Univariate Analysis	33
5.4.1. Objective 1.....	33
5.4.2. Objective 2.....	38
5.5. Bivariate Analysis	39
5.5.1. Correlation Analysis.....	39
5.5.2. Regression Analysis.....	40
5.5.3. Test of Hypotheses.....	42
5.6. Chapter Summary.....	43
6. Chapter – 06 Discussion	44-50
6.1 Introduction.....	44
6.2 Discussion of Research Information & findings.....	44
6.2.1. Discussion of findings: (Objective – 1).....	44
6.2.2. Discussion of findings: (Objective – 2).....	47
6.2.3. Discussion of findings: (Objective –3).....	48
6.2.3.1 Correlation Analysis.....	48
6.2.3.2. Regression analysis.....	49
6.2.3.3. Hypotheses testing.....	50
6.3. Summary.....	51
7. Chapter – 07 conclusions and recommendations.....	52-53
7.1 Introduction.....	52
7.2 Conclusions.....	52
7.3 Recommendations.....	54
7.4 Implications.....	54
7.5 Limitations of the Study.....	54
7.6 Summary.....	55
References.....	56-62
Appendix.....	63-65