Entrepreneurial curriculum; is it relevant to university students' goal setting and long term orientation? evidence from Uganda

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Abstract

Business schools world over have embraced the teaching of entrepreneurship as a new mantle towards transforming the graduate society. This has caused the need to understand the entrepreneursial curriculum and its effectiveness in delivering the objectives for which it was developed. One of these objectives is to develop a future oriented society of graduates in terms of long term goals. Goal setting and long-term orientation of university graduates is part of the entrepreneurial values that are important to their comprehensive success. This study was therefore instituted to examine the role of the entrepreneurial curriculum in the development of goal setting and long-term orientedness of university students in Uganda. 522 final year students were interviewed. Results indicated a significant positive relationship between entrepreneurial lectuers, interaction with succesful entrepreneurs with goal setting and long-term orientation. However, despite the positive relationship, experiential learning did not have a significant influence on goal setting and long-term orientation. Using Structural Equasion Modelling, measurement models of entrepreneurial curriculum and that of goal setting and long-term orientation are proposed. Areas for further research and managerial recommendations are suggested.

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Keywords

University students, Entrepreneurial curriculum, Goal setting and Longterm orientation.