

## Assessing the Effects of Entrepreneurship Education and Moderating Variables on Venture Creation Intention of Undergraduate Students in Ghana

**Authors :** Daniel K. Gameti

**Abstract :** The paper explored the effects of active and passive entrepreneurship education methods on the venture creation intention of undergraduate students in Ghana. The study also examined the moderating effect of gender and negative personal characteristics (risk tolerance, stress tolerance and fear of failure) on students' venture creation intention. Deductive approach was used in collecting quantitative data from 555 business students from one public university and one private university through self-administered questionnaires. Descriptive statistic was used to determine the dominant method of entrepreneurship education used in Ghana. Further, structural equation model was used to test four hypotheses. The results of the study show that the dominant method of education used in Ghana was lectures and the least method used was field trip. The study further revealed that passive methods of education are less effective compared to active methods which were statistically significant in venture creation intention among students. There was also statistical difference between male and female students' venture creation intention but stronger among male students and finally, the only personal characteristics that influence students' intention was stress tolerance because risk tolerance and fear of failure were statistically insignificant.

**Keywords :** entrepreneurship education, Ghana, moderating variables, venture creation intention, undergraduate students

**Conference Title :** ICESB 2017 : International Conference on Entrepreneurship and Small Business

**Conference Location :** Berlin, Germany

**Conference Dates :** May 21-22, 2017