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# Determinants of entrepreneurial motives, intentions and activities among postgraduate: a study of selected masters programmes in Tanzania.

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**Determinants of entrepreneurial motives, intentions and activities among postgraduate: a study of selected masters programmes in Tanzania.**

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**Master of Business Administration (Marketing)**

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The objective of this study was to examine entrepreneurship motives, intentions and activities among university postgraduate students, it intended to assess the extent to which graduates are involved in entrepreneurial activities, and examine on how their educational backgrounds influenced their motives to start and own their businesses. The study used a sample of 150 respondents selected from full time final year evening and executive MBA students from the universities and colleges in Dar es Salaam and Arusha regions. Collected data were analysed using analytical tools from SPSS including frequency distribution and cross tabulation, pie charts, bar charts and frequency tables. The findings show that a large majority of postgraduate students are interested in starting their own businesses. The main motives for interest in business are; having a control of life, continuing with family background, making a living, complementing income from formal employment and creating employment for dependants. Factors that predispose graduate students to motivation to starting business are having taken an entrepreneurship course, family entrepreneurial background. Most of those who intend to start businesses prefer to do them on part time while maintaining salaried jobs. The Findings are consistent with those found on studies of undergraduate students. The study recommends entrepreneurship course to be mainstreamed in all courses across different levels of education. There is need for frameworks to support graduates transition to self-employment to take advantage of the high interest. Future research should examine why postgraduate students prefer part-time business entrepreneurship.