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AN ENTREPRENEURIAL GOAL SETTING APPROACH FOR ASSESSING THE ENTREPRENEURIAL MINDSET OF STUDENTS AT AN INSTITUTION OF HIGH LEARNING IN THE EASTERN CAPE PROVINCE

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ABSTRACT

Ever since entrepreneurial focus became a global matter in economic development, the concept of entrepreneurial mindset has been important. Consequently research into entrepreneurial mindset has taken different dimensions. This study considered the propensity to entrepreneurial goal setting in relation to the entrepreneurial mindset of final year University students. The study was based on the realization that exposure to entrepreneurial education lead to a better entrepreneurial mindset and what was critical was the determination of the goal setting capacity of such a mindset. Quantitative data was collected from final year University students of entrepreneurship who had got their final marks in the field. The entrepreneurial goal setting proficiency of the students was measured through goal setting theory dimensions of specific, measurable, time-framed, attainable and result orientation of the goals. A correlation analysis of the entrepreneurial mindset score and the entrepreneurial goal setting proficiency was then correlated. The correlation was significant (with a correlation coefficient of 0.74 at the 0.01 level of 2-tailed analysis). These should that a strong entrepreneurial mindset was found to be strong correlated positively with entrepreneurial goal setting. The study recommends the strengthening entrepreneurship in higher education for the growth of entrepreneurial activity.

Keywords: Entrepreneurship, mindset, goal setting, economic development, higher education.