

The Impact of Teaching Entrepreneurship on Entrepreneurial Orientation of University Students in Jordan

By

Hiba Zaid Khairi Alkilani

Supervisor

Dr. Firas Akram Rifai

Al-Zaytoonah University of Jordan, 2023

Abstract

The aim of this study is to study the impact of teaching entrepreneurship on entrepreneurship orientation of university students in Jordan. The students of Jordanian universities who had attended to at least one course of Entrepreneurship were chosen as the target population.

The study is quantitative research with survey methodology using a questionnaire method to collect data. The questionnaire was adopted and developed from previous studies and data was collected from (713) students from different Jordanian universities.

The results basically indicate that teaching entrepreneurship has significant impact on entrepreneurship orientation of students. This emphasizes the importance of teaching entrepreneurship and its role in encouraging students to recognize opportunities and establish

their own businesses. Based on the results of this study, it is recommended to use nontraditional and creative teaching methods to generate entrepreneurial orientation of university students.

Keywords: Entrepreneurship, Teaching Entrepreneurship, Entrepreneurship Orientation, Opportunity recognition.