

Who Wants to Become an Entrepreneur? Crystallizing Entrepreneurial Interest through a Training Program

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Program Development

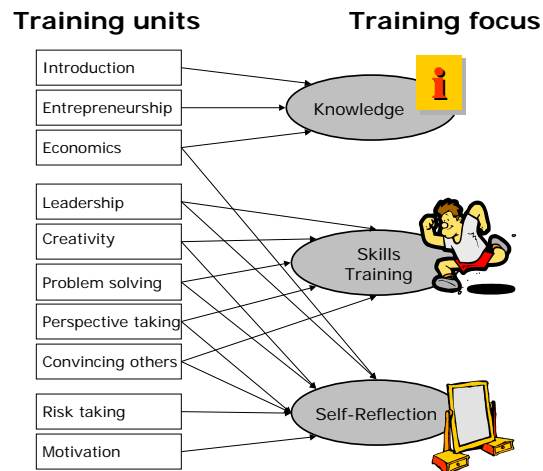
Based on the theoretical and empirical findings concerning the enhancement of entrepreneurial potential, the development of vocational interests, and the fostering of positive development through life-skills training, a new training program has been developed.

Aims of the Program

- 1) The program should help students to crystallize their entrepreneurial interest, that is to develop a clear sense of whether entrepreneurship could be an interesting career perspective for them.
- 2) Students should acquire entrepreneurial knowledge/skills and should learn more about their own entrepreneurial abilities.

Content of the Program

The program consists of ten 90' units, each with a focus on acquiring *knowledge* about entrepreneurship, training entrepreneurial *skills* and/or *reflecting* on entrepreneurial abilities. Teachers apply the program with their school classes after being trained



Future Plans

A two-year follow-up study has started recently and will focus on the stability of entrepreneurial interest and the vocational development of the students in the former training and control group.

Program Evaluation

The program was evaluated using a quasi-experimental design with control group and pre-test/ post-test measurement.

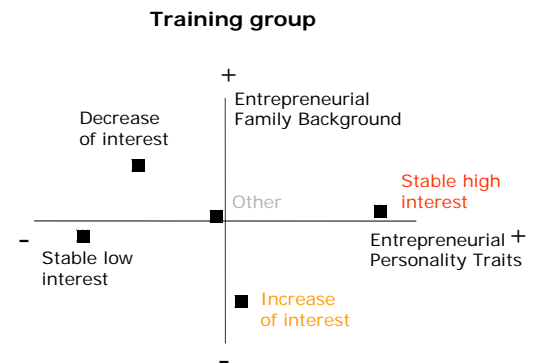
Method

Data were collected from $N = 623$ students aged 15 to 26 from 11 different schools (college and non-college bound tracks) in Thuringia, Germany, between March and November 2001. Training group: $n=321$, age $M=16.5$ years, $SD=1.96$, $Min=15$, $Max=26$. Control group (no training, group matching): $n=302$, age $M=16.4$ years, $SD=1.81$, $Min=15$, $Max=25$.

Variables: Entrepreneurial interest, personality traits, family background, entrepreneurial knowledge, skills, and self-reflection.

Main Results

1. Teachers and Students evaluated the program very positively.
2. In the training group significantly more students crystallized their entrepreneurial interest than in the control group. The trained students developed a clear sense for or against entrepreneurship as a future career perspective.
3. Students benefit from the program by increasing their entrepreneurial knowledge and by reflecting their entrepreneurial abilities.
4. In particular students with moderate to high levels of entrepreneurial personality traits but no entrepreneurial family background developed a strong entrepreneurial interest through the training.



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