

## UNDERGRADUATE STUDENTS' AWARENESS AND UTILIZATION OF ENTREPRENEURSHIP OPPORTUNITIES IN BUSINESS EDUCATION IN RIVERS STATE, NIGERIA

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### ABSTRACT

This study examined undergraduate students' awareness and utilization of entrepreneurship opportunities in business education in Rivers State, Nigeria. Two research questions and two corresponding null hypotheses in line with two objectives were posed to guide the study. The theoretical position was anchored on "Risk Taking theory propounded by Richard Cantillon and John Stuart Mill in (1814) and "Human Capital Theory" developed by Becker in (1964). This study adopted a descriptive survey design with a population of Business Education students drawn from three universities in Rivers State, Nigeria. A stratified random sampling technique was used for the study. A sample size of 259 students were drawn from the population. The instrument used for data collection was 10 items questionnaire tagged: "Undergraduate Students' Awareness and Utilization of Entrepreneurship Opportunities in Business Education in Rivers State, Nigeria Questionnaire (USAUEOBEQ)". Test-retest technique was used to determine the reliability of the instrument which yielded a coefficient index of 0.85 through Pearson Product Moment Correlation Coefficient ( $r$ ). Mean and rank order were used in answering the research questions while z-test statistics was used in testing the hypotheses at 0.05 alpha level. The findings revealed among others; undergraduate students are aware of entrepreneurship opportunities through university entrepreneurship internship program, vocational training and through the media. Also, undergraduate students do not utilize entrepreneurship opportunities for self employment and creation of wealth due to their low extent of utilization. Based on the findings, it was recommended among others: that entrepreneurship education should not only be taught at the university level but should be entrenched and made compulsory at all other levels of education.

**Keywords:** Undergraduate, Students, Awareness, utilization, Entrepreneurship, Opportunities, Business Education.