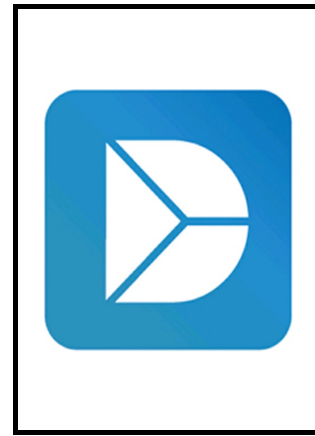


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ARTICLE

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THE EFFECT OF NON TRADITIONAL TEACHING METHODS IN ENTREPRENEURSHIP EDUCATION ON STUDENTS ENTREPRENEURIAL INTEREST AND BUSINESS STARTUPS: A DATA ARTICLE

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Abstract

Traditional methods of teaching entrepreneurship in universities involves more theoretical approaches which are less effective in motivating considerations for an entrepreneurship career. This owes to the fact that such techniques essentially make students develop a dormant attitude rather than active participation. Expert views suggest that experiential entrepreneurship teaching methods in universities which involve practical activities and active participation can be considered salient to students' development of entrepreneurial interest and business startup potentials. This present study presents data on the extent to which experiential teaching methods in entrepreneurship adopted by Nigerian universities stimulate students' entrepreneurial interest and business startups. Data have been gathered following a descriptive cross-sectional quantitative survey conducted among university students (N=600) of four selected institutions in Nigeria offering a degree programme in entrepreneurship. Hierarchical Multiple Regression Analysis was used in confirming the hypothesis proposed in the study using the Statistical Package for Social Sciences (SPSS) version 22. The findings from the analysis showed that the adoption of experiential practical activities considered as best practices in entrepreneurship teaching in Nigerian universities can stimulate students' interest and drive for engaging in business start-up activities even as undergraduates. The field data set is made extensively available to allow for critical investigation.

Keywords: Entrepreneurship education, Experiential Teaching Methods, Entrepreneurial Interest, Student Business Startups

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