

# ENTREPRENEURSHIP PROGRAM ASSESSMENT BY STUDENTS OUTCOME ON THEIR PERCEIVED ENTREPRENEURIAL CHARACTERISTICS

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## *Abstract*

*The aim of this study was to determine if the participation in the Entrepreneurship program which focused on Entrepreneurial Personal Branding and Selling affected students' perceived entrepreneurial characteristics. The study focused on seven entrepreneurial characteristics which was emphasized in entrepreneurship education in the university. Subject of this study involved 88 students who participated in the course of entrepreneurship. A reflection worksheet on entrepreneurial characteristics was used as data collection tool. A pre-test was administered in the third week of the course. The post-test was conducted in the fourteenth week of the course. Results showed that overall the completion of Entrepreneurship course had a positive impact on the strengthened of perceived entrepreneurial characteristics. Detailed findings related to each entrepreneurial characteristics and discussion of findings will be explored further in the paper.*

*Key words: Entrepreneurship education, entrepreneurial characteristics, students*