

## **The Impact of Entrepreneurship Education: An Evaluation of the Berger Entrepreneurship Program at the University of Arizona, 1985-1999**

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**Type and objective of programme:** a university-based programme with a dedicated curriculum, comprising core elements of competitive advantage, venture finance, market research and business plans development, as well as additional courses in MIS, management, finance, and marketing.

**Target group:** available to undergraduates, MBA students and graduate students from the colleges of engineering, medicine, science, and agriculture.

**Type of evaluation:** evaluates the effect of the Berger Entrepreneurship Program on graduates from 1985 through 1998. The study also evaluates “the effect of the programme on technology transfer from the university to the private sector, the effect of the program on private giving to the business college, and the pedagogical effect of the entrepreneurship curriculum on other disciplines in the college”.

**Methods:** matched samples of programme participants and non-entrepreneurship University of Arizona business graduates, controlling for socio-economic characteristics of the individuals involved so that the marginal effect of entrepreneurship education can be observed, holding individual factors constant.

Interviews also conducted with samples of department heads and other college administrators, the college Dean development officer and other officials, as well as those involved in technology transfer.

A response rate of 21 per cent yielded a sample of 105 programme participants and 406 non-participants. Questionnaires appended to report.

### **Main findings:**

Participation in the programme had a positive impact in terms of: risk-taking and the formation of new ventures; increasing the likelihood of becoming self-employed; income; the growth of firms; promoting the transfer of technology from the university to the private sector; and, less strongly, job satisfaction. In addition, the survey of deans, department heads and development officers at the university pointed to there having been a beneficial impact on curriculum development.