

## **Entrepreneurship Education in Ireland: A Longitudinal Study**

**Authors** – Fleming, P. (1996) 'Entrepreneurship Education in Ireland: A Longitudinal Study' in *Academy of Entrepreneurship Journal, European Edition*, vol.2, 1: 94 –118.  
Fleming, P. and Owusu-Ansah, W. (2001) *The Impact of Entrepreneurship Education on Business Venturing: A longitudinal Survey of Irish graduates*. Paper presented at the Internationalising Entrepreneurship Education and Training Conference.

**Type and objective of programme:** To promote an awareness of self-employment as a career option and motivate young people to begin equipping themselves with the skills, knowledge and experience required for effective business ownership.

**Target group:** Higher education students.

**Type of evaluation:** Impact study "to evaluate the ways in which graduates' attitudes and behaviours relate over time to new venture creation following exposure to entrepreneurship concepts and practical assignments while at college/university."

**Methods:** Longitudinal study.

Initial 1991 postal survey of 838 graduates – 419 in the treatment group and 419 in the control group

Follow-up 1996 survey tracking the members of the treatment group conducted

**Main findings:**

The enterprise initiative had an effect on the cohort's subsequent career aspirations.

"As graduates mature, the proportion entering business ownership increases".

Half of those in employment indicated an interest in or expectation of setting up their own business at some time in the future.