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Business Administration Students' Perceptions, Intentions and Perceived Challenges of Entrepreneurship in the United States

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This chapter investigates business students' understanding of main concepts related to entrepreneurship in the United States (US). Concepts investigated are perceptions, intentions, and challenges. The theoretical section of the chapter discusses aspects of perceptions, intentions, and challenges in relation to existing literature. This chapter presents an empirical study which employs qualitative in-depth interviews with 23 undergraduate business students from one public university in the Midwest of the US. The findings reveal that students' perceptions about entrepreneurship are focused on pursuing and owning a business venture. The results also show that students have a high level of intention to pursue entrepreneurial prospects. The desire for fulfilling ambition and achieving success is the most important motivator. On the other hand, the present study found that financing entrepreneurial projects is the major challenge for business students. Further research is recommended to investigate the topic in a wider population through a quantitative survey including a larger sample of business higher educational institutions in the US.