

ABSTRACT

The purpose of this dissertation was to measure the level of entrepreneurial readiness among students and assess the various facilitators towards entrepreneurial readiness. This study applied the quantitative approach and data were collected by using simple random sampling from the three universities of the Jamshoro Higher Education City. This research is divided into two categories: one based on primary data and the other secondary data. Primary data were collected to measure the level of entrepreneurial readiness among Jamshoro Higher Education City students. While the other section was secondary data were used to investigate the entrepreneurial education courses and facilitators towards entrepreneurial readiness. Secondary data were collected through various sources such as official universities' websites, the latest prospectuses, and informational interviews. A total of 335 respondents have participated in the survey questionnaire. Statistical Package for Social Sciences software (SPSS) were used to analyze the results of numerous statistical tests. The result of the study is revealed that there is a positive and significant effect of entrepreneurial passion, entrepreneurial attitude, and entrepreneurial education on entrepreneurial readiness. The level of entrepreneurial readiness among students had a high level of entrepreneurial readiness, but entrepreneurial education, entrepreneurial passion, and entrepreneurial attitude were at a moderate level among students. The relationship between independent and dependent variables is partially mediated by mediating variable. The secondary data revealed that only a few departments offered entrepreneurial education courses. Entrepreneurial education is still limited to one or two subjects at universities. It should be introduced entrepreneurship as a mandatory subject and integrated as specialized course into the current educational system. Further, limitations and implications are discussed in this dissertation.

KEYWORDS: entrepreneurial readiness, entrepreneurial education, incubation centers, Jamshoro Higher Education City.