



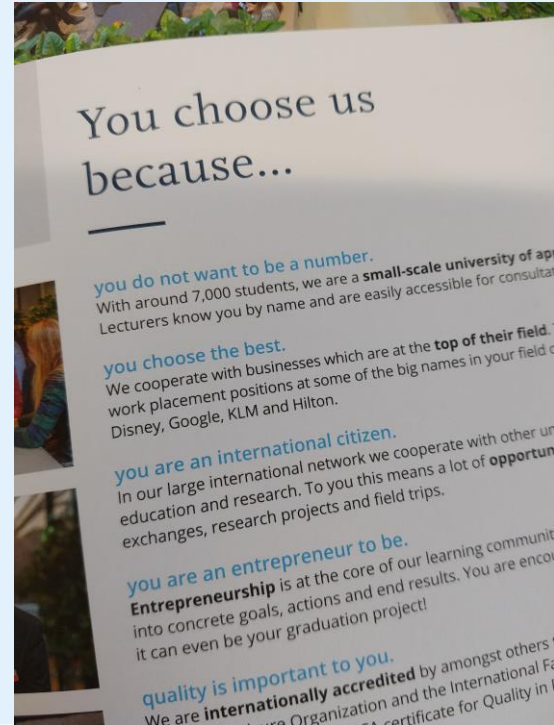
Entrepreneurship Ambitions of BUas Students 2019-2020

Adriaan van Liempt

DISCOVER YOUR WORLD

Why study students' entrepreneurship ambitions?

- Context:
 - Entrepreneurship and entrepreneurial attitude are part of the educational vision of BUAs
 - Entrepreneurship is on the rise globally and locally
 - We need to inform ourselves of our students' ambitions



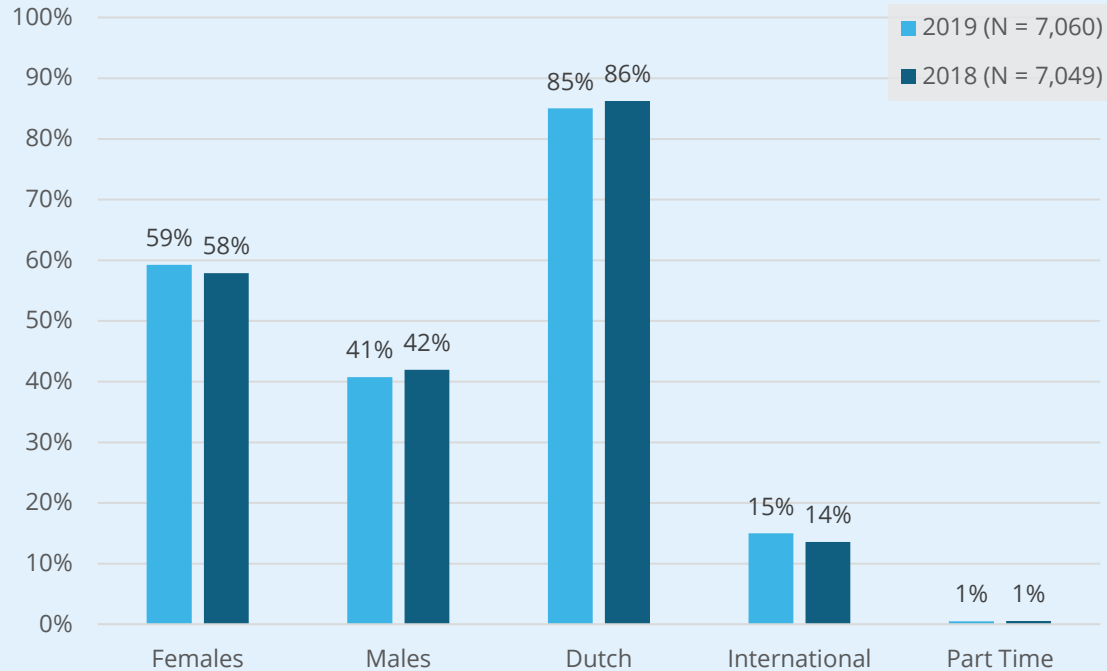
Central questions of the study

- To what extent are BUas students interested in becoming entrepreneurs?
- All BUas students ($N^{2019}=7,060$) have answered one question:
Do you intend to start your own business?
 - > No
 - > Maybe
 - > Yes, after my studies
 - > Yes, during my studies
 - > Yes, I've already started my own business

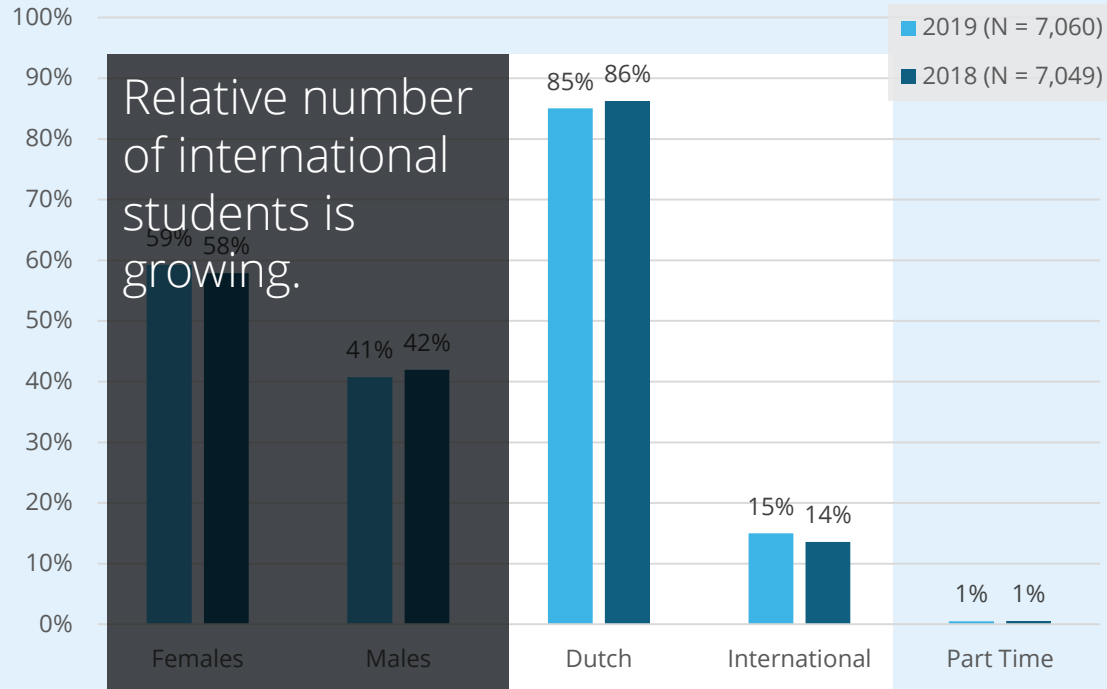
Central questions of the study

- How does the interest of students in becoming an entrepreneur develop over the course of their study at BUAs?
- By looking at differences in years a student is enrolled
- By following one cohort of students for several years:
 - > Cohort 2018-2019

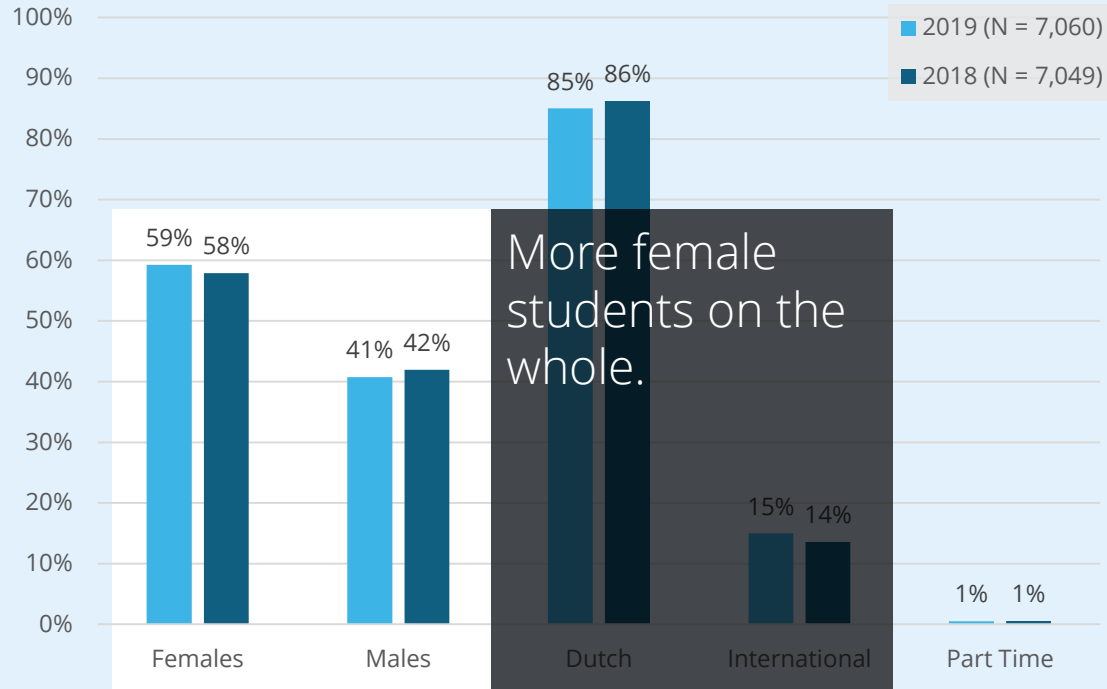
BUas students 2019-2020



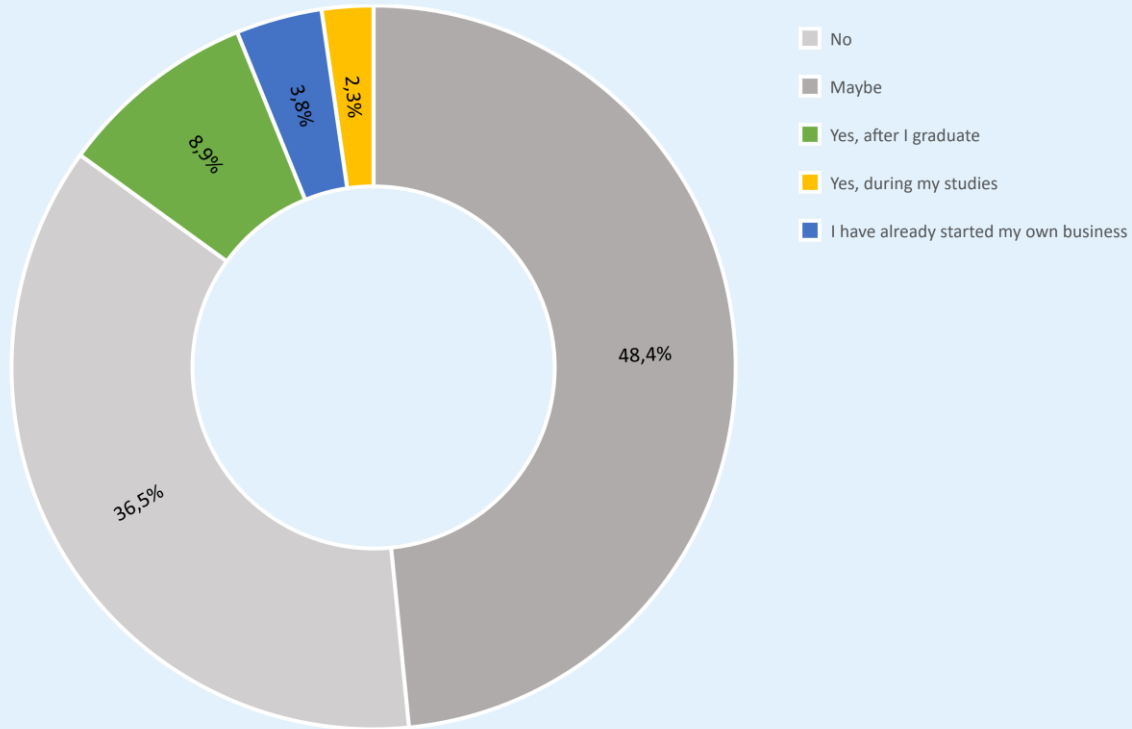
BUas students 2019-2020



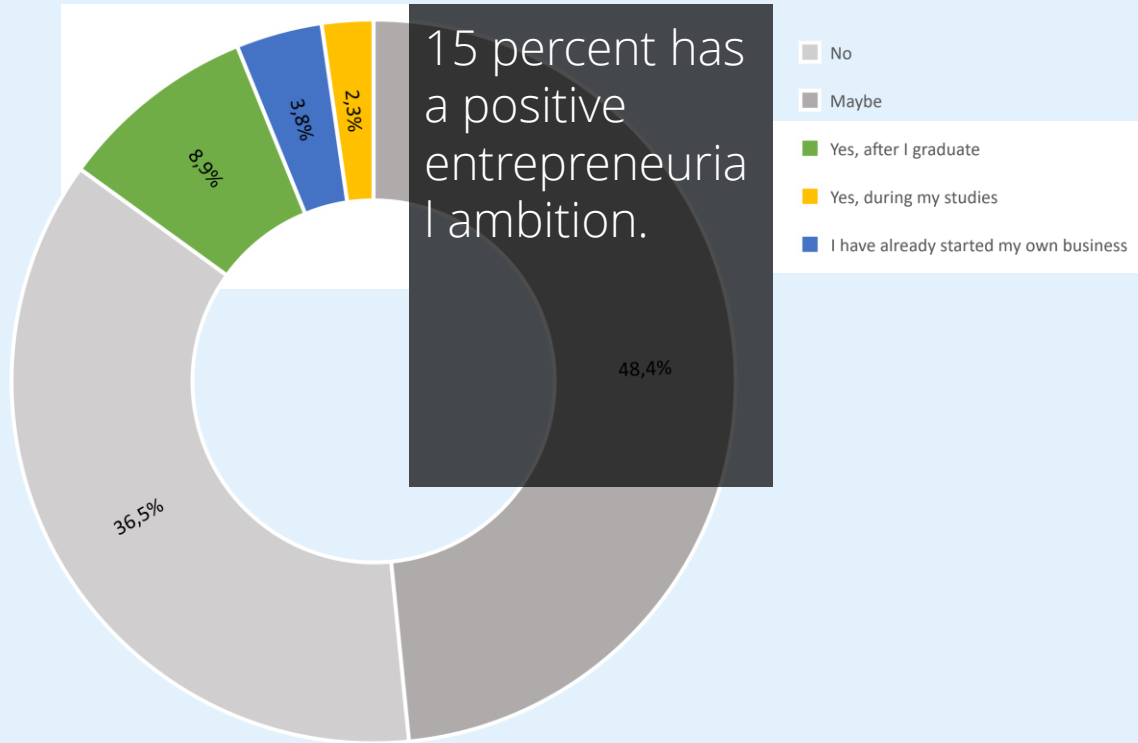
BUas students 2019-2020



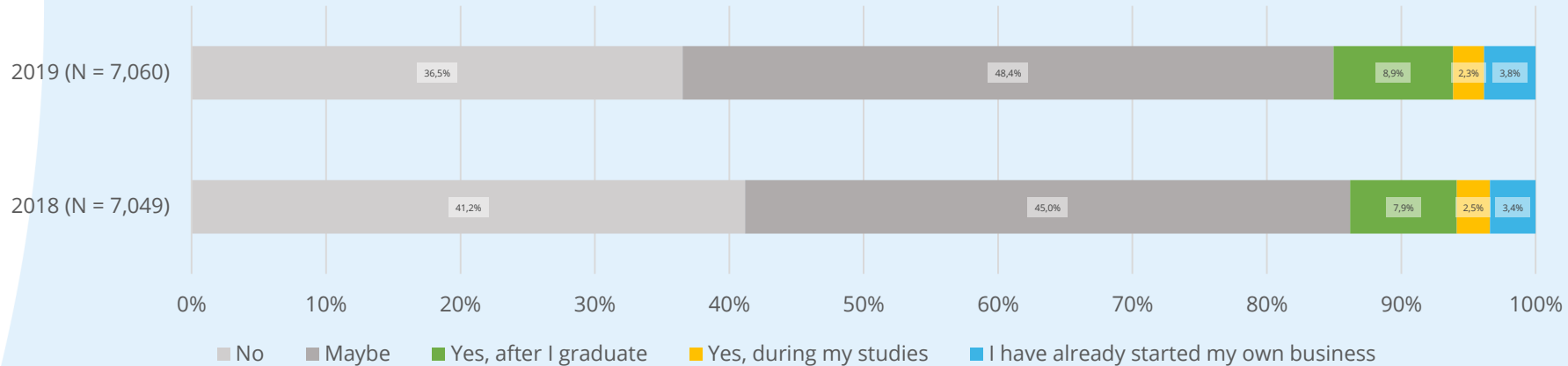
Entrepreneurship Ambitions 2019



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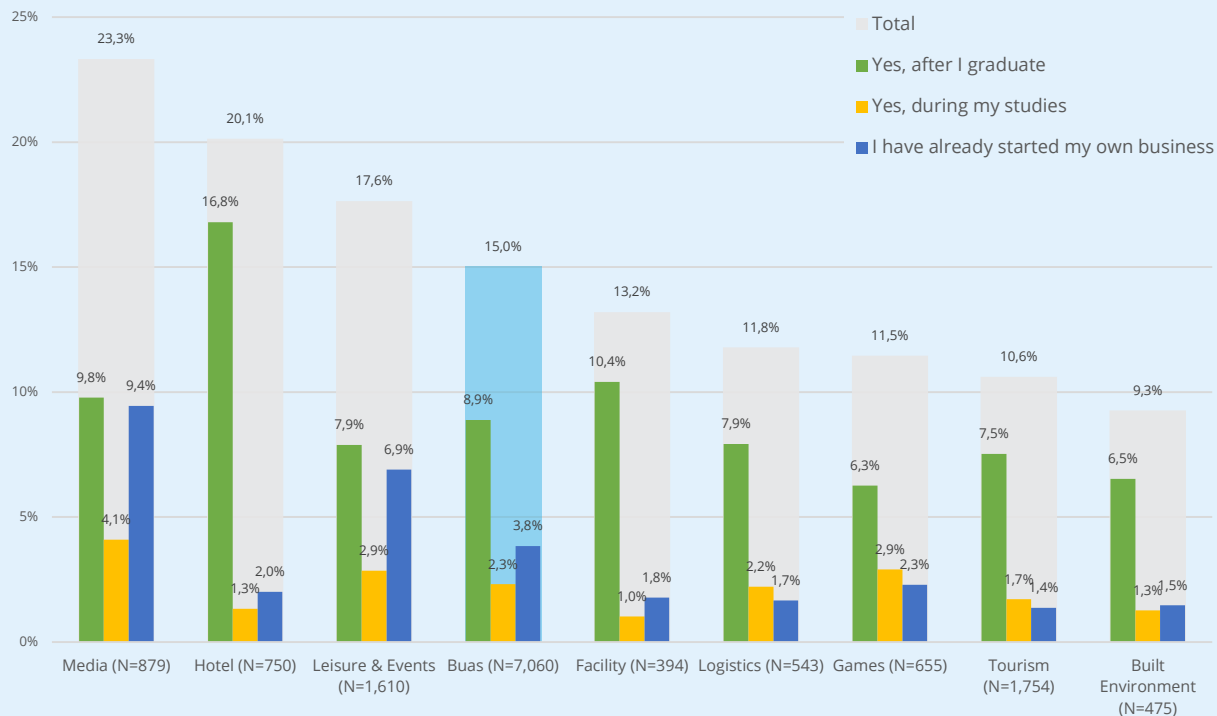
Entrepreneurship Ambitions 2019



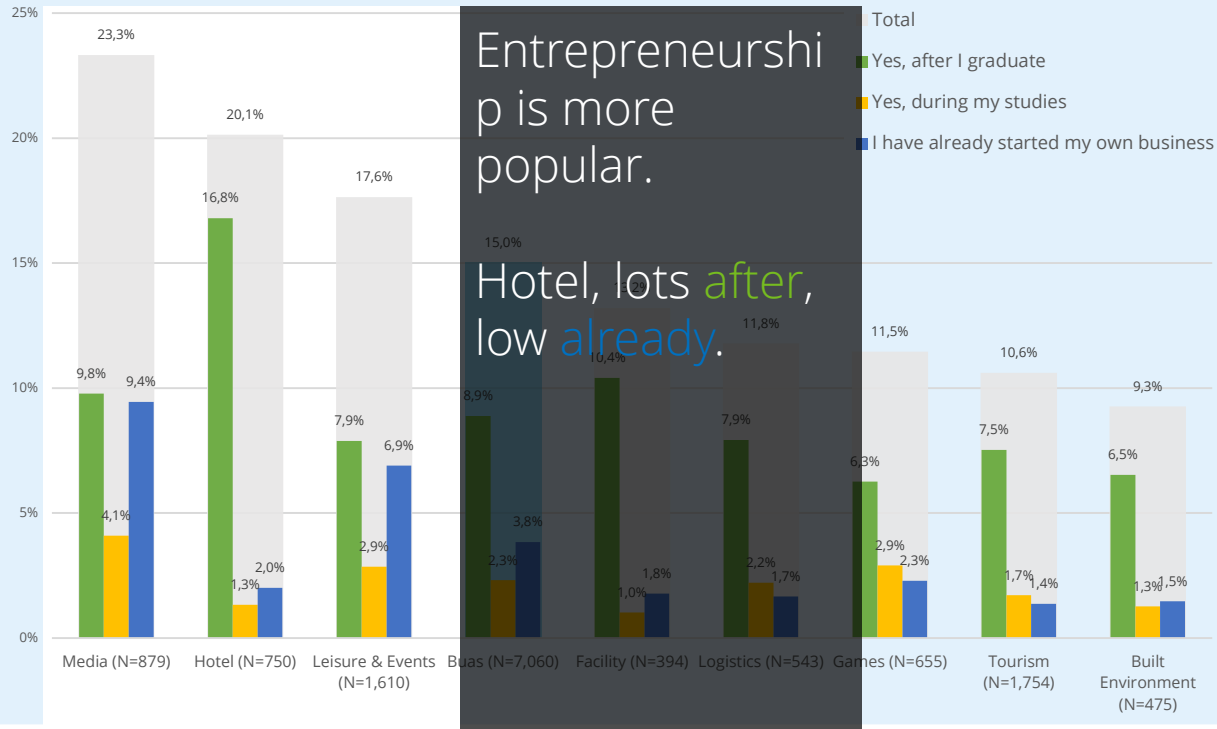
Entrepreneurship Ambitions 2019



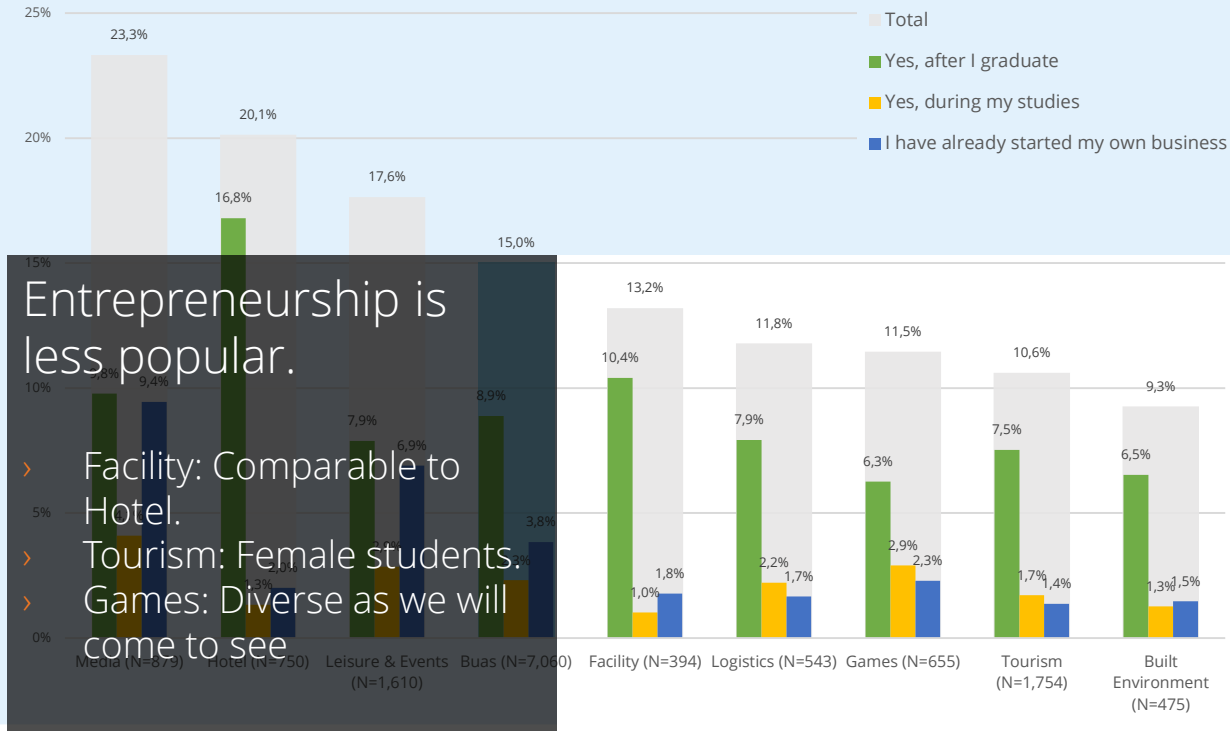
Entrepreneurship Ambitions per domain



Entrepreneurship Ambitions per domain



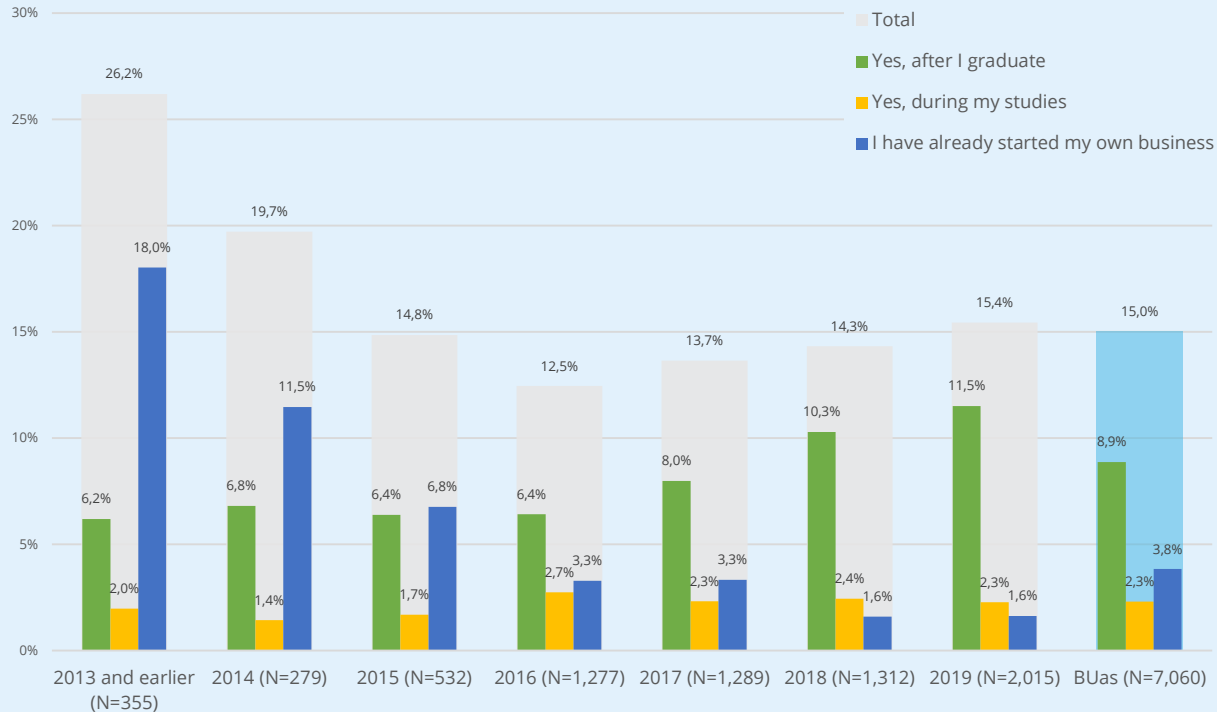
Entrepreneurship Ambitions per domain



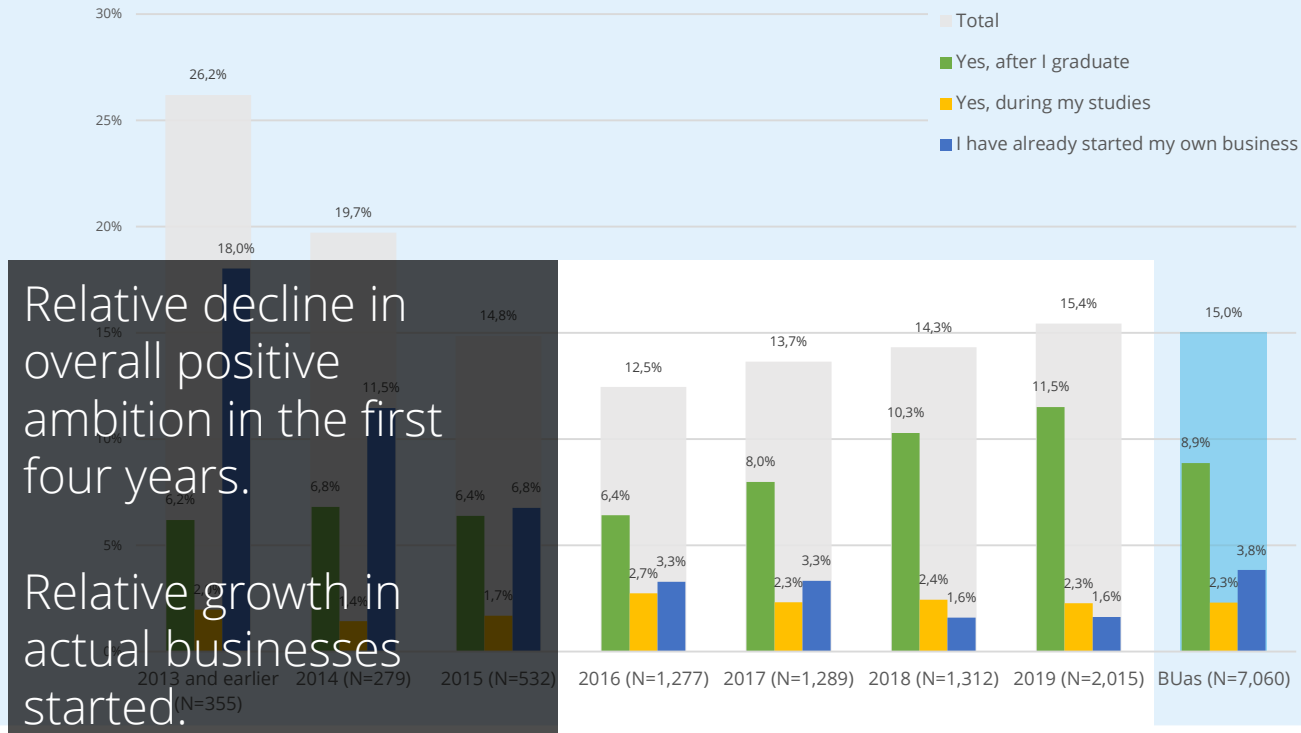
Entrepreneurship is less popular.

- > Facility: Comparable to Hotel.
- > Tourism: Female students.
- > Games: Diverse as we will come to see

Change in ambitions over time



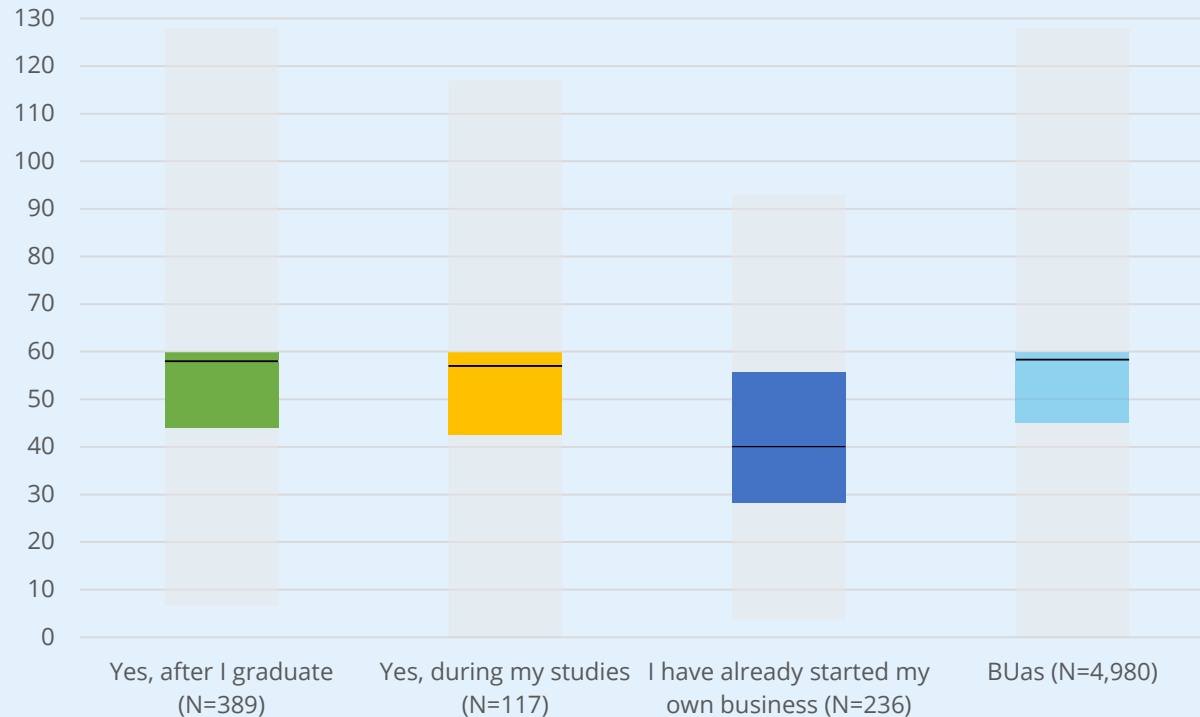
Change in ambitions over time



Change in ambitions over time



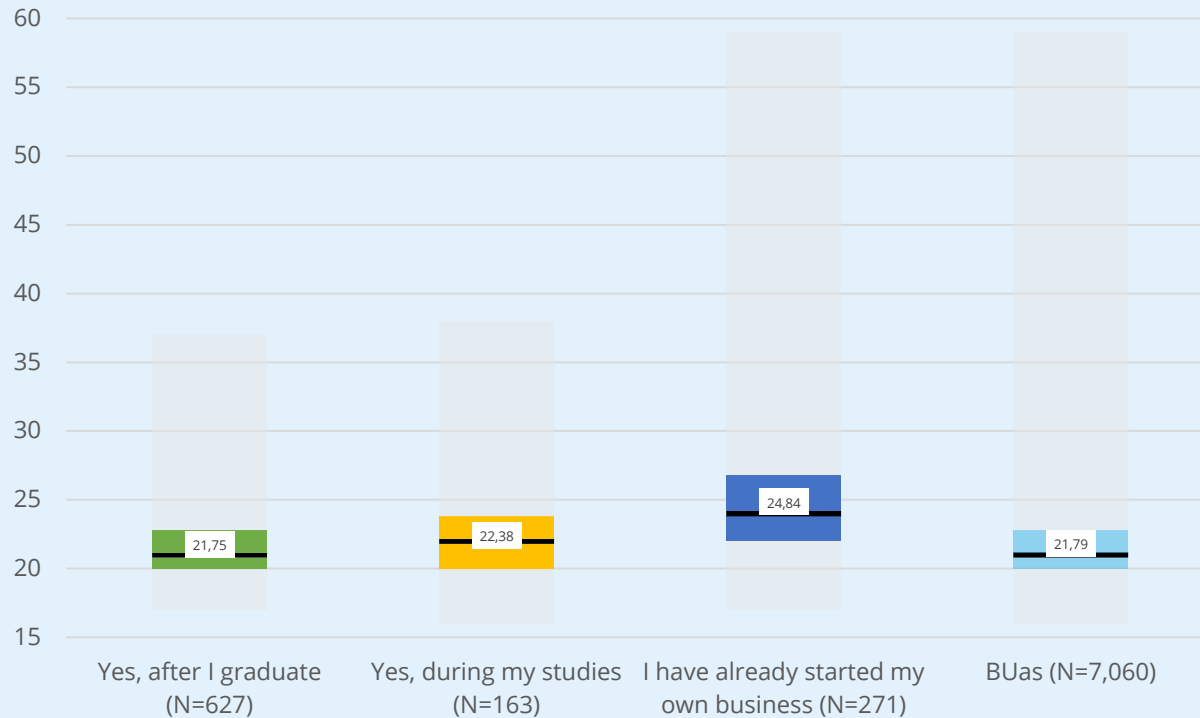
Ambitions and ECTS



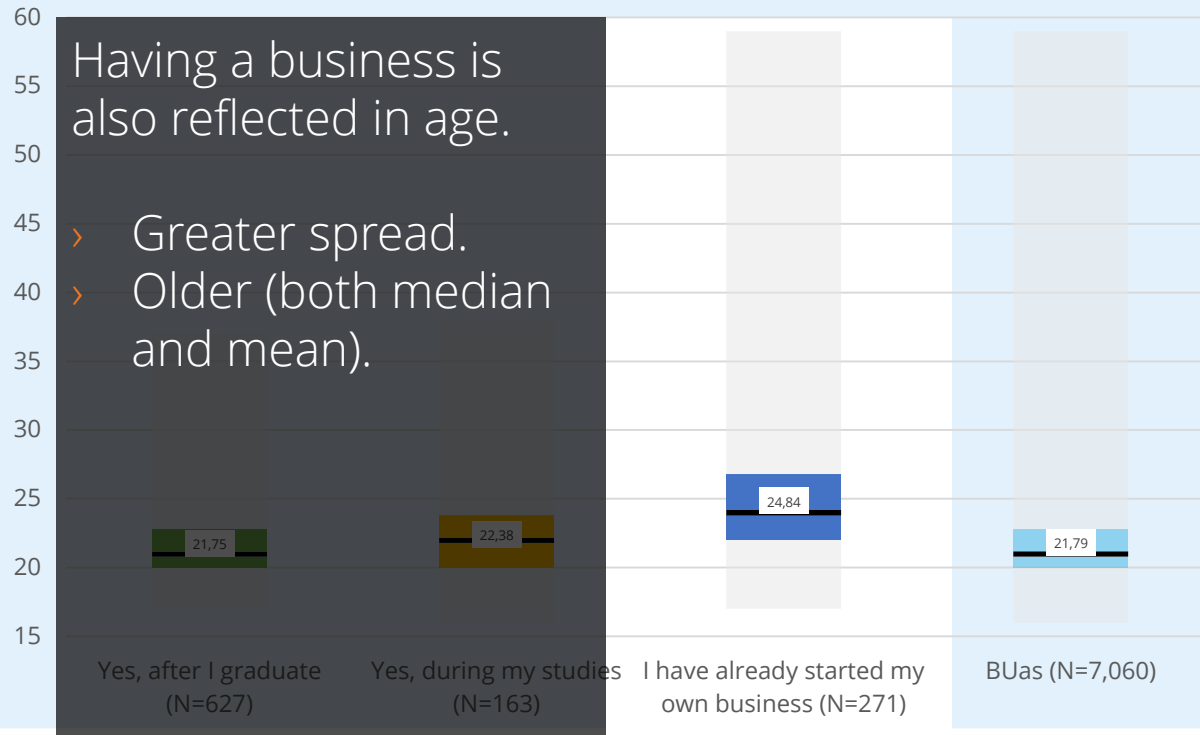
Ambitions and ECTS



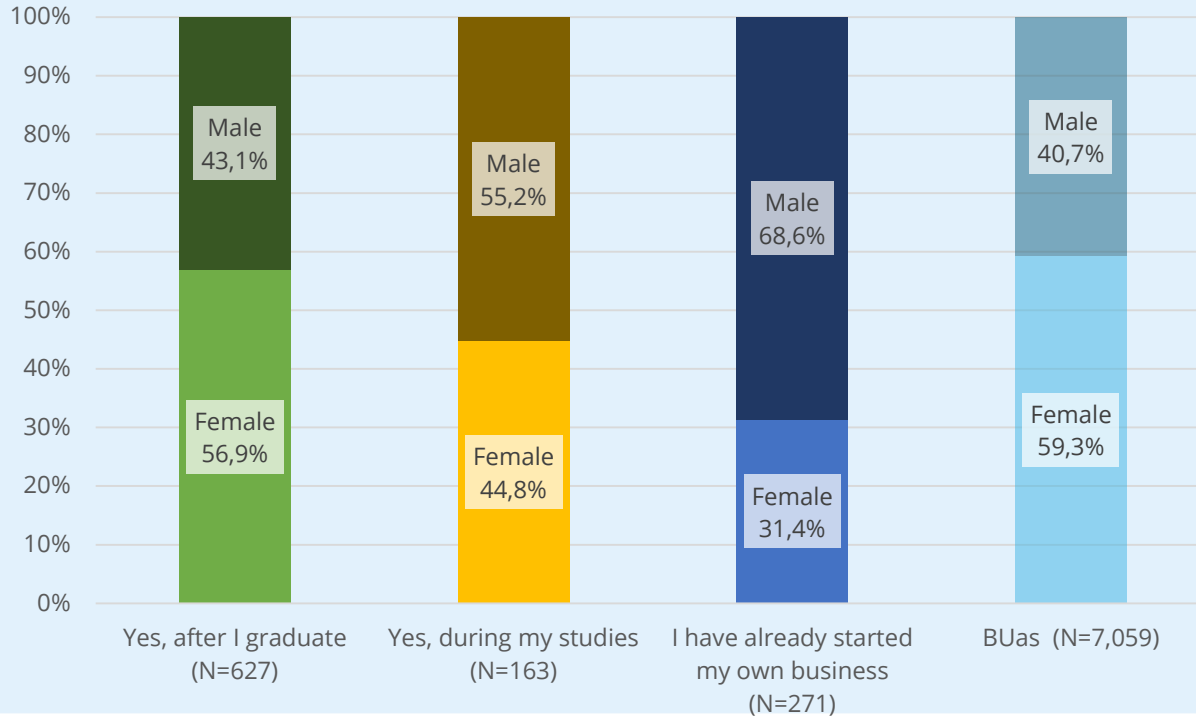
Ambitions and age



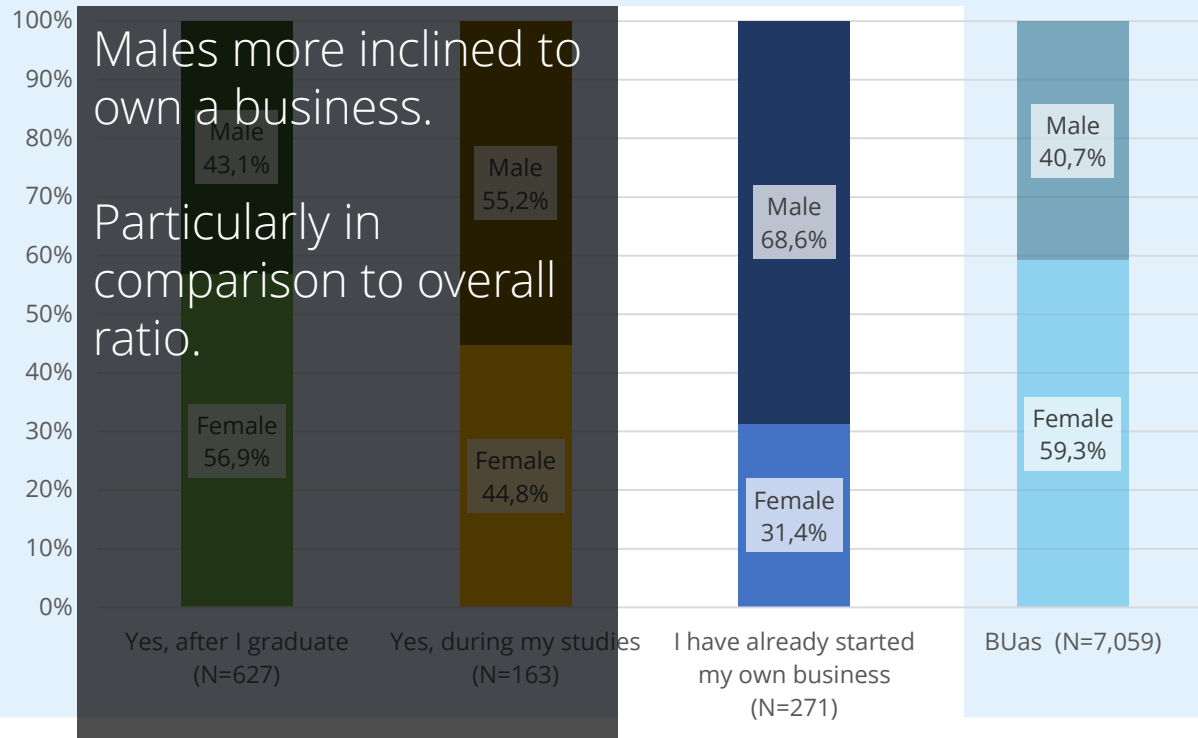
Ambitions and age



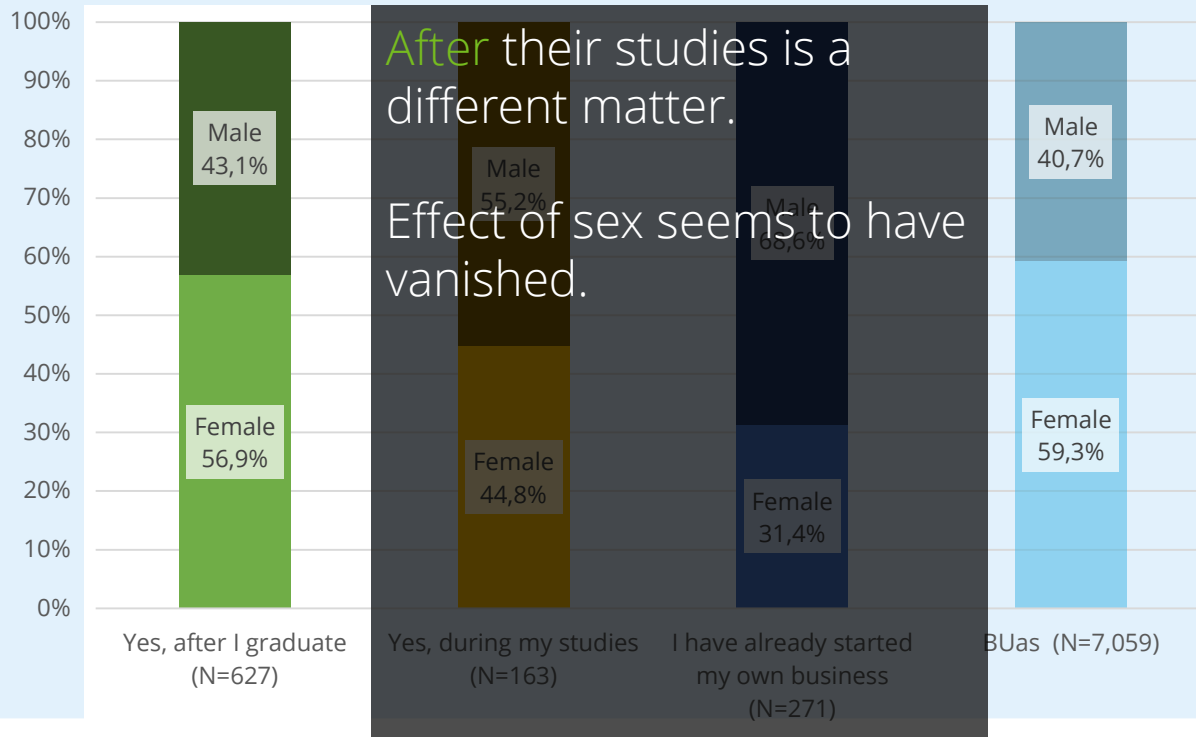
Ambitions and sex



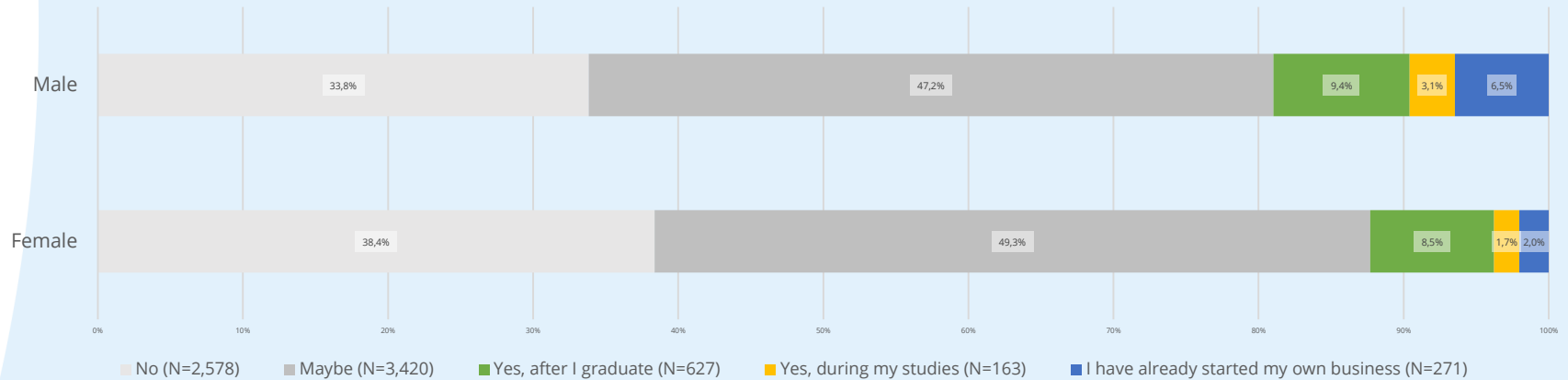
Ambitions and sex



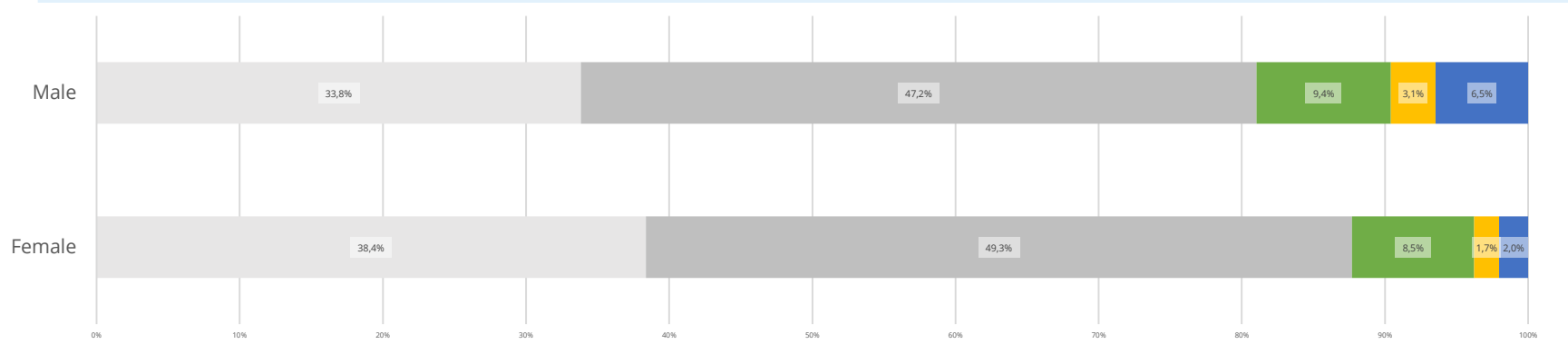
Ambitions and sex



Ambitions and sex (overall)



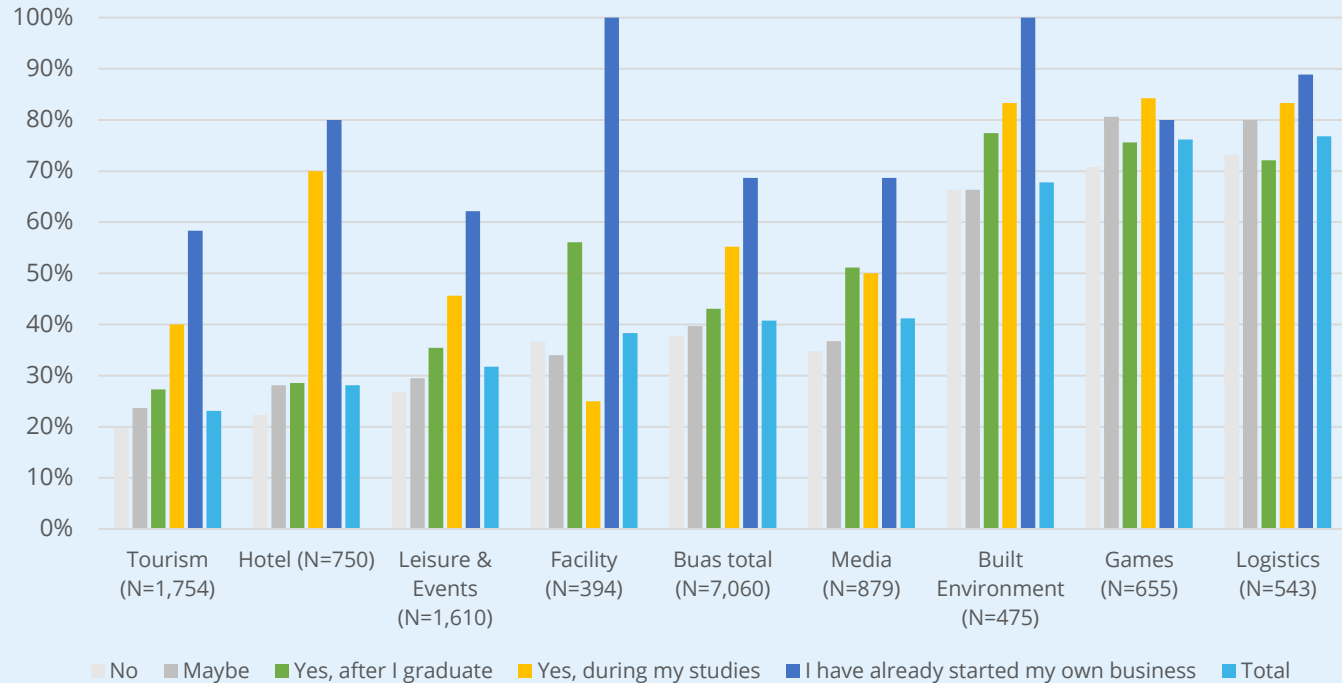
Ambitions and sex (overall)



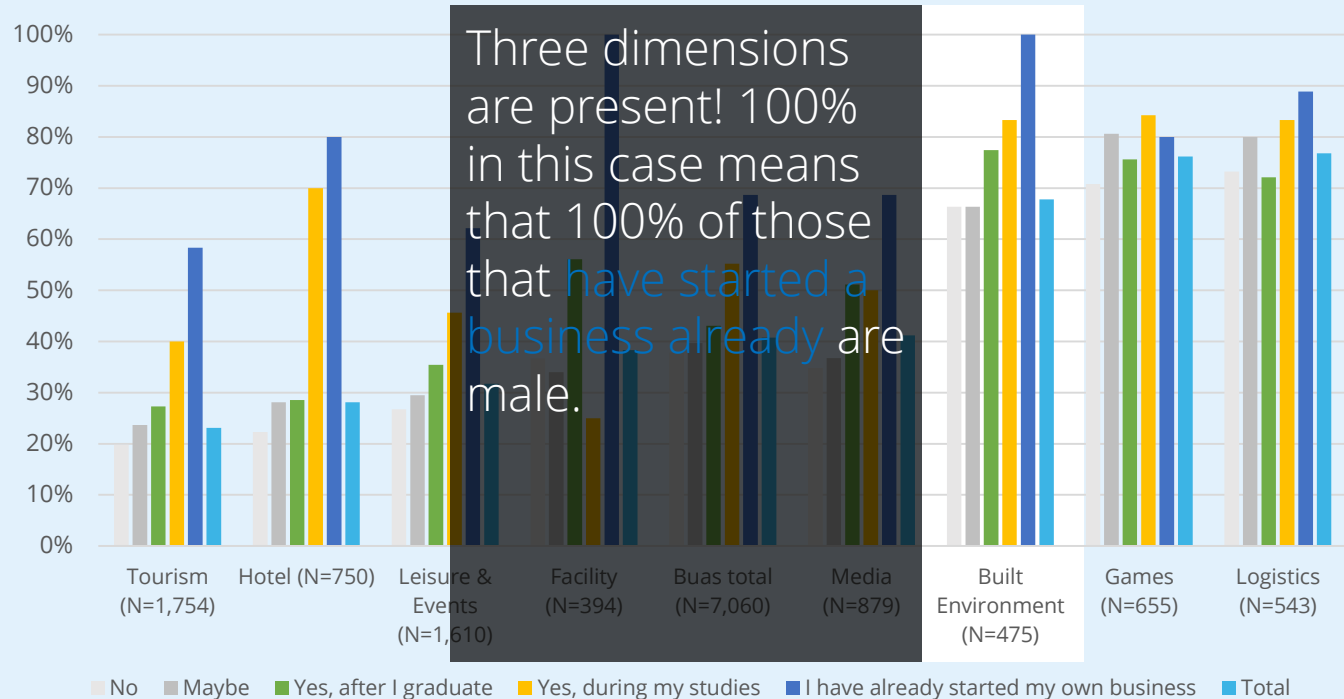
Males dominate in ambition overall (19.0% vs 12.2%):

- > Fewer No
- > More inclined to have started a business already

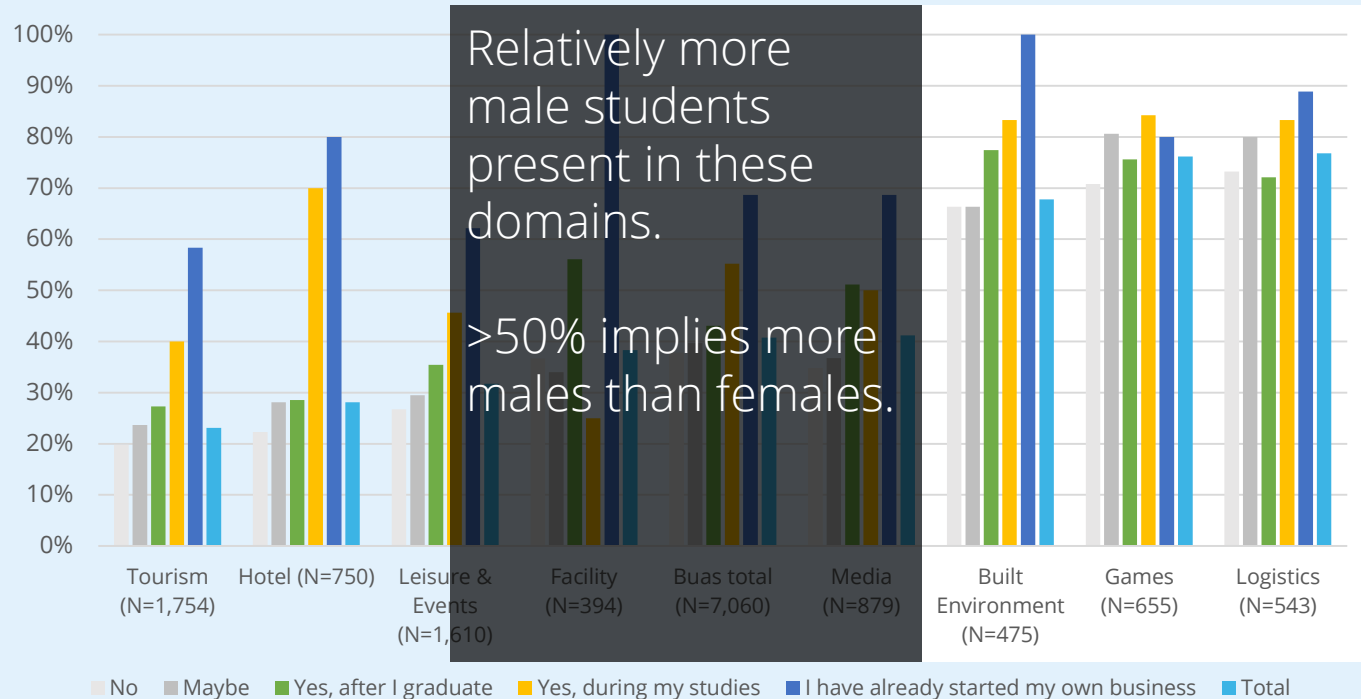
Domain, Ambitions & Sex (males)



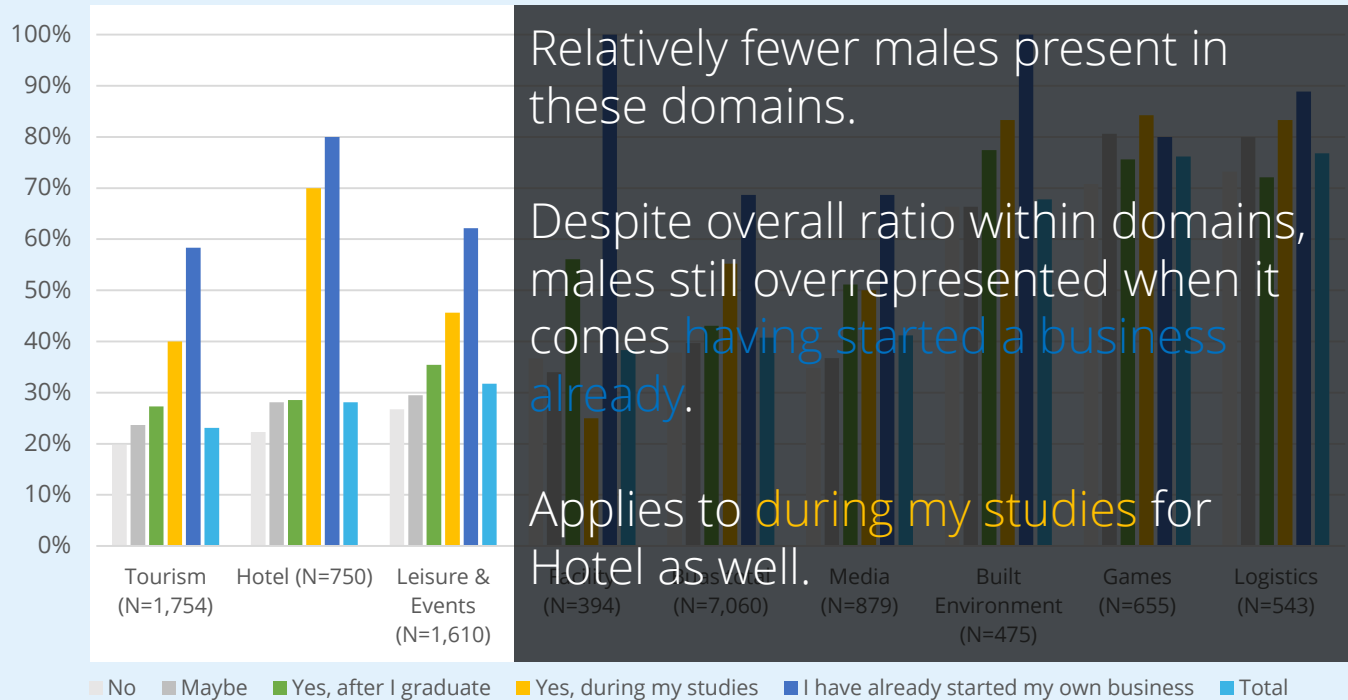
Domain, Ambitions & Sex (males)



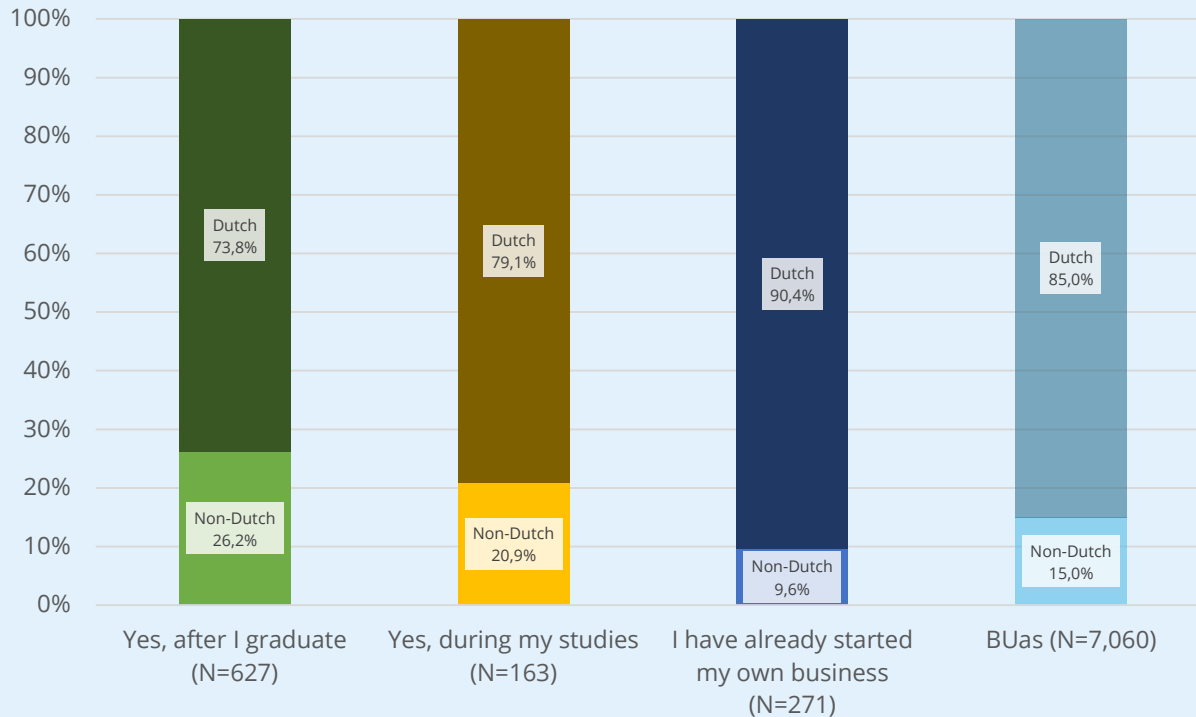
Domain, Ambitions & Sex (males)



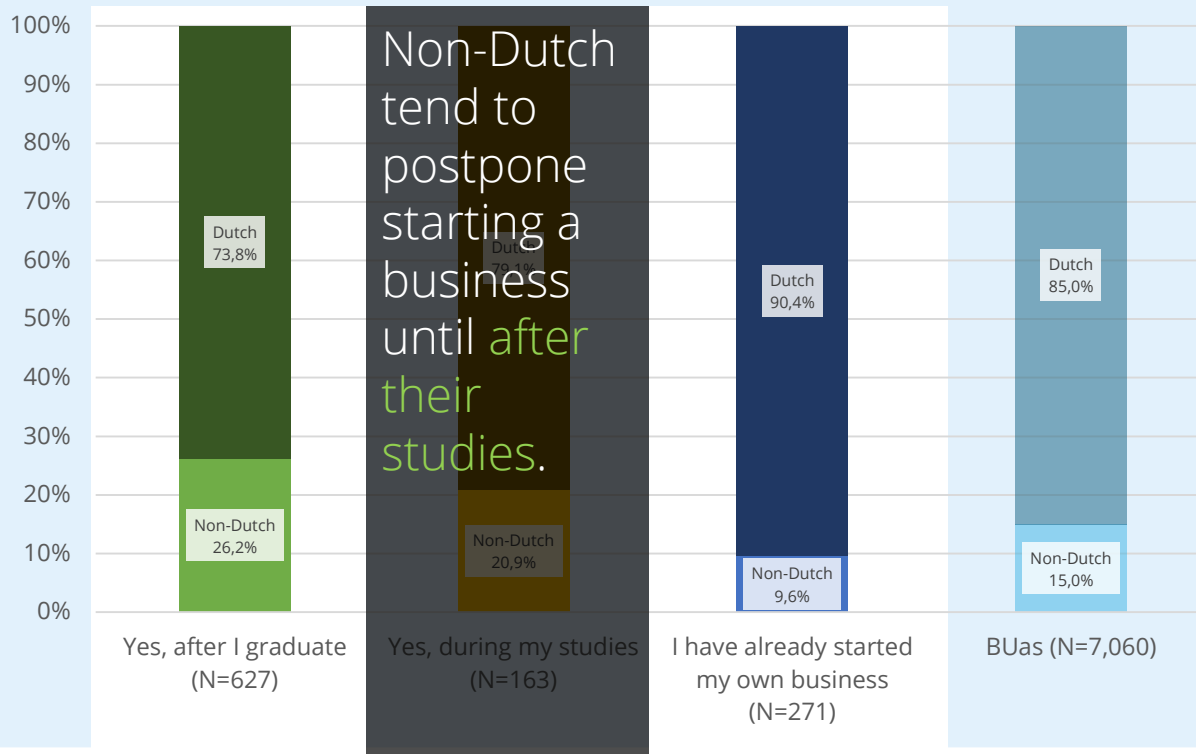
Domain, Ambitions & Sex (males)



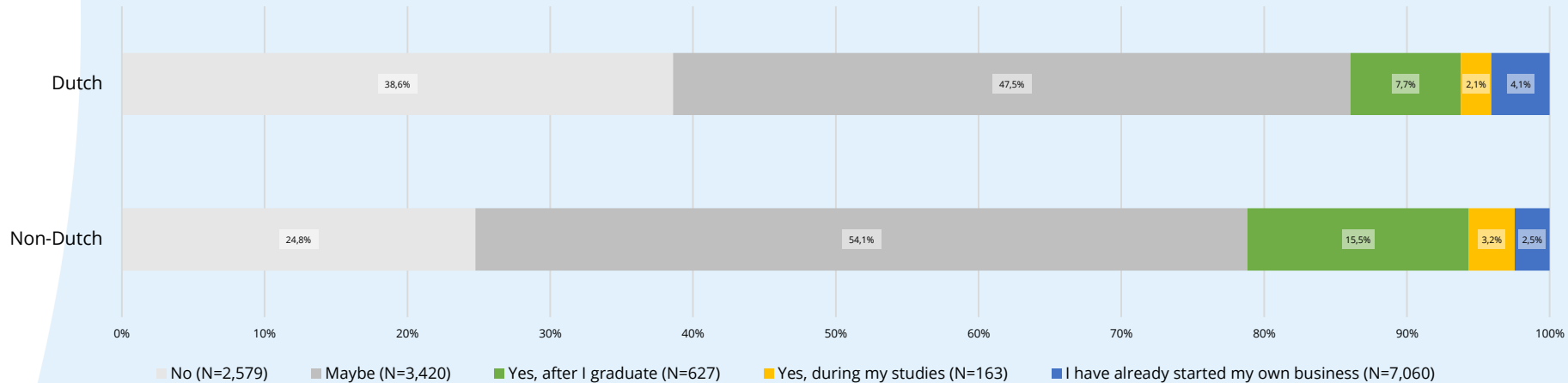
Ambition and Nationality



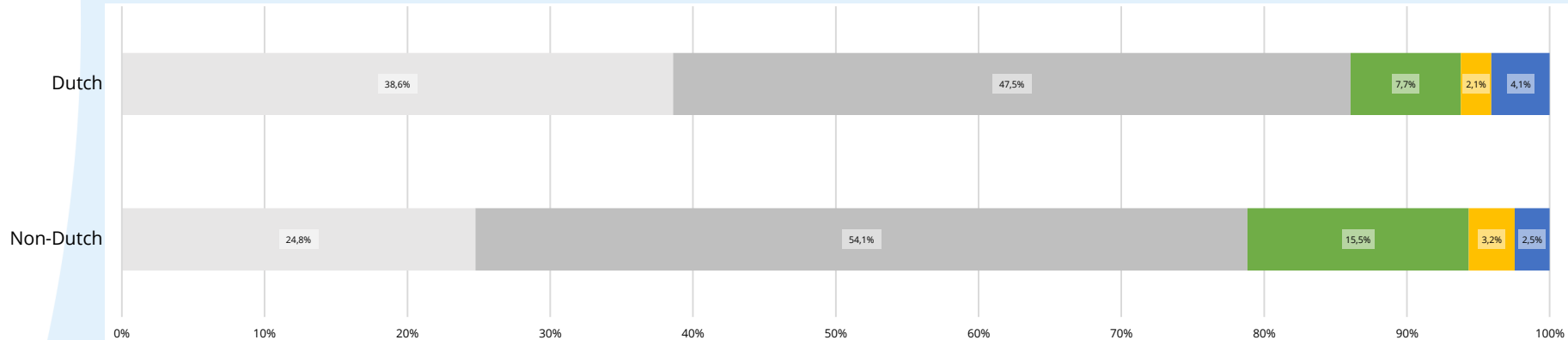
Ambition and Nationality



Ambition and Nationality

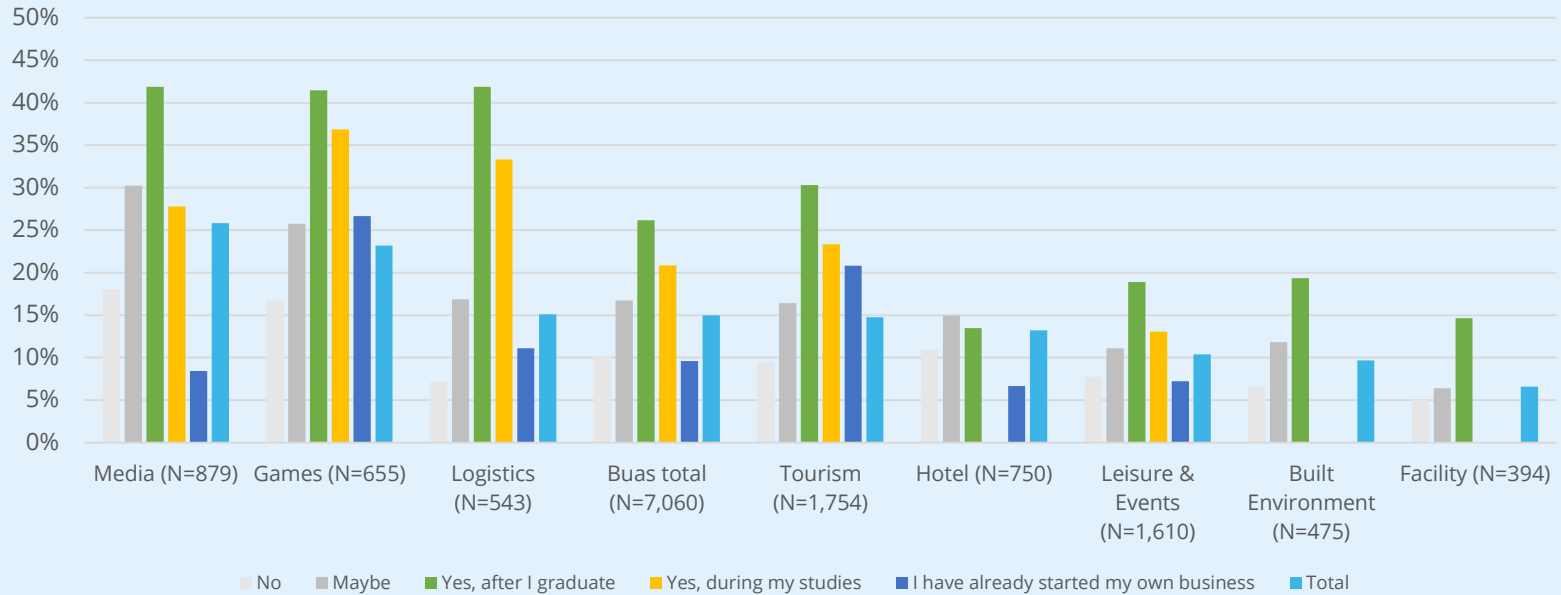


Ambition and Nationality

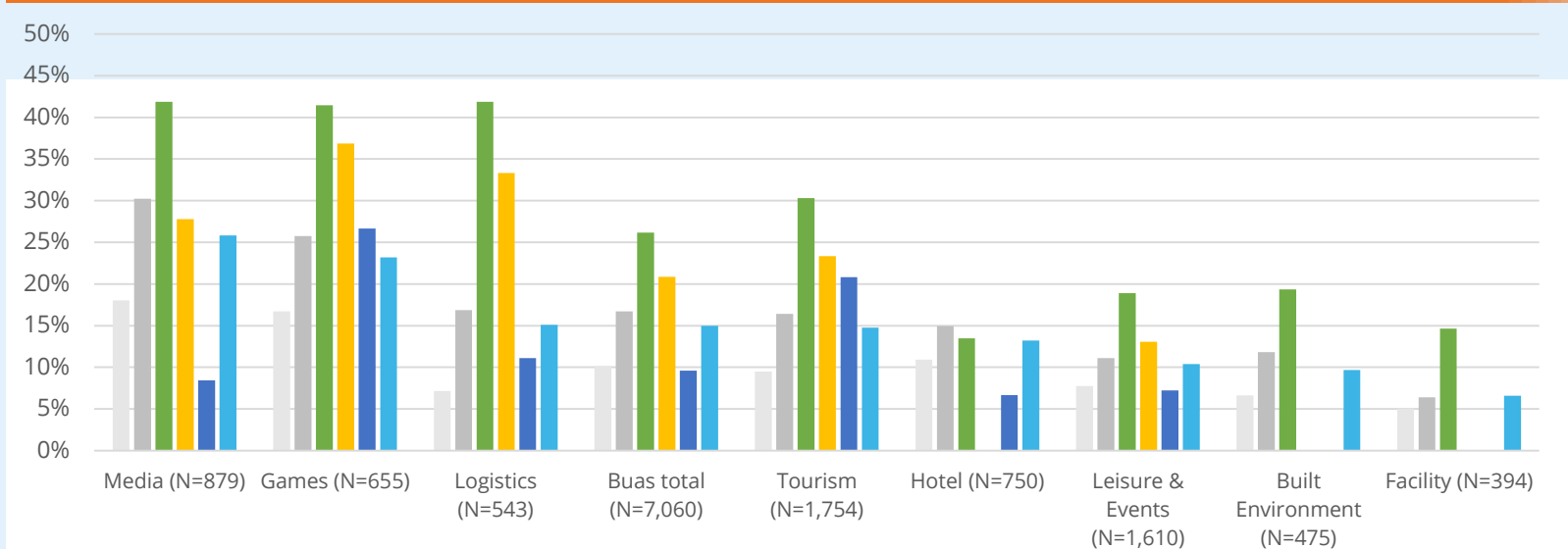


Non-Dutch are relatively more optimistic in their ambitions to start a business.

Domain, Ambition & Nationality (¬Dut)

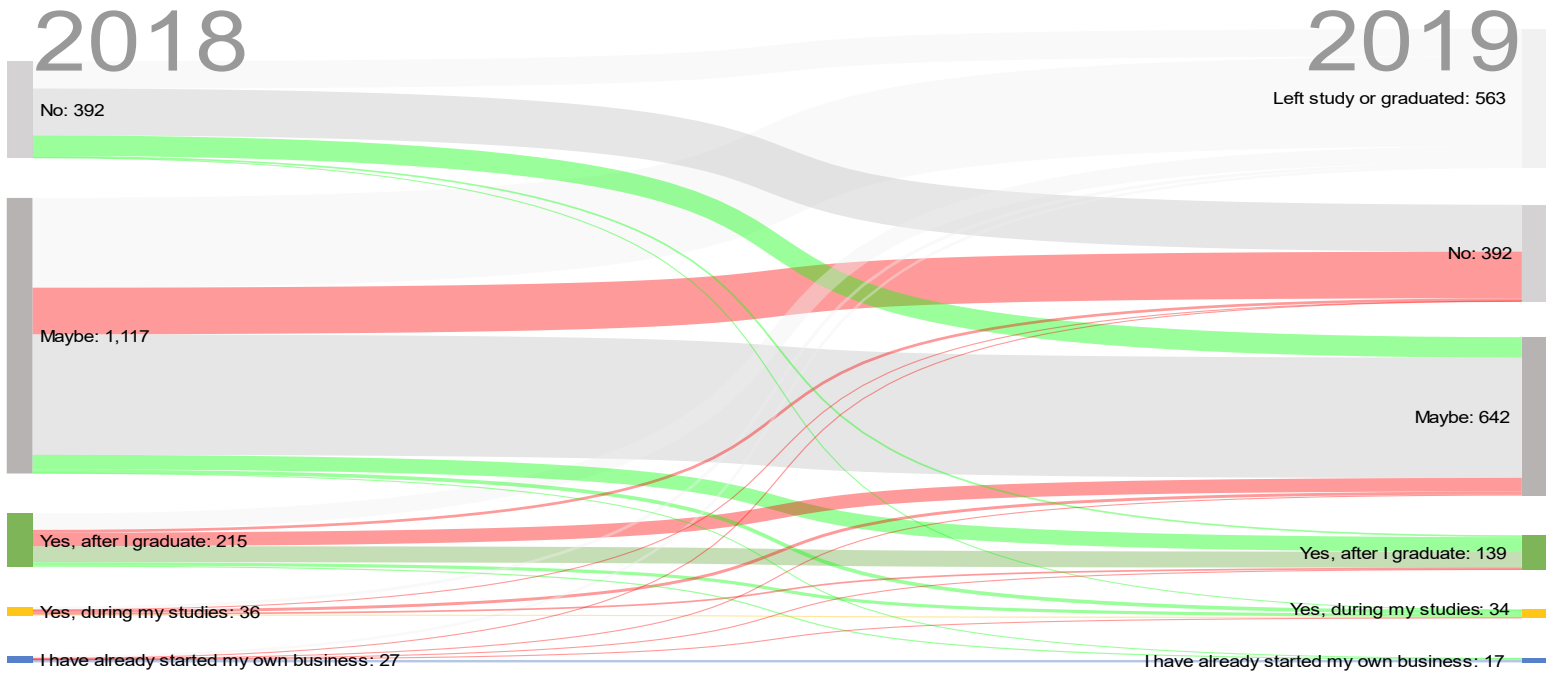


Domain, Ambition & Nationality (¬Dut)



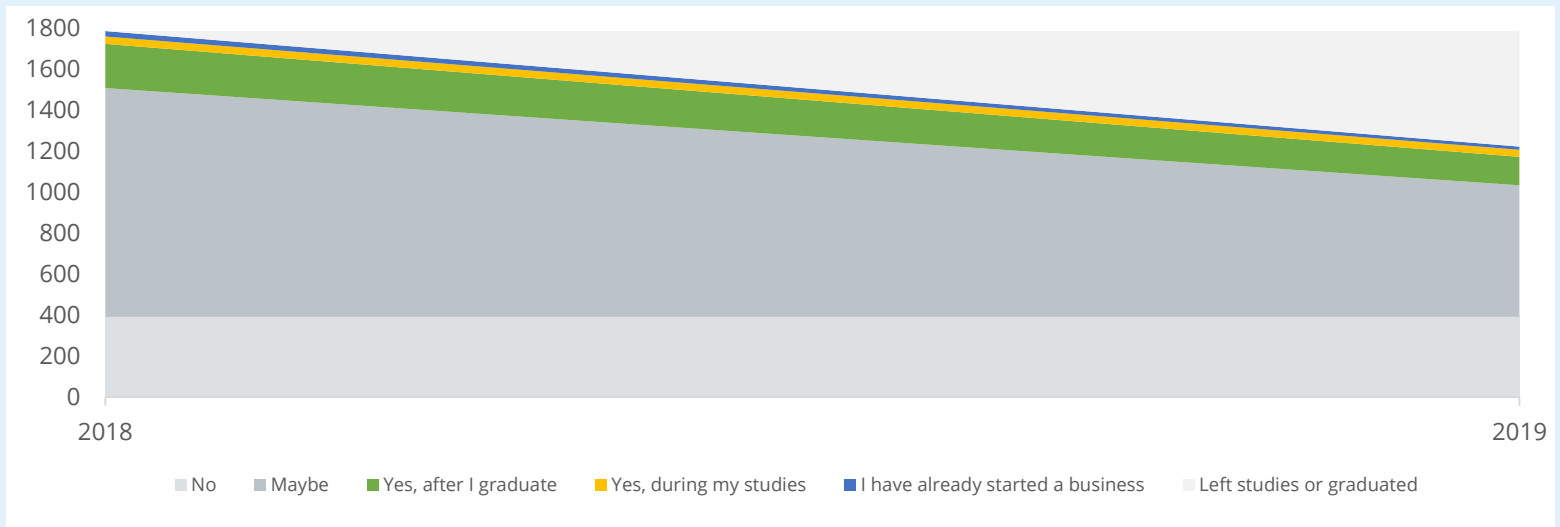
Media has relatively most non-Dutch students, Facility least.
 In the Games and Tourism domains non-Dutch students are most likely to *have started a business already*.

Cohort 2018 (N=1,787)



Dynamics in ambitions are considerable in the first year of Cohort 2018.

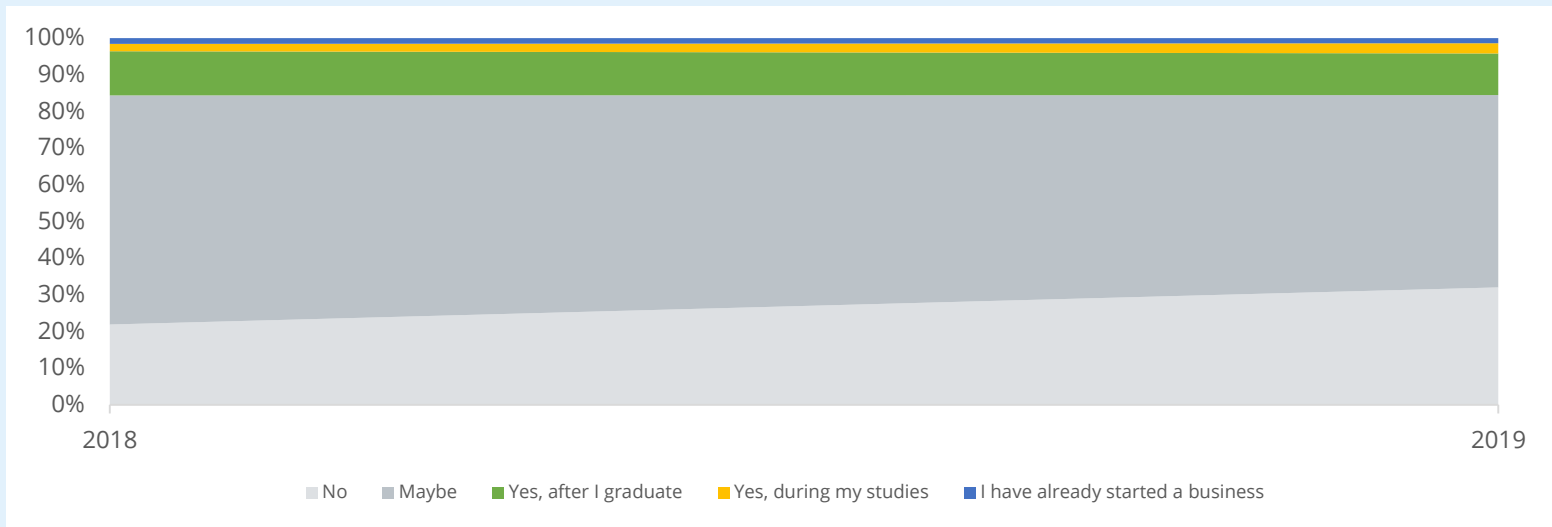
Cohort 2018 (N=1,787)



Stacked area plot of overall changes from 2018 to 2019. Absolute figures.

- > 31% of Cohort 2018 has left their studies (~27%) or graduated (~4%).
- > More students certain of their entrepreneurial ambitions in 2019.

Cohort 2018 (N=1,787)



100% area plot of overall changes from 2018 to 2019. Relative figures.

- > Relatively more students certain of their entrepreneurial ambitions in 2019.
- > Positive entrepreneurial ambitions more stable relatively.

Further questions

- Repeating this study will help answer questions like
 - > What happens to a cohort over time?
- Other questions need to be answered through a different type of study (consulting literature, more extensive survey)
 - > Why do women have different entrepreneurial ambitions?
 - > What is entrepreneurship or entrepreneurial attitude to students?
 - > What factors influence entrepreneurship ambition?
 - > To what extent do these factors influence the attitudes of BUAs students?