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## **DEVELOPMENT OF ENTREPRENEURIAL ATTRIBUTES: A CASE STUDY OF UNDERGRADUATES IN BSc AGRIBUSINESS MANAGEMENT DEGREE PROGRAM**

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### **ABSTRACT**

Entrepreneurship plays a vital role in stimulating economic growth and generating employment opportunities and poverty reduction in all societies (Holt, 1998). Therefore, new policies should be implemented by the government to foster entrepreneurship. If government creates strategies to develop entrepreneurial characteristics (EC) of undergraduates, it will provide a better solution for the graduate unemployment problem. Because many students, who are fortunate to enter the universities, have to face numerous challenges especially at the end of the graduation in seeking suitable employments in Sri Lanka (Ariyawansa, 2008). One strategy that the government can adopt to solve this problem is introducing new course in Universities, which build EC of students. So that students will become job generators rather than job seekers. One such course is BSc Agribusiness Management (BSc ABM) degree program introduced by Faculty of Agriculture, University of Ruhuna. However, it is important to assess whether the course is achieving its objectives of developing the entrepreneurial characteristics of students. Therefore, this study attempts at assessing entrepreneurial attitudes of undergraduate BSc ABM students. Only few existing researches provide literature on entrepreneurship in Sri Lanka. In such case, this study will help to bridge the research gap in the area of entrepreneurship.

**Keywords:** Entrepreneurship, Unemployment problem, Agribusiness Management