

THE SIGNIFICANCE OF ENTREPRENEURIAL CULTURE IN VOCATIONAL TRAINING CENTRES: A CASE STUDY OF MUPFURE VOCATIONAL TRAINING CENTRE, MASHONAL AND WEST, ZIMBABWE

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ABSTRACT

The purpose of this study was to establish the significance of entrepreneurial culture in vocational training centres in the higher and tertiary education sector. This research was motivated by difficulties currently being faced by graduates from vocational training centres in finding jobs after graduating as well as failing to start their own businesses and create employment due to lack of adequate skills required for job creation and economic development. Secondary data was obtained from the journals, textbooks and internet sources and was largely qualitative in nature. Questionnaires were used for data collection. Simple random and judgmental sampling, were applied to select a sample of 500 respondents from the case study. The population of the study constituted lecturers, students and parents from Mupfure Vocational Training Centre in Chegutu. Statistical Package for Social Sciences (SPSS) software was used to analyse data. The results of the study indicate that entrepreneurial culture does not exist in Zimbabwe and the majority of Zimbabweans do not really understand the concept. Hence, most graduates from vocational training centres in Zimbabwe face difficulties in starting their own businesses that is, after graduating. Furthermore, the results show that entrepreneurial culture if fully embraced stimulates innovation and creativity that lead to creation of new businesses and economic development. The study thus, encourages the full embracing and practicing of entrepreneurial culture, promotion of entrepreneurial culture through establishment of entrepreneurial courses at primary, secondary and tertiary education curricular and this is aimed at developing entrepreneurial attitudes and behaviours in Zimbabwe.

KEYWORDS: Establish the Significance of Entrepreneurial Culture, Higher and Tertiary Education Sector