

**Attitude of Tanzanian Undergraduate Students Towards Entrepreneurial Activities: A
Case of Moshi Co-operative University**

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The research aims to investigate Tanzanian undergraduate students' attitudes towards entrepreneurial activities at Moshi Co-operative University. The study sought to ascertain graduates' willingness to establish businesses following their studies; to investigate the determinants of graduates' entry into entrepreneurial activities; to ascertain the contribution of entrepreneurship education programmes to graduates' entrepreneurship; and to identify university efforts to improve graduates' entrepreneurial activities capacity. The study used a case study research design. The study's sample size was 292 people, and data were obtained via questionnaires. The data was examined using descriptive statistics and the independent sample t-test. The study also discovered that an individual's personality determines his or her willingness to engage in entrepreneurial activity. However, entrepreneurial activity resulted in the creation of jobs. The study revealed that the primary impact of entrepreneurship education courses to graduates in terms of reducing unemployment is job creation. Before starting a firm, the minimum capital should be considered. The report suggests that colleges and other higher learning institutions should make entrepreneurship training mandatory for all students to enhance their attitudes towards entrepreneurial activity. The Moshi Co-operative University should use a "student-centered learning model. "To encourage entrepreneurship at universities and other higher learning institutions, instructional techniques that allow both practical application of the taught material and holistic development of the essential skill sets should be used.