

Undergraduates' Perception of Entrepreneurship Education: A Study Based on the University of Kelaniya, Sri Lanka

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Entrepreneurship education plays a pivotal role in fostering aspiring entrepreneurs and driving economic growth. Entrepreneurs significantly contribute to wealth creation and job opportunities, making entrepreneurship knowledge and skills essential for sustainable economic development. This study examines the perception of undergraduates towards entrepreneurship education and explores the reasons behind their decision not to pursue a specialized degree in entrepreneurship. Employing an exploratory design model and a qualitative research approach, the study utilizes in-person interviews conducted in an unstructured format to collect data. The research was conducted at the University of Kelaniya, employing purposive-homogeneous sampling for participant selection. Thematic analysis was employed to analyze the gathered data. The study reveals that undergraduates perceive entrepreneurship education as a *'promising subject stream, a 'social inclination', and a 'theoretical discipline'*. Moreover, reasons for not choosing entrepreneurship education include concerns related to *'future career goals'* and *'limited awareness'*. The study's findings are expected to contribute to further research in entrepreneurship education and offer valuable insights for Sri Lankan universities and higher learning institutions to enhance their entrepreneurship education curricula and practices.

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