

EXPLORING THE INFLUENCE OF BUSINESS EDUCATION CHARACTERISTICS ON THE INNOVATIVENESS OF STUDENTS IN HIGHER EDUCATION

Onur ÖZTÜRK⁴⁷⁷

Dilek TAŞKIN⁴⁷⁸

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Abstract: Higher education is considered to be as one of the most important indicators of economic development of countries. Besides, business education plays a crucial role for the economy of Turkey because it includes various characteristics that are assumed to influence the innovativeness of university students. These characteristics are whether s/he did internship, whether s/he took an entrepreneurship course, whether s/he participated an Erasmus programme, and whether s/he was a community member in University. It is important for decision-makers of education system to know the influence of these characteristics in order to collect the information needed to revise and enhance the current business education system.

The aim of this paper is to measure the innovativeness of the undergraduate students of Business Administration Department (Uludağ University, Bursa), then explore the influence of business education characteristics (whether s/he did internship, whether s/he took an entrepreneurship course, whether s/he participated an Erasmus programme and whether s/he was a community member in University) on the innovativeness of students. The research was conducted on the undergraduate students of Business Administration Department (Faculty of Economics and Administrative Sciences) of Uludağ University, Turkey. A convenience sampling method was used in the research. Data were collected in the months of October and November of 2017. A total of 207 questionnaires were collected and 11 of them were excluded as they were incomplete. "Innovativeness" was measured by the items based on the related literature (Çolakoğlu & Gözükkara, 2016; Ozaralli & Rivenburgh, 2016).

An independent-samples t-test was conducted to compare innovativeness score means between "whether s/he did an internship", "whether s/he took an entrepreneurship course", "whether s/he participated an Erasmus programme", "whether s/he was a community member in the university". The findings of the research showed that there were statistically significant differences between the business education system characteristics and innovativeness score. This study has useful implications especially for decision-makers in university education system. In addition, the findings of the study can be used to develop strategies for the local university.

Onur Öztürk, born in 1986, completed his secondary education in 2003 in Bursa. Then he started his higher education at Ege University and got his bachelor degree from Ege University in 2009.



After finishing his military service, he started to work as a research assistant at Çanakkale Onsekiz Mart University in 2011 and then he joined Uludağ University in 2013. Since then, he has been working as a research assistant at the same university. He completed his master studies in 2015 and now he is continuing his PhD. His research fields are branding, services marketing and tourism.

⁴⁷⁷ Uludağ University, Görükle Campus, Bursa, Turkey

⁴⁷⁸ Uludağ University, Orhaneli, Bursa, Turkey

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