

STUDENT ATTITUDES, PARENTAL INFLUENCE AND CAREER ASPIRATIONS IN ACADEMIC ACHIEVEMENT IN ENTREPRENEURIAL CURRICULUM

Udoukpong, Basse E.

Department of Educational
Foundations, Guidance and
Counseling, University of Uyo,
NIGERIA

Emah, Ime E.

Department of Curriculum Studies
& EPM, University of Uyo,
NIGERIA
enoetudoreyo@yahoo.com

Umoren, Shirley E.

Government Technical
College, Uyo,
NIGERIA.

ABSTRACT

The purpose of this research was to explore the difference in junior secondary students' academic performance in Entrepreneurial Curriculum of Business Studies based on their attitudes to the subject, parental influence, and career aspirations. A sample of 290 urban and rural Junior Secondary Three (9th grade) students in secondary schools in Akwalbom State of Nigeria was surveyed. Students' academic performance in Business Studies differed significantly on the basis of attitudes and parental influence. The variable of career aspirations made no significant difference in the students' academic achievement in Business Studies. Implications for school and teachers' consideration of students' characteristics in implementation of Business Studies curriculum are suggested.

Keywords: Student Attitudes, Parental Influence, Career Aspirations, Academic Achievement, Entrepreneurial Curriculum