



## **South African Undergraduate Students' Entrepreneurial Interest as a Correlate of Achievement Motivation, Individualism and Collectivism**

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**ABSTRACT** The study investigated South African undergraduate students' entrepreneurial interest as a correlate of achievement motivation, individualism and collectivism, using correlational research design and self-administered questionnaires to collect data from research participants. Questionnaires were administered on a sample of 154 business management undergraduate students in the College Street and Potsdam campuses of Walter Sisulu University. Hypotheses were stated and analysed using Pearson Correlation Analysis. The findings of the study showed that entrepreneurial interest is significantly and positively related to achievement motivation; entrepreneurial interest is significantly and positively related to individualism; entrepreneurial interest is significantly and positively related to collectivism; and individualism is significantly and positively related to collectivism. The findings are valuable to policy makers and professionals in promoting the spirit of entrepreneurship among the youth.