

**Promotion of Entrepreneurship Education - A Remedy to  
Graduates and Youth Unemployment – A Theoretical Perspective**

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**ABSTRACT** The study sought to understand why young people, especially graduates struggle to find employment. The economy is currently (reportedly) shedding jobs more than it creates. The contention of this paper therefore, is that a strong entrepreneurship culture/spirit among the young people, that is, learners or students, can go a long way to addressing this challenge and a myriad of socio-economic and cultural maladies facing the youth such as, poverty, crime, violence, substance abuse, prostitution and the spread of HIV/AIDS. An enquiry in the form of a qualitative method consisting of observations, interviews and extensive desk-top document analysis has been adopted to address the research problem. A purposeful sampling technique was used to collect data from (n=12 teachers; n=32 learners and n=3 government officials). Extensive documentary evidence shows a mismatch between educational outputs and the type of employment opportunities. This study reveals that teachers bemoan lack of resources, meeting curriculum deadlines, while learners indicate minimal exposure to opportunities to display their entrepreneurial flair, energy and creativity. Furthermore, indications are that very little strides are made in terms of deliberate strategic programmes to foster a paradigm shift from being 'job-seekers to job creators' among the graduates in this country. The study not only provides evidence to justify the underlying hypothesis, but also makes recommendations to enhance the promotion of entrepreneurial culture amongst the youth.