

THE EFFECT OF CAREER COUNSELING BASED ON KRUMBOLTZ'S SOCIAL LEARNING THEORY (LTCC) ON IMPROVING STUDENTS' ENTREPRENEURIAL BEHAVIOR - A STUDY

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ABSTRACT

The purpose of this study was to determine the effect of career counseling based on krumboltz's social learning theory on university students' entrepreneurial behavior. **Methods:** 60 full-time graduate students were selected by stratified random sampling and participated in 8 sessions of career counseling program based on LTCC. Data was collected via entrepreneurial behavior questionnaire ($\alpha = .71$). ANCOVA and correlated t-test were used to analyze the data. **Findings:** career counseling program improved the students' entrepreneurial behavior and had the same effect on male/female and science/engineering participants' entrepreneurial behavior. **Conclusions:** our findings indicate that educational experiences can be critically important to improve the students' entrepreneurial behavior that can eventually lead to the development of entrepreneurship in the students and society.

KEYWORDS: Education, Career Counseling, Krumboltz's Social Learning Theory, Entrepreneurial Behavior, Student