

**The Role of Motivation in Agricultural Education(Case Study:
Students of final year Bachelor Degree, College of Agriculture,
University of Tehran)**

Fatemeh Oskouhi*1

1 M.Sc. Graduated from Department of Agricultural Economic &Development,
University of Tehran, Iran
F.oskouhi@yahoo.com

Motivation is the process whereby goal-directed activity is instigated and sustained. That requires activity physical or mental. Physical activity entails effort, persistence, and other overt actions. Mental activity includes such cognitive actions as planning, rehearsing, organizing, monitoring, making decisions, solving problems, and assessing progress. Most activities that students engage in are geared toward attaining their goals. Actually, one of the foremost problems in education, is often inadequately addressed in typical foundational (educational psychology) courses. Motivation is not synonymous with achievement. The validity of the study by a panel of experts and its reliability was confirmed by Cronbach's Alpha coefficient and composite reliability. Research population of students of final year Bachelor Degree, College of Agriculture, Tehran University. while SPSSWin18 Software was used for data processing in order to identify effective educational strategies to developing Entrepreneurship among students in colleges of agriculture, the use of exploratory factor analysis the results showed that motivation has been conceptualized in varied ways including inner forces, enduring traits, behavioral responses to stimuli, and sets of beliefs and affects.

Key Words: Motivation, Agricultural Education, Students.