

**A STUDY ON ENTREPRENEURSHIP ATTITUDE AMONG COLLEGE STUDENTS****Fasla N.P***

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Keywords: entrepreneurship, student's attitude, development programmes**Abstract**

Entrepreneurship refers to the overall course of action undertaken by an owner in starting and managing enterprise for profit. Entrepreneurship contributes the economic growth and thereby plays a vital role in the development process. Students of today's generation are the future entrepreneurs of the country. Entrepreneurship is perceived to bring economic welfare and may contribute significantly in nation's future wealth. Many college graduates are unable to find jobs appropriate with the degree they finished. Entrepreneurship education has been acknowledged by many organizations and even the government as a promising way to improve the work insertion of young people and at the same time, contribute to social and economic welfare. This paper studies the entrepreneurship attitude among college students..

Introduction

Entrepreneurship refers to the overall course of action undertaken by an owner in starting and managing enterprise for profit. Entrepreneurship contributes the economic growth and thereby plays a vital role in the development process. Development of entrepreneurship is essentially dependent on the entrepreneurial attitude. In developing country like India entrepreneurship plays a great role in the economic growth and development of the country. Entrepreneurship development today has assumed great significance as it is a key to economic development. The objective of industrial development, regional growth and employment generation depend upon entrepreneurial development. Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capital income, higher standard of living and balanced regional development. Encouraging entrepreneurship has been a top highest priority for the public policy sector.

Students of today's generation are the future entrepreneurs of the country. Entrepreneurship is perceived to bring economic welfare and may contribute significantly in nation's future wealth. Many college graduates are unable to find jobs appropriate with the degree they finished. Entrepreneurship education has been acknowledged by many organizations and even the government as a promising way to improve the work insertion of young people and at the same time, contribute to social and economic welfare. Entrepreneurship creates jobs which consequently generate more opportunities. Entrepreneurship is timeless. From the very young to very old, people are starting new business at a rapid rate. One cause of the sudden increase of new entrepreneurs is the current trend of professionals who leave their companies to start putting their own businesses. Today, youngsters are exhibiting great intention in setting up of an enterprise. It is crucial to identify these youngsters early and to cultivate their entrepreneurial energy.

Objectives Of The Study

1. To assess the attitudes of Students towards Entrepreneurship.
2. To study the different types of perceived barriers faced by the students while Selecting Entrepreneurship as a career.
3. To know the government policies for attracting the students for Entrepreneurship.
4. To suggest suitable measures to encourage Entrepreneurship among students.

Scope Of The Study

This study is conducted among college students in mannarkkad municipality . This study helps to know the attitude of students in taking entrepreneurship as a career. This study is help to improve the entrepreneurship programmes to promote entrepreneurship and to develop a country. The study can direct those concerned or interested to make preparation to help the youth of the country, especially those who are leaving higher institutions to develop



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entrepreneurial thinking after finding out the gap. The study can also help policy makers to make policies that favour entrepreneurship and develop entrepreneurship oriented society.

Source Of Data

The data collection method is an integral part of a project report. The data collected with the help of questionnaire.

Primary Data

Primary data being the original data. A structured questionnaire is used with the objective of gathering information on student's attitude towards entrepreneurship.

Secondary Data

Various publications, different journals, articles related to the subject under study, websites, magazines and other materials were utilized.

Limitation Of The Study

- Due to limited time period, the data has to be collected from a small sample size.
- The sample for the study was based on convenience and may not necessarily be representative of all the students.
- There is the tendency that some students might have been responding in a socially desirable way which would tend to bias results against finding.
- The sample size is small and this will also affect the generalisation of the findings.

Entrepreneurship Education

Entrepreneurship and the education of the entrepreneurs are the indispensable foundation of any country's economy. The reason for this fact is the entrepreneurs' position as the corner stone within the economic system. Entrepreneurship Education focuses on developing understanding of Entrepreneurs behaviour, skills and attributes in widely different context. Entrepreneurship Education has been described as a scholarly field that seeks to understand how opportunities to bring into existence future goods and services are discovered, created and exploited, by whom, and with what consequence. It is concerned with the creation and recognition of opportunities, as well as the pursuit of those opportunities by turning them into wealth creating businesses during a limited window of time.

Entrepreneurship Education has come to denote all forms of knowledge delivering that seek to empower the students to create real wealth in the economic sector, thereby advancing the cause of development of the nation as a whole. Similarly, Entrepreneurship education is the process of imparting knowledge and teaching skills to potential entrepreneurs on how to venture into business that is relatively small in nature for future development or advancement. The Centre for Entrepreneurial Leadership Clearinghouse on Entrepreneurship Education defined Entrepreneurship Education as the process of imparting individuals/students with the concepts and skills to recognized opportunities that others have overlooked, and to have the insight, self-esteem and knowledge to act where others have hesitated. Entrepreneurship Education has been viewed as a systematic training and instruction that transmit entrepreneurial knowledge and development of skills in students. Entrepreneurship education is meant to change students' behaviour pattern in the desired direction.

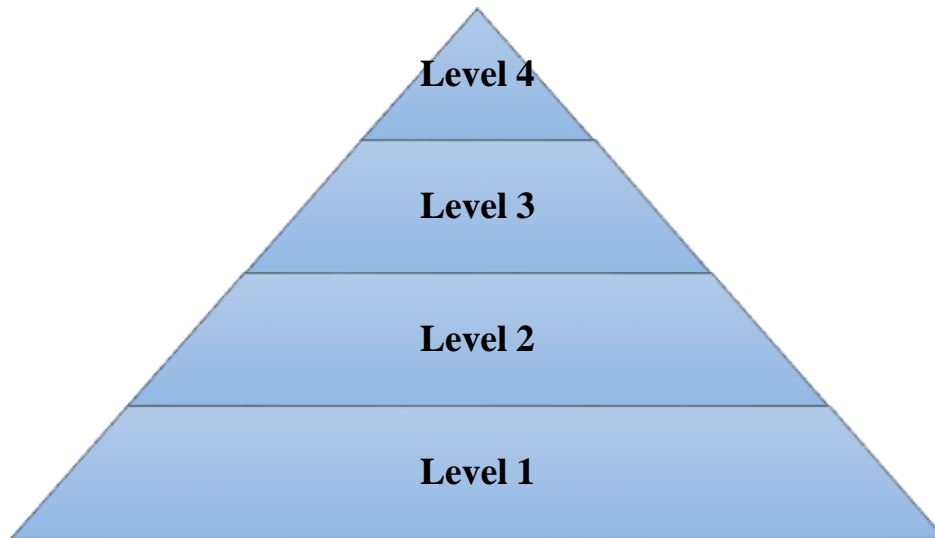
The significance of entrepreneurship education being taught is based on the consideration that entrepreneurs are needed to solve the nation's socio-economic problems. There are two main reasons of the importance of entrepreneurship course in higher education. First, the fact that there are limited jobs offered in the marketplace. Therefore, entrepreneurship subject is taught to encourage students to create jobs to overcome unemployment problems. Second, the need to change students' mind set from finding jobs to creating jobs after graduation. In short, entrepreneurship education offers a mix of skill building and also a mind set shift from job seeking to job creation.

The Entrepreneurship 'Pyramid' in India [in terms of sectors and numbers of people engaged] is made up of the following:



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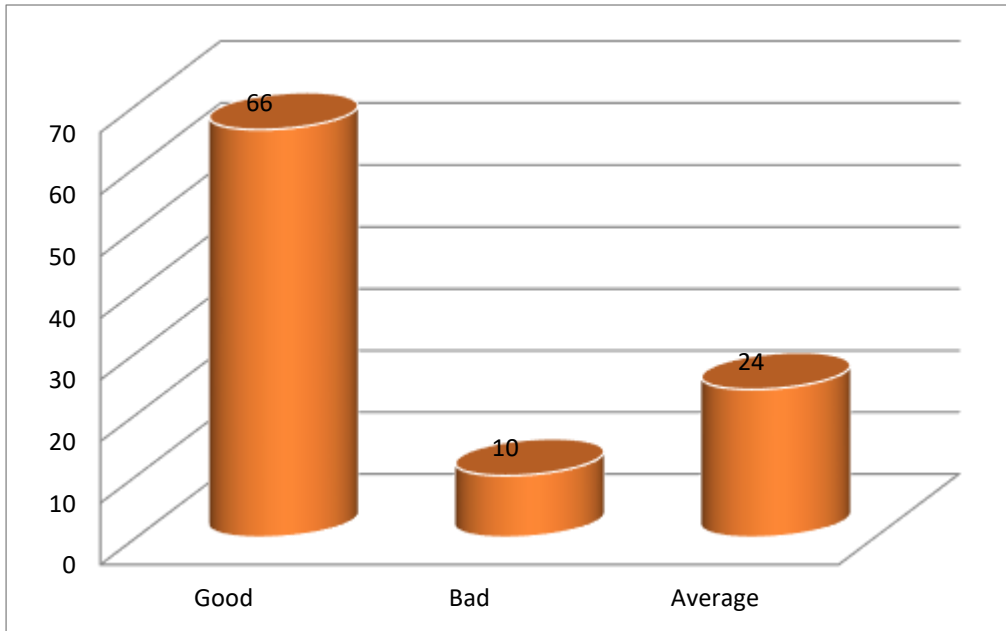
- ❖ Level 1: Agriculture and other activities: Crop production, Plantation, Forestry, Livestock, Fishing, Mining and Quarrying.
- ❖ Level 2: Trading services: Wholesale and retail trade; Hotels and Restaurants.
- ❖ Level 3: Old economy or traditional sectors: Manufacturing, Electricity, Gas and Water supply.
- ❖ Level 4: Emerging sectors (including knowledge intensive sectors): IT, Finance, Insurance and Business services, Construction, Community, Social & Personal Services, Supply Chain, Transport- Storage-Communications etc.



Analysis And Interpretation

RESPONDENTS OPINION ABOUT ENTREPRENEURSHIP

| RESPONSE | NO.OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|-------------|
| Good | 33 | 66% |
| Bad | 5 | 10% |
| Average | 12 | 24% |
| TOTAL | 50 | 100% |

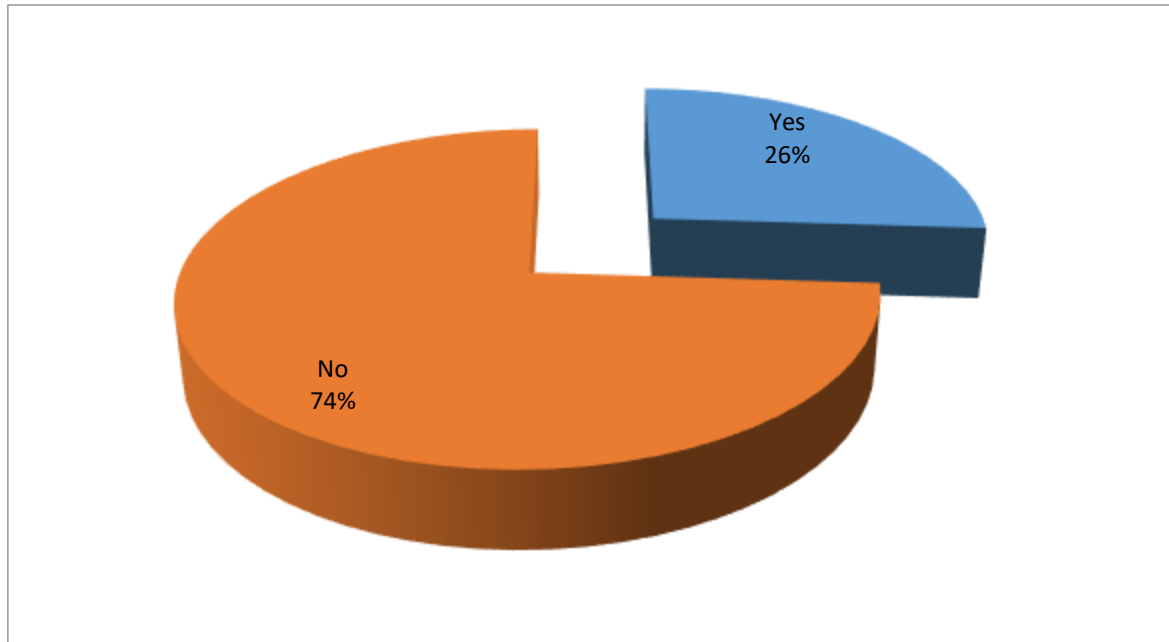


Interpretation

Most of the students [66%] are Good opinion about entrepreneurship. The entrepreneurship is highly influenced in students to start-up a new venture. The 24% students are Average opinion about entrepreneurship. Only 10% students are Bad opinion about entrepreneurship.

Respondents Satisfaction Of Infrastructure Of Society To Start Up A New Venture

| RESPONSE | NO.OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|-------------|
| Yes | 13 | 26% |
| No | 37 | 74% |
| TOTAL | 50 | 100% |

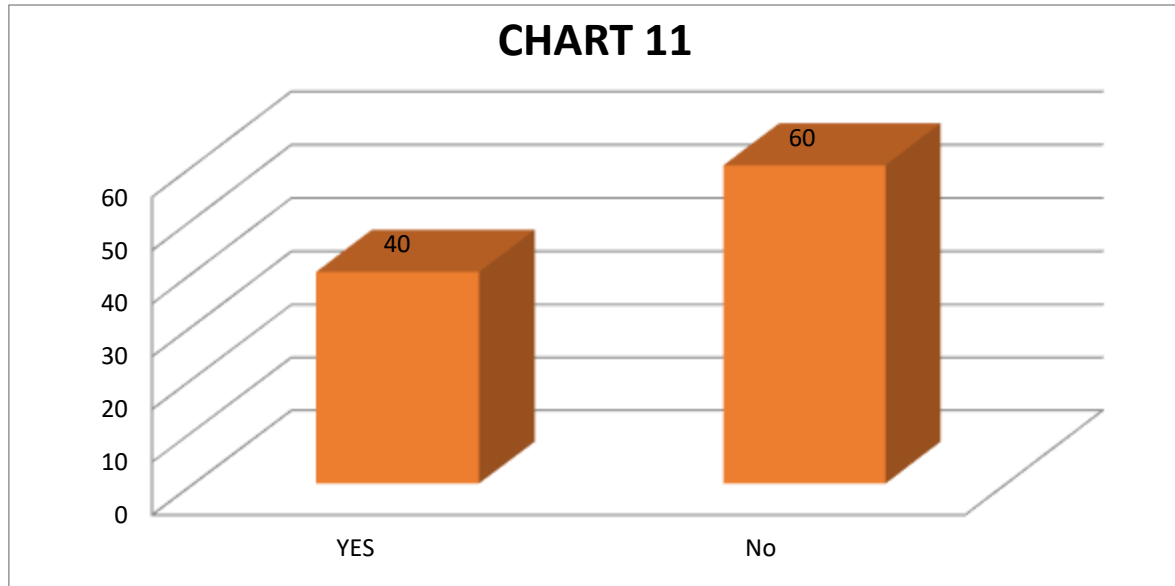


Interpretation

The table shows 74% of respondents are do not satisfied the infrastructure of society to start up a new venture. Only 26% of respondents are satisfied the infrastructure of society. The infrastructure of society is very important in start a new venture.

Respondents Opinion Of Present Management Education System Focus On Entrepreneurship Development

| RESPONSE | NO.OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|-------------|
| Yes | 20 | 40% |
| No | 30 | 60% |
| TOTAL | 50 | 100% |



Interpretation

The table shows most of the students [60%] are does not agreed present management education system focus entrepreneurship development. Only 40% of students are agreed present management education system focus entrepreneurship development.

Findings

1. Most of the student's opinions are entrepreneurship is good. Some students are very bad opinion about entrepreneurship.
2. Most of the students are does not satisfied infrastructure of society is favorable for doing start ups new venture. The infrastructure of society is very important in new venture creation. Some students are satisfied the infrastructure of society to state up new venture.
3. Most of the students opinion of present management education system does not focus on entrepreneurship development. The most of students agreed to change present management education to develop entrepreneurial qualities.
4. Arranging entrepreneurship development program, arranging more interaction with entrepreneurs and creating entrepreneurship development call is the important additional inputs to added in present management education system and to improve entrepreneurship activities among students.
5. The main problem faced in entrepreneurship activity is availability of capital and labour. The family background is also affected in development of entrepreneurship activity.
6. Entrepreneurial education in junior and high school, short time training given by entrepreneurs and promotion of entrepreneurship by role models is important measures of the acceptance and appreciation of entrepreneurship in society.

Suggestions

1. The study suggested that the students need to be given updates through entrepreneurial workshops and conferences in various fields to establish the new venture in the future.
2. The government has to extend more support in diverse areas to entrepreneurial activities.
3. Integrate entrepreneurship related programs and activates in the established curriculum across different subjects so that it may add value to all degree courses.
4. Promoting an entrepreneurial culture among young people.



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5. Campaigns, events competitions and awards are another way of raising the profile of entrepreneurship for students. Students business events can be useful instruments for introducing entrepreneurship to students. Moreover, they provide good opportunities for media exposure. Business competition and awards provide special incentive for ambitious young people.
6. Providing finance to students for state up new ventures after leaving higher education.

Conclusion

This study is focus entrepreneurship attitude among college students. A large part of students are interested in this area. The mode of raising fund is very important in creation of new venture. The education system is also affect entrepreneurship in students. Many barriers are also affected the creation of new venture. Availability of capital & labour, family background, society, corruption and govt policies are also affected in new venture creation. Hence one can concluded that the student's attitude towards entrepreneurship is very good. But some problems are affected to their for start up new venture creation. So the government and concerned authorities take remedial actions to solve this problem.

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