A Study on the Attitude of College Students towards Entrepreneurship Education with Reference to Chennai

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Abstract

The capacity and willingness to develop organize and manage a business venture along with any of its risks in order to earn profit is entrepreneurship. The objectives of the study are to find the level of awareness and attitude among college students about various programs under entrepreneurship education. The statistical tools like rank correlation, T-test and Anova were used to analyse the data and the study reveals that the students are very much aware about the various programs conducted under the ED cell. The overall attitude of the students towards entrepreneurship education is positively influencing.

Keywords : Entrepreneurship. Entrepreneurship education programs, attitude, Awareness level.

I. Introduction

The ability and willingness to build up, manage and administer a business venture along with any of its risks in order to earn revenue is known as Entrepreneurship. The most obvious example of entrepreneurship is the starting of new businesses. In economics, entrepreneurship combined with 5 M’s namely men, money material, methods and machinery will result in attainment of economic objectives of business.

Entrepreneurship education focuses on the development of skills or attributes that enable the realization of opportunity. Entrepreneurship education is measured as a combination of all formal knowledge that informs, educates, and trains anyone to start their own enterprise. EEPs promote and revitalize the entrepreneurial culture in colleges and kindle the student’s empowerment. It inculcates the spirit of entrepreneurship among students.
I.i. **Significance of the Study**
Entrepreneurship plays a very important role in terms of generation of employment opportunities, ensuring balanced economic development. Entrepreneurial development accelerates the growth of MSMEs in India. These enterprises are expected to be more innovative and make the industrial sector to compete in the global market effectively. The advantage of Entrepreneurial Education leads to freedom, flexibility, growth and development. It also develops leadership quality.

I.ii. **Objectives**
To find the level of awareness among college students about various programs under entrepreneurship education
To study the attitude of college students towards entrepreneurship education.

II. **Review of Literature**
S. Arun kumar, et al (2018) aims to study the association between the attitudes and opportunities of entrepreneurship and to identify the link and behaviour between entrepreneurial attitude and culture within the Institution. They concluded that the academic institutions should provide various programs to encourage the students to become entrepreneur. The students consider it as a career option, and it will provide them a profit.

Fasla N.P (2017) in his study he analyzes the attitude of students towards entrepreneurship, and to study various types of barriers faced by the students while selecting Entrepreneurship as a career. It aims to find the government policies for attracting the students for entrepreneurship and to suggest suitable measures to encourage entrepreneurship among students. The study concludes that a large part of students are interested in this area. It results that the education system also affects entrepreneurship in students. Availability of labor and capital, family background, society, corruption and government policies are also affects in new venture creation. Hence it results that the students’ attitude towards entrepreneurship is very good. The study also suggests that the government and concerned authorities takes remedial actions to solve these problems.

Muhammad Zaman, (2013) studied about the psychological characteristics related to Entrepreneurship. The main purpose of the study is to develop Entrepreneurial education by Universities through Entrepreneurial Courses and provide it as major subjects as well. The results of the t-test showed that entrepreneurially prone students are innovative and highly motivated. They are ready to take risks.

Douglas, E., (1999) in his study investigated that the association between the intention of individuals to start own business and their attitude towards income, independence, risk and work effort are positively related.
III. Research Methodology

The research has used both primary and secondary data collection. Primary data collection is done with the help of structured questionnaires. The questionnaire consists of three parts, first part involves the questions related with demographical variables, and the second part includes the awareness of the students towards Entrepreneurial education in colleges, and finally students’ attitude towards entrepreneurship education offered by educational institutions in Chennai. Simple random sampling method was used to select the customers. Questionnaires were distributed as Google forms. Collected data were properly edited and coded for the final analysis.

III.i. Analysis and Interpretation

In order to find out the answer to the research questions such as level of awareness and attitude towards entrepreneurial education programs, the researcher has used SPSS to do analysis with the edited data.

III.ii. Friedman Test

There are various entrepreneurial education programs organised by the educational institutions. The programs mentioned below assist in studying the level of awareness of the respondents about programs organized by educational institutions.

| PROGRAMS                                      | Mean Rank | RANK |
|-----------------------------------------------|-----------|------|
| Motivational and awareness program            | 5.99      | I    |
| Workshops, conference, lectures and seminars  | 5.81      | II   |
| Talk with Entrepreneurs                       | 5.27      | III  |
| Idea generation programs                      | 5.18      | IV   |
| Soft skill training                           | 5.09      | V    |
| Skill based training programs                 | 5.04      | VI   |
| Business fairs and bazzars                    | 4.64      | VII  |
| Introduction to Entrepreneurial Development Institutes | 4.46  | VIII |
| Business plan competition                     | 3.56      | IX   |

Table 1. Level of Awareness about e programs organized by Educational Institutions Source: Computed Data

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The above table 4.11 shows that most of the students are aware of Motivational and awareness programs with the highest mean rank of 5.99, followed by workshops, conference, lectures and seminars (5.81), Talk with Entrepreneurs (5.27), Idea generation (5.18), Soft skill training (5.09), Skill based training (5.04), Business fairs and Bazaars (4.64), Introduction to Entrepreneurial Development Institutions (4.46) and Business plan competition with the lowest mean rank of 3.56.

IV. T-TEST

IV.i Testing of Hypothesis

H₀: There is no significant difference between the gender and factors influencing the attitude of students towards entrepreneurial education.

| GENDER | MEAN | STANDARD DEVIATION | F VALUE | P-VALUE | INERENCE |
|--------|------|-------------------|---------|---------|----------|
| MALE   | 16.122 | 5.41846 | 0.571 | 0.452 | Accepted |
| FEMALE | 16.588 | 4.74627 |         |         |          |

Table.2. T- Test for significant difference between the gender and factors influencing the attitude of students towards entrepreneurial education. Source: Computed Data

IV.ii Inference

As P-value (0.452) is more than 0.05 the null hypothesis is accepted at 5% level of significance and there is no significant difference between gender and factors influencing the attitude of students towards entrepreneurial education.

IV.iii One way Anova

In order to check the significant difference between age of the respondents and the attitude of students towards entrepreneurial education, the researcher has used ANOVA test and the result is given below,

H₀: There is no significant difference between age and the attitude of students towards entrepreneurial education

| Age      | Mean  | Standard Deviation | t- Value | P- Value | Inference |
|----------|-------|--------------------|----------|----------|-----------|
| Below 18 | 17.2500 | 5.42930           | 0.547    | 0.651    | Accepted  |
| 18-20    | 19.2807 | 5.45028           |          |          |           |
| 20-22    | 18.3333 | 5.97580           |          |          |           |
| 22-24    | 17.8571 | 6.71884           |          |          |           |

Table.3. Result of the ANOVA test on Age and the attitude of students towards entrepreneurial education. Source: Computed data
Inference

It is evident from the above table that P value (0.651) is greater than 0.05, therefore the null hypothesis is accepted at 5% level of significance and there is no significant difference between age of the respondents and the attitude of students towards entrepreneurial education.

V. Conclusion

The study on the attitude of college students towards Entrepreneurship Education has been done with 100 students to know the various perspectives relating to the awareness, and attitude towards Entrepreneurship Education. The students are very much aware about the various programs conducted under the ED cell. The overall attitude of the students towards Entrepreneurship education is positively influencing.

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