

# Attitude of management students towards entrepreneurship business



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Entrepreneurship and little concern creative activity are basis of economic Development throughout the universe. Entrepreneurial development today has assumed particular importance, since it is a key to economic development. The impact of entrepreneurship instruction has been recognized as one of the important factors that help youths to understand and further an attitude toward entrepreneurship.

Management instruction provides a great potency for the constitution of new, little concerns. There is immense chance for developing direction alumnu as enterprisers. However, this potency is non exploited to its full extent. The intent of the research is to analyze direction pupil ' s attitudes towards entrepreneurship, every bit good as their positions of entrepreneurship as calling option and involvement in entrepreneurial preparation. This survey was conducted in selected territories of North Karnataka. A sum of 200 questionnaires were sent to Management pupils and 152 pupils ware responded. The research shows that bulk of the respondents are holding positive attitude towards the entrepreneurship.

( Keywords: Attitude, Economic development, Career option, Management pupils, Entrepreneurship. )

## **“ ATTITUDE OF MANAGEMENT STUDENTS TOWARDS ENTREPRENEURSHIP: A STUDY OF SELECTED DISTRICTS OF NORTH KARNATAKA ”**

### **Introduction:**

Entrepreneurship has become an mundane cant. Policymakers, economic experts, academicians and even university pupils are speaking about it. Today, entrepreneurship is regarded as one of the best economic development schemes to develop state ' s economic growing and prolong the state ' s fight in confronting the increasing tendencies of globalization ( Ooi Yeng Keat et. Al ) .

Entrepreneurship and little concern creative activity are basiss of economic Development throughout the universe. Entrepreneurial development today has assumed particular importance, since it is a key to economic development. The aims of industrial development, regional development, regional growing and employment coevals depend upon entrepreneurial development. Entrepreneurs are, therefore the seeds of industrial development and the fruits of industrial development are greater employment chances to unemployed young person, addition in per capita income, higher criterion of life and increased single nest eggs, gross to the authorities in the signifier of revenue enhancement and balanced regional development ( Poornima Charntimath 2007 ) .

The impact of entrepreneurship instruction has been recognized as one of the important factors that help youths to understand and further an Attitude toward entrepreneurship ( Gorman, Fanlon & A ; King, 1997i?>Kourilsky & A ; Walstad, 1998 ) . The attitude and cognition of entrepreneurship are likely to

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determine their disposition to get down their ain concern in the hereafter ( Wang & A ; Wong, 2004 ) .

Entrepreneurs play an of import function in lending for the development of an economic system of a state. The most industrially developed states like USA, Germany, and Japan are the grounds that an economic system is an consequence for which entrepreneurship is the cause. To speed up the economic development we have to utilize the entrepreneurship as a tool.

A paradigm displacement among alumnuss is needed, as their parts to entrepreneurship would excite the state ' s economic growing, and assist it travel towards going a developed state by 2020. This is particularly of import, since alumnuss are the academic intellectuals and have the accomplishment set to progress the future national economic system ( Collins et Al. 2004 ; Luthje and Franke 2002 ; Norfadilah 2003 ; Nor Aishah et Al. 2005 ) .

Global Entrepreneurship Monitor ( GEM ) ( 2007 ) reports a changeless growing of entrepreneurial activities in India. There are turning Numberss of surveies carried out to find the influence of regional development and economic development, civilization etc. , on entrepreneurship.

Management instruction provides a great potency for the constitution of new, little concerns. There is immense chance for developing direction alumnuss as enterprisers. However, this potency is non exploited to its full extent.

The intent of the research is to analyze direction pupil ' s attitudes towards entrepreneurship, every bit good as their positions of entrepreneurship as calling option and involvement in entrepreneurial preparation.

**Aim:**

To analyze Management pupils attitudes towards entrepreneurship, every bit good as their positions of entrepreneurship as calling option and involvement in entrepreneurial preparation.

To find the penchant of professions among Management pupils.

To cognize the perceptual experience of Management pupils on their entrepreneurial purposes.

**RESEARCH METHODOLOGY**

Sampling Design: The sampling technique used in this survey is probability trying, simple random trying technique is used. The sample unit is taken as pupils of direction ( MBA ) analyzing in the first and 2nd twelvemonth of their graduation from the selected territories of North Karnataka. The entire sample size is 152. The sample is collected from Management Institutions situated in North Karnataka ( Bagalkot, Bijapur and Dharwad are chosen for the survey ) .

RESEARCH DESIGN: While finding the assorted factors, exploratory survey was carried out, with the aid of secondary informations collected from the assorted magazines, diaries and cyberspace. Once the basic factors for the survey were found a descriptive survey is carried out to cognize the attitude of the respondents.

**DATA COLLECTION:** Data is collected with the aid of primary study every bit good as secondary beginnings. The secondary information was collected from assorted national and international diaries, magazines and cyberspace. The primary information was collected with the aid of a stopping point ended, structured questionnaire through web based study. The questionnaire was adapted with some changes from an bing undertaking work done by Paivi Karhunen - Svetlana Ledyeva et. al. In Russian pupils ' perceptual experiences of entrepreneurship Results of a study in three St. Petersburg universities. The questionnaires will be distributed to aim respondents through e- mail. The respondents were given one hebdomad clip to return the questionnaires. The questionnaire was sent 200 respondents but merely 152 respondents reverted back.

**DATA ANALYSIS:** Collected informations were statistically analyzed utilizing computing machine package bundle SPSS ( Statistical Package for the Social Sciences ) .

## **LITRATURE REVIEW**

An article written by Krishna Kumar Agarwal & A ; Rajesh Kr. Upadhyay, " Attitude of Youth Towards Entrepreneurship: A Case Study of Varanasi " in the survey it was identified that the young person need a secure, stable and good paid profession and hence, the preferable professions among all are MNCs, Large Domestic Companies and Government sector. Despite holding a good image of enterprisers, the hazard associated with entrepreneurship makes it a low preferable profession among the young person. It means that entrepreneurial activities can be boosted up if the hazard associated with entrepreneurship could be brought down with proper policy intercessions <https://assignbuster.com/attitude-of-management-students-towards-entrepreneurship-business/>

and support from assorted stakeholders including authorities, be aftering bureaus, society and household.

Zaidatol Akmaliah Lope Pihie ( 2009 ) in his article “ Entrepreneurship as a Career Choice: An Analysis of Entrepreneurial Self-Efficacy and Intention of University Students ” the findings indicate that the pupils had moderate mark on all concepts related to entrepreneurial purpose and entrepreneurial self-efficacy in the facets of direction, fiscal and selling. Furthermore, pupils with positive entrepreneurial aspiration scored higher in entrepreneurship purpose and self-efficacy which is significantly different from those who do non hold positive aspiration. The pupils besides scored reasonably on attitudes towards entrepreneurial calling and sensed behavioural control. The findings besides indicate that those who perceived entrepreneurship need to be learnt at university have significantly higher average mark on attitudes towards entrepreneurial calling every bit good as sensed behavioural control.

Margaret Emalereta Akpomi ( 2008 ) has made a survey on “ Entrepreneurship Among Graduates-to-be of Business/Management Faculties and Economic Development in Nigeria ” The consequences of the survey revealed that merely 12. 4 % of graduates-to-be aspire to ain concerns upon graduation. Among the grounds given were that there are no take-off funds/sponsorship, unequal readying to confront the demands of running concerns and the hapless attitude of Nigerians towards buying made-in Nigeria goods.

Paivi Karhunen, Svetlana Ledyaeva, Anne Gustafsson- Pesonen, Elena Mochnikova, Dmitry Vasilenko have done a survey on " Russian pupils ' perceptual experiences of entrepreneurship at three St. Petersburg universities " the survey reveals that Russian pupils consider entrepreneurship as a really attractive calling option. Furthermore, for Russian pupils to be an enterpriser is more attractive than for Finnish pupils. In contrast to Finnish pupils, there are no noteworthy differences in the attitude toward entrepreneurship between Russian male and female pupils. Another of import determination is that the Russian pupils are inclined to be more optimistic and to concentrate more on the positive sides of entrepreneurship than the Finnish 1s and in general Russian pupils emphasized most motivational factors as more of import than their Finnish opposite numbers, back uping the position of Russian pupils being more entrepreneurially oriented.

It was besides identified in the survey that when compared Russian respondents to Finnish pupils, the largest dissension was found sing the peril of entrepreneurship, which the Russian respondents perceived as higher. In add-on, Russian respondents had slightly lower sentiment on enterprisers ' morality.

The attitude towards entrepreneurship may be influenced by educational steps. How- of all time, despite the acknowledgment that instruction and anterior entrepreneurial experiences may act upon people ' s attitudes towards get downing their ain concern, the impact of entrepreneurship instruction, as distinct from general instruction, on purposes towards



entrepreneurship has remained mostly undiscovered ( Donckels, 1991 ; Krueger and Brazeal, 1994 ) .

## **LIMITATIONS OF THE STUDY:**

The research work is confined to the survey of attitude of direction pupils towards entrepreneurship: a survey of selected territories of north Karnataka.

The research work attitude of direction pupils towards entrepreneurship is strictly based on the study of the respondents from selected territories north Karnataka.

The survey is conducted in different direction establishment bing in selected territories of north Karnataka. The findings of the study should non be generalised at the national or international degree.

The lone three territories of North Karnataka are taken into consideration are Bagalkot, Bijapur and Dharwad.

## **Analysis AND INTERPRETATION**

### **Table 1: Division of respondents on the footing of gender**

Frequency

Percentage

Valid Percentage

Accumulative Percentage

Valid

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Male

96

63. 2

63. 2

63. 2

Female

56

36. 8

36. 8

100. 0

Entire

152

100. 0

100. 0

Graph- Gender of the Respondents The Table No-1 and Graph-1 depicts that 63. 2 % of respondents are Male and 36. 8 % are Female.

## **Table 2: Basic educational background of the respondents**

Frequency

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Percentage

Valid Percentage

Accumulative Percentage

Valid

B. A

2

1. 3

1. 3

1. 3

B. B. A

54

35. 5

35. 5

36. 8

B. C. A

28

18. 4

18. 4

55. 3

B. Com

44

28. 9

28. 9

84. 2

B. Sc

18

11. 8

11. 8

96. 1

BBM

6

3. 9

3. 9

100. 0

Entire

152

100.0

100.0

Graph- Educational background of the respondents

The Table No-2 and Graph-2 shows that 35.5 % of the respondents are from BBA grade holders, 28.9 % of the respondents are B. Com degree holders, 18.4 % of the respondents are BCA degree holders, 11.8 % of the respondents are B. Sc degree holders, 3.9 % of the respondents are BBM degree holders and 1.3 % of the respondents are BA degree holders.

### **Table 3: Table and graph demoing the respondents work experience.**

Frequency

Percentage

Valid Percentage

Accumulative Percentage

Valid

NO

136

89.5

89.5

89.5

Yes

16

10.5

10.5

100.0

Entire

152

100.0

100.0

Figure demoing work experience of the respondents

The Table No-3 and Graph -3 illustrates that 89.5 % of the respondents are non holding any anterior work experience and merely 10.5 % of the respondents are holding anterior work experience.

#### **Table 4. Table and graph demoing the per centums of respondents household members as enterprisers.**

Frequency

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Percentage

Valid Percentage

Accumulative Percentage

Valid

Brother

8

5.3

5.3

5.3

Father

22

14.5

14.5

19.7

None

122

80.3

80.3

100.0

Entire

152

100.0

100.0

Figure demoing the enterprisers in the household

The Table No-4 and Graph-4 represents that 80.3 % of the respondents are non holding entrepreneurs household background, 14.5 % of the respondents male parents are enterprisers and 5.3 % of the respondents brothers are enterprisers.

### **Table 5. Table and graph demoing future calling programs of the respondents.**

Frequency

Percentage

Valid Percentage

Accumulative Percentage

Valid

Continuance of instruction



6

3.9

3.9

3.9

Depending of destiny

2

1.3

1.3

5.3

Desire to be self employed

40

26.3

26.3

31.6

Joining male parent ' s concern

14

9.2

9. 2

40. 8

Expression for employment in private endeavor

56

36. 8

36. 8

77. 6

Expression for employment in public sector

34

22. 4

22. 4

100. 0

Entire

152

100. 0

100. 0

Figure picturing the hereafter calling program of the respondents

The Table No-5 and Graph-5 point out that 36.8 % respondents are opined that, they look for employment in private endeavor, 26.3 % respondents are interested in self employment i. e. they want to go enterprisers, 22.4 % respondents are interested in employment in public sector, 9.2 % of the respondents wants to fall in their male parent concern, 3.9 % of the respondents wants to go on their higher instruction and 1.3 % of respondents, responded that they depending of destiny.

## **ENTREPRENEURIAL MOTIVATION OF RESPONDENTS**

After analysing the general features of the respondents, we now move on to analyse their entrepreneurial motive in more item. We evaluate the factors that are perceived as most of import incentives for get downing one 's ain concern. The respondents were asked to measure factors, which might increase their desire to go an enterpriser harmonizing to a five-point graduated table from non at all ( 1 ) to really much ( 5 ) . Table 5 summarizes the consequences for the entire sample.

### **Table 6. Motivational factors for entrepreneurship, mean values**

#### **Factors**

#### **Average Rank**

Achieving an appropriate end in life in conformity with one 's abilities

4.04

The autonomy of being one 's ain ' boss '

4. 03

Result-based income

3. 97

The autonomy in taking one ' s undertakings and responsibilities

3. 97

The chance to work as a superior

3. 84

My accomplishments and capablenesss point to entrepreneurship

3. 83

Entrepreneurship suits my character

3. 75

The autonomy of taking one ' s working hours

3. 71

The chance to acquire rich

3. 63

As shown in the Table No-6 the major motivational factors which increase the desire to go enterpriser are, the accomplishing end in life in conformity with our ability and autonomy of being one ' s ain foreman have got highest rank

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from the respondents, followed by other factors such as entrepreneurship is consequence based income, autonomy in taking one ' s undertaking and responsibilities, chance to work as superior, and my accomplishments and capablenesss point to entrepreneurship. However, the chance to acquire rich as such was ranked at last preceded by autonomy of taking one ' s on the job hours. In contrast, the respondents emphasized more on accomplishing end in life.

## **Barriers FOR ENTREPRENEURSHIP**

After discoursing the motivational factors which increase the desire of the respondents to go enterprisers, now we are traveling to analyse the factors which respondents view as diminishing their desire to go enterprisers. The factors which decrease the desire include endogenous and exogenic factors.

Endogenous Barriers: – Endogenous barriers or factors include personal features and accomplishments and these factors are such that the individual can command and influence.

Exogenous Barriers: – Exogenous barriers or factors are related to the operating environment of the enterpriser ( Paivi Karhunen – Svetlana Ledyaeva et. al ) .

## **Table 7. Endogenous barriers for entrepreneurship**

### **Factors**

### **Average Rank**

My current life state of affairs

3. 30

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Fear of tough competition

3. 13

Lack of a concern thought

3. 04

Fear of debt

3. 01

Insecure income

2. 99

Lack of professional accomplishments and competency

2. 93

Entrepreneurs are overly at the clemency of their investors

2. 93

Society provides no safety cyberspace for enterprisers

2. 92

Unwillingness or incompetency to market one ' s professional  
accomplishments and competency

2. 92

Fear of losing one ' s belongings

2. 87

My professional accomplishments are hard to commercialize

2. 86

By and large negative sentiment on entrepreneurship

2. 41

Excessively irregular working hours

2. 36

Does non accommodate my character

2. 33

Loss of free clip

2. 33

As shown in the Table No-7, the respondents viewed that, their current life state of affairs as pupils, fright of tough competition, deficiency of concern thought and fright of debt are the major endogenous barriers or hinderances for going the enterpriser. In contrast the personal characters like loss of free clip, entrepreneurship does non accommodate my character, and overly irregular working hours were viewed by the respondents as non peculiarly large obstructions for entrepreneurship. Some other factors like insecure

income, deficiency of professional accomplishments and competency, enterprisers are overly at the clemency of their investors and society provides no safety cyberspace for enterprisers slightly besides hinder from going the enterprisers.

## **Exogenous Barriers FOR ENTREPRENEURSHIP**

The respondents were asked to measure the exogenic barriers which decrease the desire of going an enterpriser. Using the 5-point graduated table used ranged from non at all ( 1 ) to really much ( 5 ) . Consequences of the appraisal are presented in Table-8.

### **Table 8. Exogenous barriers for entrepreneurship**

#### **Factors**

#### **Average Rank**

Lack of ain fiscal resources

3. 64

Government policies

3. 57

Corruptness

3. 49

Local substructure

3. 49



Trouble in acquiring external finance

3. 43

Bureaucracy ( Difficulties to obtain licences and certifications )

3. 42

Tough competition

3. 28

Procedure of enrollment

3. 28

Tax

3. 22

Troubles in happening clients

3. 20

Lack of labours

3. 17

Crime

2. 86

As shown in the Table No-8, the respondents viewed that, the major obstructions for going an enterpriser are deficiency of entree to fiscal resources, authorities policies, corruptness, local substructure, and bureaucratism. In contrast the factors like offense, deficiency of labours and trouble in happening clients considered as a least influence.

## **ATTITUDES TOWARDS ENTREPRENEURS AND ENTREPRENEURSHIP**

The following portion of our analysis is focused on respondent ' s attitude towards entrepreneurship. The pupils were asked at what grade they agree or disagree with different statements which characterize general sentiment on entrepreneurship, societal importance of entrepreneurship, province support of entrepreneurship, entrepreneurial moralss and entrepreneurship ' s function in making work topographic points. The pupils were assessed on these statements utilizing a five-point graduated table from disagree wholly ( 1 ) to hold wholly ( 5 ) . The consequences are summarized in Table -9.

**Table 9. Attitudes towards enterprisers and entrepreneurship, % of respondents.****Statement****Wholly or  
partially  
disagree****Wholly or  
partially  
agree****Do n't  
cognize**

Entrepreneurs must be appreciated because they provide work for other people.

3. 9

90. 8

5. 3

Entrepreneurial activities provide society with more benefits than disadvantages.

11. 9

75

13. 2

State Gov. must back up immature, get downing enterprisers.

7. 9

77. 6

14. 5

State provides inordinate support for enterprisers.

15. 8

63. 2

21. 1

Entrepreneurs can work their professional accomplishments and competences more efficaciously in their ain concerns than in salaried employment.

7. 9

72. 3

19. 7

Entrepreneurship requires more rational than fiscal capital.

14. 4

76. 3

9. 2

Entrepreneurship is for people who have bravery and thoughts.

7. 9

82. 9

9. 2

Entrepreneurs take inordinate hazard.

6. 6

88. 2

5. 3

Entrepreneurs get rich on other people work.

40. 8

46

13. 2

Peoples who can non accommodate to conventional occupations end up as enterprisers.

34. 2

35. 5

30. 3

Entrepreneurs do not care about environmental issues to a sufficient extent.

53.9

21.1

25

Entrepreneurs are dishonest and prosecute their own ego involvement.

47.3

31.6

21.1

As shown in the Table No-9, the statements are loosely classified into two groups on the footing of distribution of replies. First, there were a figure of statements, about which the respondents were comparatively consentaneous ( i. e. bulk of them either agreed or disagreed ) . Majority of the respondents felt that enterprisers take inordinate hazard. Hence, a consensus was found in support to the statement “ Entrepreneurship is for people who have bravery and thoughts ” . Second the statements in which respondents clearly had troubles in noticing. This is reflected by the distribution of replies across all classes ; statements such as people who can not accommodate to conventional occupations end up as enterprisers, enterprisers are dishonest and prosecute their own ego involvement, and enterprisers get rich on other people work. Third, bulk of the enterprisers entirely or partially differ with some of the statements like enterprisers do

non care about environmental issues to a sufficient extent, and enterprisers are dishonest and prosecute their ain ego involvement.

## **ASSESSMENT OF ENTREPRENEURIAL EDUCATION**

The last portion of our analysis is focused on appraisal of entrepreneurial instruction among the respondents.

### **Interest in entrepreneurial preparation**

The respondents were asked their involvement in engagement in entrepreneurship development developing programme by inquiring in a closed ended inquiry yes or no.

Table 0- Table screening respondents involvement in take parting in entrepreneurship development preparation programme.

Frequency

Percentage

Valid Percentage

Cumulative %

Valid No

10

6.6

6.6

6. 6

Yes

142

93. 4

93. 4

100. 0

Entire

152

100. 0

100. 0

As shown in the Table No-10, 93. 4 % of the respondents have shown their involvement in take parting the entrepreneurship development programme.

### **Preferable constituents of entrepreneurial preparation**

The respondents were asked to measure the importance of assorted constituents of entrepreneurship development preparation programme could include, utilizing a five-point graduated table from non at all of import ( 1 ) to really of import ( 5 ) . The consequences for the whole sample are presented in Table- 11.



## **Table 11-Results of appraisal of the constituents of the plan**

### **The constituent of plan**

#### **Average Rank**

Decision devising accomplishments

4. 74

Selling accomplishments

4. 67

Managerial accomplishments

4. 66

Undertaking readying accomplishment

4. 63

Accounting and fiscal direction accomplishments of the endeavor

4. 55

Skills of commercialisation of inventions

4. 54

Practical information on entrepreneurship

4. 49

Information on concern chance designation

4. 43

As shown in the Table No-11, respondents viewed that all the given constituents were of import in the preparation programme, the least mean rank was given by respondents was 4. 43. Decision doing accomplishments, selling accomplishments, managerial accomplishments and undertaking readying accomplishment constituents viewed as most of import by the respondents.

## **Findings**

26. 3 % of the respondents desired to be self employed and 9. 2 % of the respondents wants to fall in household concern.

The research shows that bulk of the respondents are holding positive attitude towards the entrepreneurship. Majority of the respondents felt that enterprisers take inordinate hazard. Hence, a consensus was found in support to the statement “ Entrepreneurship is for people who have bravery and thoughts ”

Majority of the respondents viewed that major Endogenous barriers for going enterpriser are their current life state of affairs, fright of tough competition, deficiency of a concern thought, fright of debt, insecure income, deficiency of professional accomplishments and competency and enterprisers are overly at the clemency of their investors.

Major Exogenous barriers for entrepreneurship viewed by the respondents are deficiency of ain fiscal resources, authorities policies, corruptness, local substructure, acquiring finance and bureaucratism.

It is interesting to observe that 93.4 % of the respondents are ready to undergo the Entrepreneurship Development Programme.

Respondents opine that the EDPs must incorporate and give more emphasis on determination devising accomplishments, selling accomplishments, managerial accomplishments, and undertaking readying accomplishments.

## **Decision**

This survey well expands the apprehension of what drives the purpose of direction pupils to go an enterpriser. The bulk of the pupils have positive attitude towards entrepreneurship and they are interested to go to the entrepreneurship development programme. It indicates that, at present bulk of the respondents instantly after completion of their graduation they will non get down their bearer by set uping endeavor but in future bulk of them are traveling to be turned as enterprisers. To go on this proper policy intercessions and support from assorted stakeholders including authorities, be aftering bureaus, society and household is really of import.