



Perception Towards Entrepreneurship Amongst College Students

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ABSTRACT

The present study aims to find out the underlying perception of undergraduate students towards entrepreneurship and related skill-based courses/workshops offered. The various factors namely innovation, productivity, success, skill upgradation, employment generation, income generation, marginalization formed the basis of the study. This research can be termed as a methodologically hypothetic research drawn on extensive fieldwork with a sample size of 100 students of UCSSH, MLSU, Udaipur.

Key Observation: Awareness differentiation between female and male students. The female students were found to be much more aware than their counterparts about the entire concept of entrepreneurship. In accordance to the same, no significant difference was found in the perception towards entrepreneurship between male and female student groups.

Key words: Entrepreneurship, Perception, Skill, Innovation, Productivity, Employment, Awareness, Skill Upgradation

INTRODUCTION

Entrepreneurship has been recognized as an important element in the dynamics of modern economies. Many businesses, small and medium have become the major source of new job creation. These businesses have made great contributions in introducing valuable new products and keeping the economy competitive in the world markets.

Skill based courses enables one to live an effective and meaningful life and to be able to contribute towards the development of society,

Entrepreneurship and new venture creation have been alighted as an innovative instrument in an economy, thereby generating a productive development and advancement in an economy, likewise being distinguished as the rescue for the general unemployment in the economy of any nation (Teixeira and Davey, 2008).

Implementation of skill-based courses in traditional education resulted in high rate of self-employment, strengthened economic establishment and individual along with social development.

Youth who are inclined and determined towards entrepreneurship opt for vocational and skill based courses during their higher education specifically at undergraduate and graduate levels. They even step out of educational institutions and get involved in 'On the job trainings' to increase their potential as an entrepreneur.

Entrepreneurship as a matter of fact is a state of mind which can be referred to the ability and the effectiveness of an individual in recognizing an opportunity and taking an advantage of it with the purpose of economic transformation and wealth creation. It can also be characterized as an academic field which seek to understand how opportunities transforms into reality and potential goods and services are thus created.

Entrepreneurs have been described as ambitious and innovators, considering the process in which entrepreneurs discovers opportunities and facilitate economic development. [Richards (1999); Kao, Kao and Kao, (2002); Timmons and Bygrave (1997); Venesaar, Kolbre and Piliste, (2007)].

Present days youth have different mindset towards benefits of skill-based courses and entrepreneurship. They have a different perspective about the various aspects of benefits of entrepreneurship. Therefore, the present study aims to know the level of perception towards benefits of entrepreneurship and put forth the outcomes under gender categorization.

METHODOLOGY

-The present study was conducted in University College of Social Science and Humanities, Mohanlal SukhadiaUniversity, Udaipur.

-Total sample of 100 respondents (50 boys and 50 girls) were selected from Arts background of UCSSH, MLSU, Udaipur.

-Purposive random sampling method was used to select the sample. A self-structured questionnaire was developed with 20 statements by following5 point like scaling method. The questionnairewas administered through 'google forms' to facilitate collection of data.

-To facilitate quick and easy responses from the samples, the questionnaire was explained in the class by taking verbal consent.

-Descriptive analysis and Chi-square were undertaken to find inference from tabulated data.

RESULT AND DISCUSSION

(A)Benefits of skill development courses

Percentage distribution of (all) respondent's perception towards benefits of entrepreneurship have been presented in *Table 1*.

n=100

Aspects	Responses				
	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
	f (%)	f (%)	f (%)	f (%)	f (%)
Life-time Learning/Lessons	54 (54.0)	38 (38.0)	5 (5.0)	1 (1.0)	1 (1.0)
Increased Innovation	68 (68.0)	27 (27.0)	5 (5.0)	-	-
Increased Productivity	61 (61.0)	31 (31.0)	7 (7.0)	1 (1.0)	-
Increased Career Success	60 (60.0)	33 (33.0)	7 (7.0)	-	-
Skill Up-gradation	45 (45.0)	28 (28.0)	23 (23.0)	3 (3.0)	1 (1.0)
Job-Readiness	54 (54.0)	40 (40.0)	5 (5.0)	-	1 (1.0)
Easy Employment	58 (58.0)	39 (39.0)	2 (2.0)	-	-
Study Enhancement	62 (62.0)	33 (33.0)	5 (5.0)	-	-
Income Generation	57 (57.0)	37 (37.0)	6 (6.0)	-	-
Reduced marginalization	66 (66.0)	29 (29.0)	3 (3.0)	2 (2.0)	-

Various aspects related to benefits of entrepreneurship has been discussed in above table. It was found that majority of the respondents under each particular (54.0%), (68.0%), (61.0%), (60.0%), (45.0%), (54.0%), (58.0%), (62.0%), (57.0%) and (66.0%) were strongly in agreement with the benefits of entrepreneurship namely Life-time Learning, Increased Innovation, Increased Productivity, Increased Career Success, Skill Upgradation, Job Readiness, Easy Employment, Study Enhancement, Income Generation and Reduced marginalization respectively.

Respondents thought that entrepreneurship development through skill development course is a life-long learning and is an asset for regular upgradation in any skill resulting in innovation and increased productivity.

Entrepreneurship can raise the rate of empowered manpower thus increasing the success ratio amongst youth. Skill based courses ensure both up-dating and innovation. Skill based courses are beneficial in employment generation and job preps. Incorporation of vocational and skill-based courses in traditional education makes the study more interesting and enjoyable, it attracts the students. Major benefits of the entrepreneurship is that the student can earn and built up financial assistance.

(B) Gender wise Ranking for Benefits of Skill Based Courses

Score and Ranking regarding perception towards benefits of skill-based courses amongst respondents have been presented in *Table 2*.

Aspect	Female	Rank	Male	Rank
Life-long Learning	1.353741	X	1.358209	X
Increase Innovation	1.408759	IX	1.406504	IX
Increase Productivity	1.411765	VIII	1.416	VIII
Increase Success in Career	1.42029	VII	1.427419	VII
Up gradation of Skill	1.446043	VI	1.428571	VI
Job Readiness	1.460993	V	1.456693	V
Easy Employment	1.485507	IV	1.488	IV
Makes study enjoyable	1.492857	III	1.503937	III
Earn income	1.542857	II	1.551181	II
Reduce marginalization	1.919118	I	1.902439	I

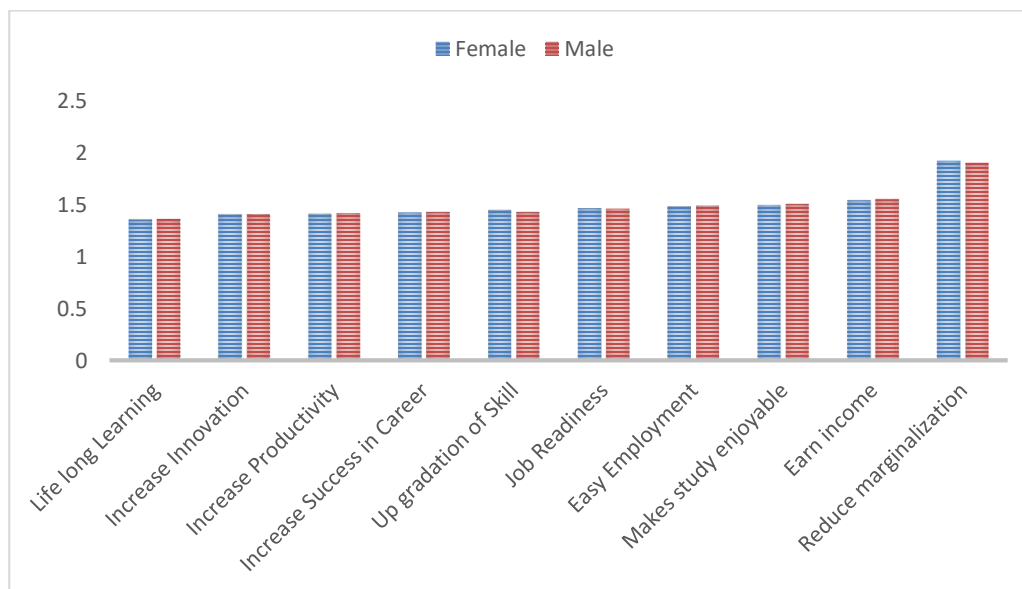


Chart 1: Score and Ranking regarding perception towards benefits of entrepreneurship among respondents

Table 2 and Chart 1 indicate the ranking of various aspects of benefits of Skill Based Courses amongst the respondents. It is interesting to note that same ranking was given by the both male and female respondents to each of the aspects. The sequence of ranks obtained by the various particulars in an added point of interest wherein the top rated particular was ‘Reduced Marginalization’

It can be concluded that the female and male students both believed that marginalization can be reduced by doing skill-based courses and adapting it in their professional lives. Last rank was obtained by the aspect of

life-long learning due to skill-based courses. The youth still believes in learning by doing, learning from mistakes and is less inclined towards creating life time learned lessons.

Adetayo (2006) reported that Educational institutions must develop attractive programs/courses to draw the attention of the youths and enhance the development of their capacity factors. There is also a need to rekindle the entrepreneurial spirit by establishing a business center where youth can have a practical experience to enrich their entrepreneurial involvement thereby changing their attitude towards entrepreneurship programs. It is also advocated that entrepreneurial attachment be considered in the school curriculum.

H_0 = There is no relationship between gender and toward awareness about benefits of skill-based courses among college students

Aspect	P	df
Life-long Learning	3.305 ^a	5
Increase Innovation	.237 ^a	2
Increase Productivity	3.240 ^a	3
Increase Success in Career	3.911 ^a	2
Up gradation of Skill	2.504 ^a	4
Job Readiness	4.385 ^a	3
Easy Employment	1.095 ^a	3
Makes study enjoyable	.230 ^a	2
Earn income	.401 ^a	2
Reduce marginalization	.368 ^a	3
Over all benefits	17.833 ^a	16

Relationship between gender and perception toward awareness about benefits of skill-based course is statistically insignificant.

The values of all aspects (P=3.305) Life-long Learning, (P= .237^a) Increase Innovation, (P= 3.240^a) Increase Productivity, (P=3.911^a) Increase Success in Career, (P=2.504^a) Up gradation of Skill, (P=4.385^a) Job Readiness, (P= 1.095^a) Easy Employment, (P=.230^a) Makes study enjoyable, (P=.401^a) Earn income, (P=.368^a) Reduce marginalization which is less than tabulated value at 0.05 level of significance, therefore the null hypothesis H_0 is accepted.

H_0 = There is no relationship between gender and perception towards awareness about benefits of skill-based courses among college students at 0.05 level of significance

CONCLUSION

Entrepreneurship is a self-sustaining activity wherein creation of ventures helps in Life-long Learning, Increase Innovation, Increase Productivity, Increase Success in Career, Up gradation of Skill, Job Readiness, Easy Employment, Study Enhancement, Income Generation and Reduce marginalization.

The need of the hour is to encourage and promote entrepreneurship amongst youth. Skill based courses run by educational institutions can play a major role by providing skill based and vocational education and training. In most of the developing countries youth entrepreneurs can represent a vital source of growth and economic as well as social development. T

The results of the study indicate that majority of the students who were inclined to start a new venture or were interested in entrepreneurship studies were those who had some exposure to entrepreneurship through various educational institutes.

Various past studies have proven that skill based or vocational courses are very important in order to improve entrepreneurial status amongst youth. The results of chi-square test reveals that there is no relationship between gender and perception towards awareness about benefits of skill based courses among college students.

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