

Students Perception towards Entrepreneurship With Reference To Management Students of SDM College Ujire

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ABSTRACT

Education Imparted today has undergone sea changes. Expectations of students as well as Management has changed a lot, this will keep on changing anytime any moment. Major concern observed today is inculcating students to develop employability skills & making themselves marketable like esteemed brands. This requires strong dedication, support, determination, & perseverance to bring up even mediocre performers. Today what is taught in the curriculum should match with the qualities expected from Corporates only then we can consider that we are in line with the required expectations. We find talents inside every room of Management course which is good enough to deliver results & help in strong bottom line growth. To strongly impart quality in education we need to make them think practically & deliver amazing results, the only strong option left open for this is a strong start-up which is only possible by being entrepreneurs & rule the Industry as well as the markets. This study is focused on what do the students of our Management degree feel about Entrepreneurship & how many are strongly willing to take up the same.

Keywords: Imparted, Expectations, Concern, Inculcating, Perseverance, Mediocre, Esteemed.

I. Introduction:

Education from very reputed Institution & Employability skills today goes hand in hand. Every Institution focuses on upgrading its quality which fits students to be in their dream place & excel themselves in their respective careers. If Graduates remain in a place where there is stagnant growth they cannot come up at faster rates. Today any career needs people who accepts all kinds of challenges, dare to face any kinds of risks, ready to handle huge

pressures in any extreme movements, able to learn faster in dynamic environment & adjust with the same. The challenge before Institutions today are to produce quality hands which remain productive throughout & are willing to accept additional responsibilities. From the stage of inception students should be made to understand the importance of practical education, this is possible when their tastes are better understood. For every activity there is a starting point, students need to be trained with the same in their early levels in their colleges by making imparting them with innovative methods of education in the helm of their regular curriculum. It is strongly believed that every individual do differ in one another in their traits such as tastes & preferences, Ways of thinking & understanding, ability to cope up with the things & acclimatize faster to the changing trends. Students need to be guided in their first year of education so that they take up better careers. In case if they hail from the family with rich background & experience of entrepreneurship they will no doubt pick up at faster rates than what is presumed. Suppose if they are from different environment & dealing with the situations that are totally unfamiliar they may be trained faster to adapt with the dynamic situations. Today what our country lacks very much from the viewpoint of management education is that we have talents but not used, we have people but are not utilized right and they will not find any opportunities given to exhibit their potential.

Present upcoming trends practiced in SDM Institutions:

Most of management education practiced in the traditional institutions was of traditional type where there was less focus on their employability skill buildings well as making them proficient in developing entrepreneurship skills. Training provided to the students was purely of classroom type & very less weight age was given for Entrepreneurs interaction & Industrial visits. The pedagogy in academics relied totally on completion of entire syllabi & just washing hands like any other traditional courses. But SDM institute has realized the fact that students are the assets of our nation & entrepreneurship is the temple of management, keeping this strongly in mind the following trends were presently changed after looking thoroughly into the market demand, Industry expectations & the current scenario. The trends followed are the following:

- (1) Providing certificate courses on EDP Courses with Industrial collaboration.
- (2) Tie up with leading Industries & getting them to share their practical ideas.
- (3) Guest lecturers from key personnel belonging to esteemed organizations & inducing the students to participate in their discussions.

- (4) Alumni interactions with the present students & getting their ideas, if any queries found the same are discussed with industry personnel & alumni's.
- (5) Discussing the current event in every regular class for the span of few movements along with recent developments in the markets. This will give them additional knowledge which will be useful in their future.
- (6) Conducting Fests & allied activities to develop their thinking style & personalities as a whole.
- (7) Case studies are discussed which shall make them get to know how the knowledge of the subjects shall be applied in any applicable situations.
- (8) Giving appropriate tasks in a group & after the completion the same is observed & then proper guidance is given to rectify the mistake committed.
- (9) Making them to participate in all the activities conducted by HRD (Human Resource Development) cell like conducting Interviews, Mock tests, Role plays, Incidental studies, counseling for careers etc.

II. Objectives of the Study:

The following is the objectives of the study:

- (1) To study the opinion of students on taking entrepreneurship as their career.
- (2) To analyze the factors promoting entrepreneurship among Management Students.
- (3) To Study the perception of degree (Management) students on Entrepreneurship.
- (4) To give recommendations from the findings of the study.

Problem Statement:

Most of the students fear to take up entrepreneurship as their career due to the fear of failure in the venture undertaken in the initial stages. Majority of the students come from the family of business background are discouraged by their own parents as they don't want their own children to fall in the same trap & take eventual risks every now & then in their life. Few of them strongly say that they don't want to take up as it affects their leisure & also create personal problems within their family life.

It is found in general that most of the management students are unaware about opportunities available in starting their own ventures; these students have to be guided in proper directions so that they develop their own ideas, exhibit creativity & take up their own ventures. Today the demand for new skills is very much & is booming in the market. High premium is assured

for innovation, imagination & motivation. Entrepreneurship ideas must come for a particular purpose to achieve anything stronger in life which carries all characteristic marks.

III. Research Methodology:

This research undertaken is descriptive as well as analytical in nature, trying to understand the perception of students in taking up entrepreneurship as their career prospects. The type of sampling taken for this study is convenient sampling & the population selected for the study are degree students perusing management courses in our esteemed institutions & the size of the sample is restricted to 75 respondents, 25 each from first, second & final year degree of Management course respectively.

Data for this research is collected from both primary & secondary sources respectively. Primary data is collected from Questionnaire distributed to the interested students willing to take up entrepreneurship as their careers, & also by using observation & Interview methods. Secondary data is collected from Books, Magazines, Periodicals, & related websites. The collected data is then analyzed using suitable tools & the findings of the study is given, from the findings of the study suggestions & necessary recommendations are given. From these responses the complete study is based.

Scope & Significance of study:

Presently the current trends of education have undergone radical changes, especially in the field of Management education. Present focus is directed from the products of academics to the products catering to the demands of current market scenario. The areas that need to be concentrated are development of interests in the fields which they can excel & build them up with rich Entrepreneurship skills. To sharpen these skills the ideal time to start up with is from the first year of their Management studies. Identifying key talents in each student & then inducing them to concentrate on the same will help them to pick up faster. Totally the focus should be on developing 3 Major I's these are Invention, Imagination & Innovation. This will make up coming generations (management Graduates) self-marketable & most wanted products in the industry.

Limitations of the study:

The study observes the following limitations, these are as follows

- ❖ The study is conducted at SDM College Ujire only, taking one college.

- ❖ The students taken for the study are degree students perusing Management course only.
- ❖ Size of the sample is restricted to 75 respondents only (75 Students).
- ❖ This study touches with the students of rural area, so there may be the chances of Knowledge Gap.
- ❖ There may be chances of getting bias responses; however it is tried to the level best to reduce bias responses.

Table: 1. Age of Respondents.

Age [in years]	Number of Respondent	%
18-20	25	33.33
20-22	25	33.33
>22	25	33.33
Total	75	100

Table: 2. Year of Management studies.

Year	Number of Respondents	%
I	25	33.33
I	25	33.33
I	25	33.33
Total	75	100

Table: 3. Gender of Respondents.

Gender	Number of Respondents	%
Male	40	53.33
Female	35	46.66
Total	75	100

Table: 4. Occupation of parents of respondents.

Occupation	Number of Respondents	%
Employee	25	33.33
Self-Employee	50	66.66

Total	75	100
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Table: 5. Number of years of Experience parent has in their same professional.

Experience of parent[in years]	Number of Respondents	%
<10	20	26.66
10-20	25	33.33
20-30	30	40
Total	75	100

Table: 6. Preference for Management studies.

Preference	Number of Respondents	%
Career	10	13.33
Future prospects	23	30.66
Self-employment	27	36
Family business	15	20
Total	75	100

Table: 7. Source of inspiration for Entrepreneurship

Source	Number of Respondents	%
Family	20	26.66
Friends	30	40
Relation	12	16
Classmates	13	17.33
Total	75	100

Table: 8. Qualities Expected to inspire from present management education.

Qualities	Number of Respondent	%

Communication	20	26.66
Over all knowledge	12	16
Contacts development	14	18.66
Problems Analysis	14	18.66
Soft skills Development	15	20
Total	75	100

Table: 9. Qualities Expected to be trained from institution.

Qualities	Number of Respondent	%
Incident Studies	07	9.33
Sharing success stories	12	16
Problems solution	18	24
Decision making	21	28
Analytical skills	17	22.66
Total	75	100

Table: 10. Students opinion on Qualities required for entrepreneur.

Qualities	Number of Respondents	%
Presence of mind	15	20
Cool and cam	18	24
Idea and innovative	23	30.66
Problems management	09	12
Decision making and contract development.	10	13.33
Total	75	100

Table: 11. Student decision in taking up entrepreneurship.

Decision	Number of Respondents	%
Employment generation	25	33.33
Student improvement	13	17.33
Being the changes	22	29.33
Development new ideas	15	20
Total	75	100

Table: 12. Institution support for growth of entrepreneurship.

Institution support	Number of Respondents	%
Guest lecture	30	40
Current event decision	25	33.33
Key person interaction	10	13.33
Workshop/seminar	10	13.33
Total	75	100

Table: 13. Rating the overall knowledge of faculties.

Knowledge	Number of Respondents	%
Excellent	10	13.33
Good	30	40
Average	20	26.66
satisfactory	15	20
Total	75	100

IV. Findings of the study:

From the analysis carried out it is found worth to give the following findings of the study these are as follows:

- 1) It is clear from the analysis that the age of the respondents taken in the study are in the group of 18 – 22 years (Table 1).

- 2) Class of the respondents (Management Students) included in the study are equal in numbers taking 25 samples each from 1st, 2nd & 3rd Year respectively (Table 2).
- 3) Majority of the respondents taken in this study are boys (Table 3).
- 4) Considering occupation of the parents it is found that self-employed parents are higher in number than employed taken under the study (Table 4).
- 5) Most of the parents of the respondents are in their respective occupation from a period of 20-30 years (Table 5).
- 6) Most of the respondents have considered management education considering its bright future prospects (Table 6).
- 7) The source of inspiration for most of the students to take up self-employment are their own friends who are inspired by successful self-employed professionals (Table 7).
- 8) The qualities that are expected to inspire the students to take up entrepreneurship are Strong communication & soft skills development (Table 8).
- 9) Decision making, Problem solving & sharing success stories of practical live entrepreneurs are expected very much from the Institution (Table 9).
- 10) Respondents say that most important quality required for an eminent entrepreneur is strong presence of mind & cool & calm nature to habituate with the business environment (Table 10).
- 11) Most of the respondents take up entrepreneurship as their career as it creates job opportunities in the market & they can become job creators (Table 11).
- 12) Most of the respondents agree with the point that guest lecturers (Talks) from Industry experts as well as daily discussion on current events relating to the business can become a strong part of institutional support to aspiring future entrepreneurs (table 12).
- 13) Many respondents agree to the fact that faculties knowledge of the respective institution is good enough to provide them with required inputs (Table 13).

Suggestions worth implementing for further betterment of quality in Management education:

- 1) Industrial visits have to be planned so that students can have a clear picture of how it works practically.
- 2) Asking students to perform their own as well as their professional SWOC (Strength, Weakness, Opportunity & Challenges) Analysis & keep the same as confidential, evaluate the same continuously. The areas focusing on improvement need to be strengthened further.

3) It is important today to hold one half of a particular working day in a week to hold discussions & encourage all to participate actively & come out with determined results; this has to be implemented for the further improvements.

4) Insisting them to come across with strong Vision & foresight for which they need to inculcate self starters attitude & should think of taking stronger initiatives in early part of their lives.

V. Conclusion:

Entrepreneurs today are called as leaders, anytime they can rise up with bright ideas which are worth implementing to any levels. To establish steadily with any kind of profession one needs to come across with strong start up & pick up at instant rates.

Right students take up right decision on time. It is very much noted that present generation learns faster. If given right idea, direction and guidance they will deliver better results. Students talent has to be recognized in the beginning itself and they should be motivated so that continuously so that they become assets to family, society and mostly to our proud nation.

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