
“A STUDY ON THE ATTITUDE OF COMMERCE STUDENTS TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERNCE TO CALICUT DISTRICT, KERALA”

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Abstract

The entrepreneurial revolution has taken hold across the globe and has undeniably impacted the world of business. The younger generation of the 21st century is becoming most entrepreneurial generation since the Industrial Revolution. The impact of entrepreneurship education has been recognized as one of the crucial factors that help youths to understand and foster an attitude towards entrepreneurship. The attitude and knowledge of entrepreneurship are likely to shape their inclination to start their own business in the future. India is well developing country in the World even though Unemployment is the main issue faced by Indian Economy. In India around 7 crore well educated youth who are still unemployed. Entrepreneurship provide a way forward for solving the issue. It enhance sustainable development, Employment creation, Generating revenue, Economic growth and human welfare. This study is undertaken to study the attitude of commerce students towards entrepreneurship in selected colleges in Calicut District.

Introduction

Entrepreneurship can be either starting, launching or framing a new venture or a business. The person who start the business he is termed as an Entrepreneur. Entrepreneurship plays a key role in the Economic growth and development. At the current scenario researchers and policy makers concentrated on Entrepreneurship as a scientific field and its direct relationship with economic growth and development. It is said to be vital instrument for economic transformation and stimulation of the global development and also a wealth generator for both individual and the economy at large.

The relevance of the students and young people in any economy cannot be underestimated since they are said to be the future and the determinant of economic viability of a nation. Once the young people understand the importance of entrepreneurship and ready to venture into business, the unemployment rate can be reduced and the economy will experience an increase in growth. It is therefore evident that

young individual which means students who are entrepreneurs or starting a new venture for the first time after graduation constitute an exceptionally vital class for the development of entrepreneurial activities on the national economy level.

This study seeks to identify and understand the attitude of commerce students towards the entrepreneurship and the factors that influence their career choice.

Review of literature

Carter, Gartner, Shaver & Gatewood (2003) explored and compared the reasons that nascent entrepreneurs and non-entrepreneurs start enterprises and make career choices. The results of their research indicated that the main reasons individual's start enterprises are self- realization, financial success, roles, innovation, recognition and independence.

Wang & Wong (2004) investigated the determinants of interest in entrepreneurship among university students in Singapore. Gender, family experience with business and educational

level were found to be significant factors in entrepreneurial interests.

Zhao et al. (2005) found a positive relationship between entrepreneurial self-efficacy and intentions to start a business.

Simply put, entrepreneurial knowledge refers to an individual's appreciation of the concepts, skills and mentality expected of an entrepreneur (Jack & Anderson, 1999, p. 118). Massad and Tucker (2009) articulate that this knowledge can be acquired and developed through consistent exposure to entrepreneurship activities.

Accordingly, entrepreneurial learning is associated with the development of entrepreneurial knowledge. Turker (2009) identifies two distinct types of entrepreneurial knowledge that complement each other when determining new venture creation processes. The first type of knowledge relates to individuals' ability to recognize entrepreneurial opportunities. This involves the discovery and evaluation of new venture opportunities. Recognizing business opportunities involves being able to identify a market or a group of people facing a particular problem. Solving this problem often involves the development of an innovative or new approach. For instance, an Enactus student (or entrepreneur) might recognize that a farming cooperative run by a group of widows in a certain township is experiencing difficulty in accessing profitable markets. The entrepreneur recognizes that by helping the farmers brand their produce, she can link them to a local grocery store. By so doing, the entrepreneur effectively acts as both a consultant and liaison, which entitles her to a small commission.

Statement of the problem

There is an increased national and international interest in the field of entrepreneurship due to its implication on individuals and national economic benefits. Entrepreneurship creates significant opportunities for individuals to achieve financial independence and benefit the economy by contributing to job creation, innovation, and economic growth. Entrepreneurial activities are considered as the

driving force for the achievement of high degree of economic development. It promises a healthy development within the country through reduction of unemployment, fair distribution of income and various social advantages. This study analyse the Attitude of commerce students towards the entrepreneurship in selected colleges in Calicut district, Kerala.

Objectives

- ✓ To probe the attitude of Commerce students towards Entrepreneurship in selected colleges in Calicut district.
- ✓ To examine the factors that influences student's intentions of becoming Entrepreneurs.
- ✓ To analyze the experience of students in participating entrepreneurial development programs organized by the Institutions.

Research Methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

This study is decided to employ descriptive research method. The study is confined to selected colleges in Calicut city. The present study used both primary as well as secondary data. Structured questionnaire were employed to collect the primary data from the 200 respondents in Calicut City. Magazines, Past reports, Related Articles, Published journals are the source of secondary data. For analyzing the data, Simple statistical tools like Percentage analysis and Chi-square analysis were used.

Hypothesis

H0: There is no significant association between gender and students awareness regarding Govt EDP schemes

H1: There is significant association between gender and students awareness regarding Govt EDP schemes.

Analysis and Interpretation as Follows

1.1.1. Factors	1.1.2. Particulars	1.1.3. Frequency	1.1.4. Percentage
1.1.5. 1.1.6. 1.1.7. Age (in Years)	1.1.8. 15 – 18	1.1.9. 105	1.1.10. 52.5
	1.1.11. 18 – 21	1.1.12. 25	1.1.13. 12.5
	1.1.14. 21 – 24	1.1.15. 35	1.1.16. 17.5
	1.1.17. Above 24	1.1.18. 35	1.1.19. 17.5
1.1.20. 1.1.21. 1.1.22. Educational qualification	1.1.23. School level	1.1.24. 56	1.1.25. 28
	1.1.26. Under Graduate	1.1.27. 38	1.1.28. 19
	1.1.29. Post Graduate	1.1.30. 25	1.1.31. 12.5
	1.1.32. Professional course	1.1.33. 65	1.1.34. 32.5
	1.1.35. Others	1.1.36. 16	1.1.37. 8
1.1.38. 1.1.39. 1.1.40. Family background	1.1.43. Agriculture	1.1.44. 78	1.1.45. 39
	1.1.46. Business	1.1.47. 56	1.1.48. 28
	1.1.49. Govt Employee	1.1.50. 39	1.1.51. 19.5
1.1.41. 1.1.42.	1.1.52. Others	1.1.53. 27	1.1.54. 13.5
1.1.55. Interest on a new venture	1.1.56. Interested	1.1.57. 186	1.1.58. 93
	1.1.59. Not interested	1.1.60. 14	1.1.61. 7
1.1.62. 1.1.63. Effective 1.1.64. EDP Programs organized by Institutions 1.1.65.	1.1.66. Seminars	1.1.67. 23	1.1.68. 11.5
	1.1.69. Orientation programme	1.1.70. 55	1.1.71. 27.5
	1.1.72. Technical training	1.1.73. 31	1.1.74. 15.5
	1.1.75. Trade fairs	1.1.76. 17	1.1.77. 8.5
	1.1.78. Industrial visits	1.1.79. 26	1.1.80. 13
	1.1.81. Work shops	1.1.82. 29	1.1.83. 14.5
	1.1.84. Others	1.1.85. 19	1.1.86. 9.5

1.1.87. 1.1.88. Effectiveness of EDP organized by Institutions	1.1.89. Highly effective	1.1.90. 59	1.1.91. 29.5
	1.1.92. Effective	1.1.93. 68	1.1.94. 34
	1.1.95. Neutral	1.1.96. 34	1.1.97. 17
	1.1.98. Less Effective	1.1.99. 39	1.1.100. 19.5
1.1.101. Importance of EDP education among students	1.1.102. Competency skill	1.1.103. 102	1.1.104. 51
	1.1.105. Creativity	1.1.106. 32	1.1.107. 16
	1.1.108. Empowerment	1.1.109. 47	1.1.110. 23.5
	1.1.111. Self efficacy	1.1.112. 19	1.1.113. 9.5
1.1.114. 1.1.115. 1.1.116. Barriers to start a new venture	1.1.117. Fear of failure	1.1.118. 65	1.1.119. 32.5
	1.1.120. Risk factor	1.1.121. 46	1.1.122. 23
	1.1.123. Lack of confidence	1.1.124. 32	1.1.125. 16
	1.1.126. Funding issue	1.1.127. 25	1.1.128. 12.5
	1.1.129. Lack of proper knowledge	1.1.130. 20	1.1.131. 10
	1.1.132. Others	1.1.133. 12	1.1.134. 6

Table 1 Percentage Analysis

Source of Data : Primary

(*EDP – Entrepreneurship Development Programme.)

Inference: Out of 200 respondents 105 belongs to the age group of 15-18. Majority 32.5% of the respondents belonged to Professional group and majority of them belongs to Agriculture background. 93% of the students were interested to start a new venture of their own. Majority 27.5% of the respondents prefer Orientation programme because which help them to aware more about EDP. Most of them supposed that EDP organized by institutions were well effective for them. Most of them said that creation of Competency skill is the most powerful skill obtained from EDP classes. Around 32.5% of the respondents mentioned that fear of failure is the major barrier to start a new venture.

Chi-square analysis

H0: There is no significant association between gender and students awareness regarding Govt EDP schemes

H1: There is significant association between gender and students awareness regarding Govt EDP schemes.

1.1.135. Awarenes	1.1.137. A ware	1.1.138. Not aware	1.1.139. Total
1.1.136. Gender			
1.1.140. Male	1.1.141. 85	1.1.142. 25	1.1.143. 110
1.1.144. Female	1.1.145. 15	1.1.146. 75	1.1.147. 90
1.1.148. Total	1.1.149. 100	1.1.150. 100	1.1.151. 200

Table 2 Chi-square analysis

1.1.152. 1.1.153. O_i	1.1.154. 1.1.155.	1.1.156. 1.1.157. (O-E)	1.1.158. 1.1.159. (O-E)²	1.1.160. 1.1.161. (O-E)²/E
1.1.162. 5	1.1.163. 5	1.1.164. 0	1.1.165. 6400	1.1.166. 1.1.167. 16.363
1.1.168. 5	1.1.169. 5	1.1.170. 30	1.1.171. 900	1.1.172. 0
1.1.173. 5	1.1.174. 5	1.1.175. 30	1.1.176. 900	1.1.177. 6.363
1.1.178. 5	1.1.179. 5	1.1.180. 0	1.1.181. 00	1.1.182. 0
1.1.183. 1.1.184. TOTAL				1.1.185. 1.1.186. 72.726

Table 2.1 Chi-square analysis

Level of significance = 0.05

Degree of freedom = (r-1) (c-1)

$$= (2-1) (2-1) = \underline{1}$$

Table value = 3.841

Result

The calculated value is greater than table value. Hence we reject the null hypothesis and accept alternative hypothesis. It

can be concluded that there is significant relation between gender and students awareness regarding Govt. EDP schemes.

Findings

- ✓ Majority 52.5% of the respondents were in belongs to the age group of 15-18 years.
- ✓ Majority, 32.5 of the respondents belonged to Professional group.
- ✓ It can be found that family background of the respondents 39% of them were frame agrarian families.
- ✓ Majority 93% of the students were interested in new venture
- ✓ Majority 27.5% of the respondents prefer Orientation programme as the best and most effective EDP classes organized by the institutions.
- ✓ Most of them supposed that EDP organized by institutions were highly effective for them.
- ✓ Most of them said that creation of Competency skill was the most powerful skill obtained from EDP classes.
- ✓ Majority 32.5% of the respondents mentioned that fear of failure was the major barrier to start a new venture.

Conclusion

Education should lead to empowerment of people and economic independence at all levels, Growth of microenterprises is essential to achieve this goal. Entrepreneurship development should form an essential form of human resource development at different levels of education. Inputs for Entrepreneurship development should be integrated effectively at all levels of education. Entrepreneurial awareness and motivation is essential for all these students in educational main streams. Case studies, stories, video films, entrepreneurship awareness camps and motivational lectures may be organized for this purpose. Venture oriented project work may be assigned to the students so as to help them in being trained in business. Identifying some suitable senior experienced entrepreneurs who may like to act as mentors and guides for

developing first generation entrepreneurs among the educated youth will certainly prove to be beneficial. By institutionalizing entrepreneurship in different streams of education, it is possible to accelerate the growth of Indian economy. This study concluded that most of the students are willing to start their own business. But majority of them fear about chance of failure.

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