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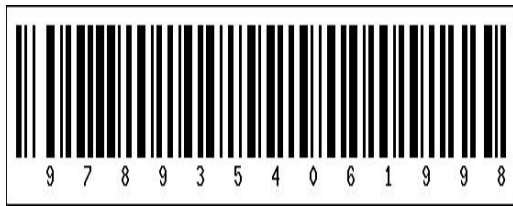
EDITORS
Dr.K.JOTHI
Dr.R.VELMURUGAN

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AWARENESS ABOUT ENTREPRENEURIAL SKILLS AMONG COLLEGE STUDENTS

Dr. M. Chithirai Selvan, * Assistant Professor, PG and Research Department of Commerce, NGM College, Pollachi.

Dr. D. Rajasekaran, Assistant Professor, Department of B.Com. (PA), NGM College, Pollachi.

Mrs. M. Pavithra, Research Scholar, PG and Research Department of Commerce, NGM College, Pollachi.

ABSTRACT

The main intention of the present study is to find out the College students' level of awareness on various entrepreneurial skills. The study mainly depends on primary data which is collected from the students studying in Colleges at Pollachi Taluk through by distributing the questionnaire. The data required for the study have been collected by way of structured questionnaire. Snowball sampling method is adopted to select the sample respondents. Simple percentage, Friedman rank test and chi-square test are applied to process the data and draw inferences. Among the various skills of an entrepreneur, 'problem solving' is the most known skill set among the students. Further the Chi-square test reveals that age, educational qualification, course of study, engaged in any income generating activity and knowledge on business are found have significant association with level of awareness on various entrepreneurial skills.

Keywords: Awareness about various entrepreneurial skills among College Students

Introduction

Entrepreneurship is the self-motivated route of generating incremental wealth. The wealth is formed by individuals who presume the major risks in terms of equity, time and /or career commitment or provide value for some product or service. The product or service may or may not be new or unique but value must somehow be infused by the entrepreneur by receiving and allocating the necessary skills and resources. In recent years, fostering entrepreneurship has become a topic of the highest priority in public policy throughout most industrial countries. Well educated technical entrepreneurs are of paramount importance to economic development of any nation. The development of entrepreneurial talent is important to sustain a competitive advantage in a global economy that is catalyzed by innovation. The role of quality entrepreneurship education and training, in identifying and nurturing this entrepreneurial potential among youth is becoming apparent to students, policy makers, and educators. Now, there is an increasing trend and growing interest for becoming entrepreneurs among younger generation. But our education system is designed in such a way as to create more of jobseekers than job creators. The Entrepreneurs do not emerge spontaneously on their own. Entrepreneurial development is a complex phenomenon and such process is the crystallization of social milieu from which a person comes, family imbibed personal attitudes, caste system, educational level, parental income, occupation and so on. Besides, educational institutions could play a positive role in motivating the students to venture into self-employment.

Statement of the Problem

Globalization leads to more and more challenging demand for graduates to be more competitive and creative. Governments are committed to develop creativity through such efforts to stimulate, incorporate elements of innovation in curriculum, focusing on research and development and increase the availability of risk capital. Moreover, an uncertain world economic increase number of graduated people. Thus, the problem of unemployment presents a challenge for higher education institutions. Therefore, many of experts are seeking catalyst for expanding economic growth and they believe that one of potential catalyst is for entrepreneurship. The study carried out by Murugan among college students regarding entrepreneurial skills programme reveals that teaching the basic entrepreneurial skills would be of great value for students majoring arts and science group. In this background, it is imperative to know the students level of awareness on various entrepreneurial skills and the variables that influence the College students awareness on various entrepreneurial skills.

Objectives of the Study

The following are the objectives of the study.

1. To know the respondents' level of awareness on various entrepreneurial skills
2. To find out the variables that are associated with the level of awareness on various entrepreneurial skills

Methodology

The present study is mainly based on primary data which is collected from the students studying in Colleges at Pollachi Taluk through by distributing the structured questionnaire. The questionnaire contains questions relating to the socio-economic profile of sample respondents and details regarding awareness on various entrepreneurial skills. Of the total 120 questionnaires issued, 110 questionnaires are collected and out the 110 questionnaire collected, 102 questionnaires are taken for analysis because of incomplete information found in the three questionnaires. Snowball sampling method is adopted to select the sample respondents. The primary data collected were reformulated and consolidated into master tables. Simple percentage, Friedman rank test and chi-square test are applied to process

the data and draw inferences. Inferences have been made by comparing the calculated chi-square value with the respective table values. The results have been tested at one and five per cent level.

Findings of the Study

The findings of the study are presented in three sections namely, socio-economic profile of the sample respondents, their details regarding entrepreneurship and awareness about various entrepreneurial skills.

(i) Socio-economic Profile of Sample Respondents

- ❖ Majority of the respondents, 90 (88.24%) belong to the age group of up to 24 years
- ❖ Majority of the 64 (62.75%) respondents are female
- ❖ Majority of the respondents, 63 (61.76%) belong to village area
- ❖ Majority of the sample respondents i.e. 54 (52.95%) are under-graduates
- ❖ Most of the respondents, 42 (41.18%) belong to arts group
- ❖ Majority of the respondents, 85 (83.33%) are unmarried
- ❖ Majority of the 70 (68.63%) respondents belong to nuclear family
- ❖ Most of the respondents, 43 (42.16%) have one earning member in their family
- ❖ Most of the respondents i.e. 46 (45.10%) have above two non-earning members in their family
- ❖ Majority of the respondents, 78 (76.47%) have three to five members in their family
- ❖ Most of the 40 (39.21%) respondents' family income per month is up to Rs.10,000.

(ii) Details regarding Entrepreneurship

- ❖ Majority of the respondents i.e. 81 (79.41%) are not engaged in any income generating activity
- ❖ Most of the 36 (36.27%) respondents are aware about entrepreneurship through their family members followed by friends, teachers and the like
- ❖ Most of the respondents i.e. 50 (49.02%) are not aware about the availability of government schemes regarding entrepreneurship
- ❖ Majority of the sample respondents i.e. 62 (60.78%) have business knowledge
- ❖ Majority of the sample respondents, 62 (60.78%) reveal that their college is not providing any entrepreneurial training programme to them
- ❖ Majority of the 56 (54.91%) respondents are willing to become an entrepreneur in future

(iii) Awareness on Entrepreneurial Skills

In this section, the respondents' awareness on various skills of an entrepreneur is presented using Friedman rank test and chi-square test shows the association between the select variables and level of awareness on various entrepreneurial skills.

(a) Awareness on Various Entrepreneurial Skills

The respondents' awareness on various skills of an entrepreneur like leadership and motivation, communication skill, listening, personal relations, negotiation, ethics, creative thinking, problem solving, recognizing opportunities, goal setting, planning and organizing, decision making, optimism, vision, imitative, desire for control, dire and persistence, risk tolerance, resilience, business knowledge, entrepreneurial knowledge, opportunity specific knowledge and venture specific knowledge may vary from one to another. To identify the most prominent skill set among these which the respondents are highly aware, the Friedman rank test has been applied.

Table 1
Awareness on Various Entrepreneurial Skills – Friedman Rank Test

Skills Required	Mean Value	Rank
Leadership and motivation	13.27	3
Communication skill	10.69	22
Listening	11.36	16
Personal relations	11.63	13
Negotiation	12.23	9
Ethics	11.17	19
Creative thinking	11.26	17
Problem solving	14.47	1
Recognizing opportunities	12.71	7

Skills Required	Mean Value	Rank
Goal setting	11.88	12
Planning and organizing	11.59	15
Decision making	11.21	18
Optimism	12.82	6
Vision	13.50	2
Imitative	12.88	5
Desire for control	11.61	14
Dire and persistence	13.04	4
Risk tolerance	11.98	11
Resilience	12.15	10
Business knowledge	12.39	8
Entrepreneurial knowledge	10.74	21
Opportunity specific knowledge	11.16	20
Venture specific knowledge	10.30	23

The table above depicts that among the various mean awareness of skills of an entrepreneur, 'problem solving' is the most known skill set followed by vision, leadership and motivation, dire and persistence, imitative, optimism whereas the least level of awareness found with listening, creative thinking, decision making, ethics, opportunity specific knowledge, entrepreneurial knowledge, communication skill and venture specific knowledge.

(b) Select Variables and Level of Awareness on Various Entrepreneurial Skills

To find out the association between the select variables and level of awareness on various entrepreneurial skills, chi-square test has been applied.

H₀: There exists no association between the select variables and level of awareness on various entrepreneurial skills

Table 2
Select Variables and Level of Awareness on Various Entrepreneurial Skills - -- Chi-square Test

Variables	Chi-square Value	d.f.	Table Value	
			5% Level	1% Level
Age	6.189	2	5.991	9.210
Gender	5.032	2	5.991	9.210
Area of residence	3.700	2	5.991	9.210
Educational qualification	13.819	6	12.592	16.812
Course of study	24.424	6	12.592	16.812
Size of the family	3.296	4	9.488	13.277
Engaged in any income generating activity	5.653	2	5.991	9.210
Possessing knowledge on business	7.653	2	5.991	9.210
Offering entrepreneurial training programme by the college	0.439	2	5.991	9.210

Chi-square test reveals that educational qualification and course of study are found to have highly significantly association with level of awareness on various entrepreneurial skills at one per cent level and variables like age, engaged in any income generating activity and possession of business knowledge are found to have significant association with level of awareness on various entrepreneurial skills at five per cent level.

Suggestions

- ❖ Since the teachers and the institution are found to be the least source of awareness on various entrepreneurial skills, they are advised to give much importance in spreading and instilling the importance of entrepreneurship skills among students

- ❖ Also, the teachers and institution may put efforts to build awareness among the college students on the availability of various government schemes for a new entrepreneur through workshops, guest lectures, expo, etc.
- ❖ More number of entrepreneurial training programme may be organized for the students especially to the under-graduate students who belong to arts group
- ❖ Special importance should be given to teach the skills required to become an entrepreneur namely listening, creative thinking, decision making, ethics, opportunity specific knowledge, entrepreneurial knowledge, communication skill and venture specific knowledge

Conclusion

The awareness on various skills required to become an entrepreneur may change from one to another depending on their course of study, age, income, and the like. In this backdrop, the present study has been undertaken to study the College Students' Awareness on various skills of an entrepreneur. From the study, it is observed that majority of the respondents are willing to become an entrepreneur in future. Further, Friedman rank test shows that among the various mean values of skills of an entrepreneur, *problem solving* is the most known skill set. Also, the Chi-square test reveals that age, educational qualification, course of study, engaged in any income generating activity and possession of business knowledge are significantly associated with level of awareness on various entrepreneurial skills.

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