

## PERCEPTION OF STUDENT MINDSET IN ENTREPRENEURSHIP IN TIRUCHEDUR TALUK

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### ABSTRACT

The need for the cream of the youth population, essentially students in college, to consider entrepreneurship as a career choice cannot be over-emphasized. This study focused on the perception of the students on entrepreneurship education. Entrepreneurship education is considered as an effective tool for influencing students'. Entrepreneurship education plays an important role in developing perception, "specifically of management students," has become an entrepreneur. An entrepreneurship education should not only provide theoretical knowledge but also able to assist the students on establishing an entrepreneurship mindset through developing entrepreneurial skills, behaviors and attitudes, and train them with entrepreneurial abilities to support them to start their own business venture or engage in entrepreneurship activities. The entrepreneurship knowledge and skills have vital contribution to economic growth of Nation, Society and personally an entrepreneur. This study also aims to investigate the different obstacles faced by the students. Sample study respondents were 80 students and concentrated management and commerce students. Purposive sample were taken in the study.

**Keywords:** Entrepreneurial Education, Student Entrepreneurship, Mindset of students.

### Introduction:

It is well known that institutions of higher education, such as colleges and universities, have the responsibility of educating young people to be dynamic change agents in the fields of regional, economic, and social development. The formation of new companies based on the

requirements of social and economic development makes this possible. When designing the curriculum, effort must be made to ensure that technical knowledge and intuitive thinking are balanced in order to foster the necessary entrepreneurial tendencies in students. Additionally, in order for entrepreneurial education to be long-lasting, it needs to promote more extensive study and thoughtful analysis applied to real-world situations. All business courses that instruct students to maintain a condition of balance in the global marketplace must emphasize students' commitment as global citizens.

### **Objectives of the study:**

1. To study the perception students interested and reason for choosing an entrepreneurs as a career.
2. To identify different type of perceived barriers faced by the students in the selection of entrepreneurship as a career.

### **Review of Literature**

Shakuntala, J. and Swaranjeet, A.1 (2020), in their paper 'Attitude Towards Entrepreneurship among Management Students – A Comparative Study' analyzed the attitude of male and female undergraduate students of private and public management institutes in India. A sample size of 600 was taken for the study. The study showed that male students of private management institutes have a higher preference for self-employment in comparison to women. There is further scope for research in the area of management institutes encouraging female students to consider an entrepreneurial career.

Arthur, K., & Arthur, A.2 (2020) studied the motivations, entrepreneurial challenges and engagements of 20 graduates of visual arts academic programs in Ghana in the study titled 'The Student Entrepreneurial Journey: Motivations, Entrepreneurial Engagements and Challenges among Recent Graduates of Visual Arts Academic Programs in Ghana'. The results of the study showed that the students focused on opportunities within their field of specialization using skills acquired as a part of their education as a means of survival. This resulted in the students facing financial, operational, marketing and managerial difficulties. Further research can be carried out to develop better curriculum that teaches students to be growth oriented as well as use their craft towards entrepreneurship.

ChuxGervaseIwu , Gift Muresherwa in their study focused on entrepreneurship among students. Data was collected in a cross-sectional manner from a non-probability sample comprising 220 students drawn from a university. Descriptive statistical tools were utilised to analyse the data. Findings reveal that the students have a seemingly narrow view of what entrepreneurship is all about. Nevertheless, evidence abounds that the majority of the respondents nurse an intention that indicates a desire to become entrepreneurs only after completing their tertiary education, as opposed to doing so while still studying. Results also reveal that the biggest impediment to the entrepreneurial intention transforming into actual entrepreneurship endeavours is the lack of support and assistance for such initiatives.

Ezekiel Obembe, OluyinkaOtesile, IdyUkpong This empirical research aims to understand the students' perspectives towards the concept of entrepreneurship, the various factors that form the students' perspectives and the role of the university institution in cultivating an entrepreneurial spirit of students. Findings have revealed that these factors constitute a major determinant of the students' entrepreneurial perspectives, which this study therefore base on hypothesis. Methodologically, this research draws an extensive fieldwork with 280 sampling of both final year undergraduate and postgraduate students of the 3 major universities in Turkish Republic of North Cyprus.

Teh Yi Nian<sup>1</sup> ,RosniBakar& Md. Aminul Islam in their study the entrepreneurship knowledge and skills have vital contribution to economic growth. This study aims to investigate the practice of entrepreneurship education in University Malaysia Perlis and perception of students on entrepreneurship education. Primary data are collected to reveal students' perceptions toward entrepreneurship education, for example the teaching method and their desired entrepreneurship skills. The results show that the performance of entrepreneurship education in University Malaysia Perlis was favorable and recognized by students. The results also include the preferred teaching method and assessment methods of students

Vivek Raj S N, Murugan V G This article discusses the perception and attitude of college students towards entrepreneurship, student's opinion about barriers of entrepreneurship and factors affecting career choices. A total of 287 students from chittor district, Andra Pradesh, India participated in the survey about the general perception towards entrepreneurship as a career. The Study revealed that majority of the students have positive attitude towards entrepreneurship, and consider lack of awareness as a major hurdle in choosing entrepreneurship as a career and among the factors affecting career choice ,interest of the candidates is found to be the most crucial factor.

### **3. Methodology**

#### **3.1 Research design**

This study was conducted using descriptive survey methods. The type of survey used in this study is the current or cross-sectional survey that collects data only once from one sample at a time (Creswell, 2005). The study also used a quantitative approach where questionnaires are used as a tool to collect data from respondents. This questionnaire was used to gather students' perceptions of entrepreneurship program on entrepreneurship education.

#### **3.2 Respondents and Study Location**

The study respondents consisted of 80 final year students which were third year of final semester in Bachelor's Business Administration and Commerce in particular college. The sampling technique that was applied in this study was purposive sampling. This purposive sampling method was chosen because this study wanted to examine students' perceptions of entrepreneurship education, so only students with a Bachelor's Business Administration and

Commerce was chosen as the respondents. This is because they are more exposed to entrepreneurship education than students pursuing other bachelor's degrees.

#### 4. DATA ANALYSIS & INTERPRETATION

##### A. Demographic Data

###### Major Demographic Categories of Respondents

Demographic factors	Options	No. of respondents	Percentage
Gender	Male	55	68.75
	Female	25	31.25
	Total	80	100
Education	BBA	39	48.75
	B.Com	41	51.25
	Total	80	100
Age	Less than 20	69	86.25
	Above 20	11	13.75
	Total	80	100

###### Interpretation:

The demographic profile contain above table.1 represent that majority of the respondents were male 68.75 percent. Here Business Administration and B com students were taken at the time. The age group was less than 20 ages are majority students in the category.

##### B. Interested to becoming an entrepreneur:

Variable	Frequency	Percentage
Yes	47	58.75
No	33	41.25
total	80	100

###### Interpretation:

Above table clearly represent that majority of the students are willing to do business after their studies.

##### C. Reason for Entrepreneurial as a career:

Reasons for entrepreneurial perception		
Variable	Frequency	Percentage
Own Boss	35	43.75
Make own plans	9	11.25
Generally Surplus	29	36.25

<b>Helping family in business</b>	12	15
<b>total</b>	<b>80</b>	<b>100</b>

**Interpretation:**

Above table represent that majority of the respondents are chosen their career as entrepreneurs because of they want to be a boss of their own ventures. Second weighted is people were helps their family business.

**D. Barriers for the selection of entrepreneurship:**

<b>Factors</b>	<b>No. Respondent</b>
<b>Financial Background</b>	22
<b>Fear Of Failure</b>	13
<b>Confidence</b>	12
<b>Awareness</b>	10
<b>Family Support</b>	12
<b>Lack of knowledge about alternative ideas</b>	5
<b>Lack of knowledge about Government incentive scheme</b>	4
<b>Lack of pioneering ideas</b>	2

**Interpretation:**

Here majority of the respondents were getting fear because of financial background. Next factor is fear of failure they have no risk ability.

**Findings:**

1. The demographic profile contain above table.1 represent that majority of the respondents were male 68.75 percent. Here Business Administration and B com students were taken at the time. The age group was less than 20 ages are majority students in the category.
2. Majority of the students are willing to do business after their studies.
3. Majority of the respondents are chosen their career as entrepreneurs because of they want to be a boss of their own ventures. Second weighted is people were helps their family business.
4. Majority of the respondents were getting fear because of financial background. Next factor is fear of failure they have no risk ability

### Recommendation:

1. To develop entrepreneurial education among students environment.
2. College may conduct workshop related to the schemes available for youngster. Because of government of India provide various schemes for first generation entrepreneurs, like NEEDS, PMEGP.

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