

A STUDY ON STUDENT'S PERCEPTION OF ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship is an activity full of creativity. An entrepreneur perceives everything as a chance and displays taking the decision to exploit the chance. Entrepreneurship is the ability and willingness of individuals on their own or in team or within and outside existing organizations to perceive and create new economic opportunities like new organization schemes, new production methods, introducing new products and new product-market combinations. This helps to introduce their new marketing strategy in the business field. The huge level of entrepreneurial opportunities may include actions such as developing a business plan, acquiring material and financial resources, hiring human resource and providing leadership.

1. INTRODUCTION TO THE STUDY

An entrepreneurial spirit is characterized by risk-taking and innovation. While entrepreneurship is often associated with new, small, and for-profit start-ups. Entrepreneurial behavior can be seen in small, medium, and large-sized and newly established firms, and in for profit and non-profit organizations like voluntary sector groups, charitable organizations, and the government. The term "entrepreneur" is "small business" or used interchangeably. Many small businesses are sole trader operations consisting solely of the owner, or they have a small number of employees. Successful entrepreneurs have to lead a business in a positive direction through proper planning, proper channel, adapting to changing environments, and understanding their own strengths and weakness. By encouraging their innovation and creativity entrepreneurship frames the students into an abler individual strong enough to face the reality of the outside world.

2. OBJECTIVES OF THE STUDY

- To know about the awareness level among students about the entrepreneurial aspects.
- To know about the factors that attracts students towards an entrepreneurial career.
- To know about the factors that discourages students from undertaking entrepreneurial careers.

3. SCOPE OF THE STUDY

The study has been carried out to find out the perception of the students towards entrepreneurship and entrepreneurial careers. The study deals with only pursuing students undergoing in Coimbatore city.

4. LIMITATIONS

- The study is confined to the Coimbatore city only.
- Data were collected electronically. There is no personal interview is being conducted

5. REVIEW OF LITERATURE

• **S.Arunkumar, J. Jose prabhu, S. Divya, V. sangria, S. Nandhini, R. Prasanna, S, Prakash (2018)** tried to analyze how an individual's entrepreneurship attitude differs from others. The study revealed the overall student attitude toward entrepreneurship and its influence on positive attitudes. The researchers suggested that academic institutions should encourage students to consider entrepreneurship and they will run their own businesses to have more flexibility in their personal and family life.

• **Athulya (2017)** carried out a study to evaluate the attitude of commerce students towards entrepreneurship. The objectives of the study were to analyze the factors that influenced the intention of students toward entrepreneurship. They selected a sample of 200 students in Calicut city. The study was solely based on primary data which was collected through a structured questionnaire. Simple statistical tools like Percentage analysis and Chi-square analysis were used to analyze the data. The study found that there was a significant relationship between gender and students' awareness of Govt. EDP schemes. They also concluded that most of the students are willing to start their own businesses. But a majority of them fear the chance of failure.

• **Hamouda & Ledwith (2016)** explored the impact of a designated multi-disciplinary entrepreneurship program on the development of the students as regards their attitudes and intention. They selected a sample of 20 students including 17 males and 3 females. A questionnaire was structured to explore the attitude of students towards entrepreneurship attitude. The study found that participants generally have a positive attitude to their perception of their own entrepreneurial skills and characteristics. Five factors were stated to analyze the current position of entrepreneurs. Out of 20 respondents, 3 were engaged in an education institute, 10 were employed in Chosen Discipline, 4 from Employed outside Chosen Discipline, and 3 were Unemployed. Three statements were structured to know the confidence level of students. 14 of the respondents feel confident and 6 feel very confident that they will start a business at some stage in the future. Graduates are more confident in their sense of judgment, better equipped at decision-making and ideas generation, and resourceful in pursuing opportunities to commercial value.

6. RESEARCH METHODOLOGY

Research is an organized, systematic, objective, database, scientific investigation of a specific problem undertaken with the purpose of finding a solution to it. Data can be in the form of quantitative or qualitative. The information collected could be the result of careful analysis of data gathered firsthand or of data that are already available.

SOURCE OF DATA

PRIMARY DATA

The primary data are collected for the first time by structured questions. The data were collected in questionnaire form.

SECONDARY DATA

The secondary data are those which have been already collected by someone. The data was collected from journals, books, official records, online publications, and magazines.

TOOLS USED

- Percentage analysis

TABLE– 1.1

ENTRENEURSHIP AWARENESS PROGRAM

S.NO	ENTREPRENEURSHIP AWARENESS PROGRAM	NO. OF RESPONDENTS	PERCENTAGE
1	Recently	36	36
2	Six months ago	24	24
3	Year ago	22	22
4	Never	18	18
	TOTAL	100	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 36% of the respondents attended the entrepreneurship awareness program recently, 24% of the respondents attended the entrepreneurship awareness program six months ago, 22% of the respondents attended the entrepreneurship awareness program a year ago and 18% of the respondents are never attended.

The majority 36% of the respondents attended the entrepreneurship awareness program recently.

TABLE 1.2

TECHNICALKNOWLEDGETOSTARTABUSINESS

S.NO	TECHNICALKNOWLEDGETOSTARTABUSINESS	NO. OF.RESPONDENTS	PERCENTAGE
1	Agree	55	55
2	Stronglyagree	34	34
3	Disagree	8	8
4	Stronglydisagree	3	3
	TOTAL	100	100

SOURCE: PRIMARYDATA

INTERPRETATION

The above table shows that 55% of the respondents agreed that technical knowledge is a must to start a business, 34% of the respondents strongly agreed that technical knowledge is a must to start a business, 8% of the respondents disagreed that technical knowledge is not needed to start a business, 3% of the respondents are strongly disagreed that technical knowledge is not needed to start a business.

The majority 55% of the respondents agreed that technical knowledge is a must to start a business

TABLE– 1.3

TABLESHOWINGHINDRANCESTOSTARTABUSINESS

S.NO	HINDRANCES TOSTARTABUSINESS	NO. OF.RESPONDENTS	PERCENTAGE
1	Lackoffinance	20	20
2	Lackofparents Support	9	9
3	Lackofproper Guidance	20	20

4	Alltheabove	51	51
	TOTAL	100	100

SOURCE: PRIMARYDATA

INTERPRETATION

The above table shows that 20% of the respondents felt lack of finance is the hindrance to starting a business, 9% of the respondents felt lack of parental support is the hindrance to starting a business, 20% of the respondents felt lack of proper guidance is the hindrance to start a business and 51% of the respondents felt all three are the main hindrance to start a business.

The majority 51 % of the respondents felt all three are the main hindrance to starting a business

TABLE– 1.4

TABLESHOWINGKEYTOSUCCESSFULENTREPRENEUR

S.NO	KEY TOSUCCESS FUL ENTREPRENEUR	NO. OF.RESPONDE NTS	PERCENTAGE
1	Implementingnew Offers	22	22
2	Promotingaproduct in adifferent way	35	35
3	Providing Complements	20	20
4	Othermarketing Strategies	23	23
	TOTAL	100	100

SOURCE: PRIMARYDATA

INTERPRETATION

The above table shows that 22% of the respondents suggested implementing new offers is a key to successful entrepreneur, 35% of the respondents suggested promoting a product in a different way is a key to successful

entrepreneur, 20% of the respondents suggested providing complements is a key to successful entrepreneur and 23% of the respondents suggested other marketing strategies is a key to successful entrepreneur.

The majority of 35% of the respondents suggested promoting a product in a different way is a key to successful entrepreneur.

TABLE – 1.5

TABLE SHOWING LACK OF PROPER GUIDANCE IS REASONS FOR NOT BEING AN ENTREPRENEUR

S.NO	LACK OF PROPER GUIDANCE IS REASONS FOR NOT BEING AN ENTREPRENEUR	NO. OF RESPONDENTS	PERCENTAGE
1	True	72	72
2	Neglect	5	5
3	Maybe	18	18
4	None	5	5
	TOTAL	100	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 72% of the respondents state lack of proper guidance is a reason for not being an entrepreneur, 5% of the respondents neglected the reason for not being an entrepreneur, 18% of the respondents say it can be a reason for not being an entrepreneur and 5% of the respondents says this factor cannot be a reason for not being an entrepreneur.

The majority 72% of the respondent states that lack of proper guidance is a reason for not being an entrepreneur.

7. FINDINGS

- The majority 36% of the respondents attended the entrepreneurship awareness program recently.
- The majority 55% of the respondents agreed that technical knowledge is a must to start a business.
- The majority 51% of the respondents felt all three are the main hindrance to starting a business.
- The majority of 35% of the respondents suggested promoting a product in a different way is a key to successful entrepreneur.
- The majority 72% of the respondents state lack of proper guidance is a reason for not being an entrepreneur

8. SUGGESTIONS

- It is better to provide proper knowledge about entrepreneurship to students to attract them to start a new business and to provide updated information about entrepreneurship to the students.
- The Government can provide various schemes and subsidies for startup entrepreneurs and Banks can encourage new entrepreneurs by providing loans.

9. CONCLUSION

This study focuses on the entrepreneurship perception of students in Coimbatore city. The project commences with fixing the objective then samples were collected accordingly. Around 100 samples have been collected from the students and analyses have been done to get the result. The objectives framed at the beginning of the project have been achieved. Studies conclude that the majority of students are interested to start a business. The institute plays an important role for promote entrepreneurship and develop their ideas. Hence one can conclude that students' perception of entrepreneurship is very good.

10. REFERENCE

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