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Introduction

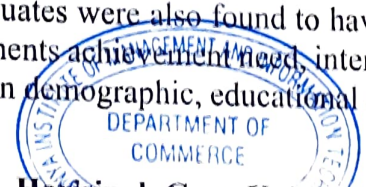
The shortage of job opportunities in are greater employment opportunities, increase the formal sector is one of the major problems in per capita income, higher standard of living faced by the graduates in the country. Because and balanced regional development of this shortage entrepreneurship was viewed Entrepreneurs have altered the direction of with great interest and encouraged ever since in national economies, industries and markets. a many economy, more so in developing and They have invented new products and under developed economies. Internationally developed organizations and the means of entrepreneurship is deemed to be of vital production to bring them to market. They have importance for economic development and introduced quantum leaps in technology and growth desperate desire for growth among the more productive uses of the existing developing countries having placed the resources. They have forced the reallocation of spotlight squarely on entrepreneurship as a resources away from existing users to new and major factor in the success of capitalist more productive uses. Many innovations have economies. If we want entrepreneurship to be transformed the society and altered the pattern considered as a potential career or job option, of living and many services have been we have to raise the level of awareness of introduced to alter or create new service entrepreneurial qualities already present in the industries. society in general and the students in particular.

The third world policy makers are especially India needs entrepreneurs. It needs interested in entrepreneurship and its them to capitalize on new opportunities to noticeable economic impact on developing create wealth and new jobs. Recent societies they view entrepreneurship, small McKinney – NASSCOM report estimates that business venturing and job creation as a India needs at least 8000 new businesses to counterbalancing high unemployment, slow achieve its target of \$87 billion IT sector by economic growth and high birth rates prevailing 2008. Similarly, by 2015, 110-113 million in many third world economies. Indian citizens will be searching for jobs; Entrepreneurship is currently fashionable in including 80- 100 million looking for their first many developed countries. It is a golden age of jobs; seven times the population of Australia. entrepreneurship. Present day entrepreneurs This does not include disguised unemployment have the skills and funding that entrepreneurs of over 50 percent among 230 million of the past decades only dreamt about. Just as employed in the rural sector. Since traditional important, becoming an entrepreneur has large players may find it difficult to sustain this become an acceptable alternative to working level of employment in future, it is the for a corporation entrepreneurs are the new entrepreneurs who will create these new jobs heroes and role models.

Review of Literature

Evan, d (2005), investigated the role of entrepreneurial attitudes and entrepreneurial self-efficacy on an individual's intention to engage in entrepreneurial behavior. Their result found that individuals who prefer more income, more independence and more ownership have high entrepreneurial intentions. The study found no relationship between risk propensity

Othman and Ishak (2009) investigated the influence of attitude on choosing a career in entrepreneurship among graduates in Malaysia. The findings showed that graduates had a high inclination towards entrepreneurship which in turn was related to high aspiration level. Graduates were also found to have a high attitude profile towards entrepreneurship in all the attitudinal components achievement need, internal locus of control, competitiveness, autonomy and monetary value, based on demographic, educational and



situational factors. It was found that internal locus of control; monetary value and autonomy were significant factors that uninspired graduate towards entrepreneurship.

Drennan and Salch in their study examined the impact of childhood experiences on entrepreneurial intentions in Bangladesh. The study says that those individuals who perceive their childhoods to be harder or more challenging than other are more likely find starting a business more desirable and more feasible than those who perceived their childhood to be easier. It was also found that perceived feasibility and perceived desirability have a direct influence on entrepreneurial intentions. Subjective norms however did not have a statistically significant influence

Garis and Gibson (2008) in their study examined the entrepreneurial attitudes of undergraduate student's erected in small business programme at various universities in USA. The results indicated that the majority of the students possessed entrepreneurial attitudes furthermore both student characteristics and entrepreneurial experience were found to be associated with certain entrepreneurial attitudes specifically male students scored higher on both personal control and innovation and students with family business experience had more developed entrepreneurial attitudes

Significance of the study:

The study can direct those concerned or interested parties to make preparation to help the college of the country, especially those who are leaving higher institutions to develop entrepreneurial thinking after finding out the gap. The study can also help policy makers to make policies that favor entrepreneurship and develop entrepreneurship-oriented society. In other words, the findings of the paper can recommend educational policy makers to motivate college students to consider starting their own business after completing their education

Limitations of the study:

The researcher has taken all possible efforts to avoid the statistical discrepancy and reliability of data supplied both at the time of data collection and however the present study is subject to the under mentioned limitations:

The data collection was confined to only to Coimbatore; constraints were faced during data collection. The replication of the study at different regions of India would enable better generalizability of the findings of the study

The sample size of the study was just 102 respondents. This sample very small and is only a proportion of the entire population

The present study has relied largely on quantitative methodology of data collection and is therefore restrictive.

Research methodology:

As this study is meant to know the student's perception towards entrepreneurship, a detailed coverage on survey of the students, methodology of study has been adopted with a questionnaire approach with survey design. The population of the study comprised of 102 students of Coimbatore city. Both primary data and Secondary data have been used for this study. Primary data was collected from students through questionnaire. Secondary data was collected from reports, magazines, internet, books and articles. Percentage analysis tool is used to study the student's attitude on entrepreneurship.

Analysis and interpretations

The Percentage analysis of the survey conducted through questionnaire is been showed below for each question:

Agree	57	55.88
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Neutral	26	25.49
Disagree	0	0
Strongly disagree	0	0
The opinion of respondents in venturing into Entrepreneurship as a risky business		
Strongly agree	15	14.71
Agree	56	54.90
Neutral	25	24.51
Disagree	5	4.90
Strongly disagree	1	0.98
Respondents attitude towards entrepreneurship as a rewarding career		
Strongly agree	17	16.67
Agree	57	55.88
Neutral	27	26.47
Disagree	1	0.98
Strongly disagree	0	0
The attitude of students on difficulty in getting Finance or loan for new business venture		
Strongly agree	29	28.43
Agree	49	48.04
Neutral	14	13.73
Disagree	9	8.82
Strongly disagree	1	0.98
Students attitude on lack of finance as the main reason for many students to don't start a business		
Strongly agree	45	44.12

Agree	39	38.24
Neutral	12	11.76
Disagree	6	5.88
Strongly disagree	0	0
View of students in having sound technical Knowledge to start a business		
Strongly agree	37	36.27
Agree	42	41.18
Neutral	17	16.67
Disagree	5	4.90
Strongly disagree	1	0.98
The attitude of respondents on the statement “I would rather be my own boss than work for someone”		
Strongly agree	48	47.06
Agree	37	36.27
Neutral	12	11.76
Disagree	5	4.90
Strongly disagree	01	0
Respondents attitude about money the most motivating factor for students in starting a business		
Strongly agree	26	25.49
Agree	42	41.18
Neutral	25	24.51
Disagree	8	7.84
Strongly disagree	1	0.98

Source: Primary Data

From the above table it is found that 50.98 % respondents are female, 64.71% respondents age group are between 18-20, 56.86% respondents home town in urban, 85.29% respondents educational qualification is Under Graduation, 56.86% respondents income of family is above 50,000, 67.65% respondents have entrepreneurship development Cell in their institution, 67.65% respondents are aware of Entrepreneurship Development agency, 74.51% respondents have acknowledged that the institutions have conducted entrepreneurship Development awareness programme, 38.24% respondents are interested to set their own business immediately after their degree, 40.20% respondents opinion on people in general on starting a business.

From the above table it is found that the 55.88% respondent’s opinion in considering entrepreneurship a Career in todays globalized world, 54.90% respondents agree that entrepreneurship as a risky business, 55.88% respondents agree that entrepreneurship as a rewarding career, 48.40% respondents agree that getting finance or loan for new business venture is difficult, 44.12% respondents are strongly agree that lack of finance as the main reason for many students to don’t start a business, 41.18% respondents agree that students in having sound technical Knowledge to start a business, 47.06% respondents strongly agree that they would rather be my own boss than work for someone, 41.18 respondents agree that money the most motivating factor for students in starting a business.

Conclusion

The study on the attitude of students towards entrepreneurship reveals the attitude of the management students towards entrepreneurship and entrepreneurial careers. It is usually thought that management students are more concerned about only placements and pay packages, however the trend is changing and many students are opting out of the placement process and venturing into entrepreneurship, this is a good sign as entrepreneurship is the driving force behind the rapid economic growth of any nation more so a developing country like India need more entrepreneurs to fuel the tempo of economic growth. It has been found that almost

22.55 percent of the students are very much interested in setting up their business immediately after completing degree. This percentage though not very high is encouraging and will increase in day to come. There is a change in the attitude of management graduates regarding entrepreneurship and entrepreneurial careers, many of the students feel that entrepreneurship can be considering as a career option in today's globalized environment and may feel that entrepreneurship is a rewarding career

The number of students seeking entrepreneurial careers can be increased if the concerns of awareness, finance and technical skills can be overcome, suitable infrastructure support provided to the potential entrepreneurs and these potential entrepreneurs are provided mentoring in the institutes. Failure to do so will result in the loss of entrepreneurial talent so crucial to a growing economy like India.

References

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