



Perception of Students towards Entrepreneurial Education; A Study with Reference to B School Students of Mahatma Gandhi University, Kottayam

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Abstract:

This study determines perception of B school students towards entrepreneurial education and problems associated with acquisition of entrepreneurship skills. The study was conducted among the students of different B Schools affiliated to Mahatma Gandhi University, Kottayam. The sample for the study consists of 78 B School students. The results of the study show that the students perceive moderately to the entrepreneurial education.

Keywords: Unemployment, Entrepreneurship, Entrepreneurship Education, B Schools

I. INTRODUCTION

Unemployment is one of the major social economic problems that developing and underdeveloped countries are facing. The number of job-seeking people in India has always been on a high. As per a recent study, more than eight million jobs are required every year for India to keep its employment rate constant, as its working-age population (above 15 years) is increasing by 1.3 million every month. In another report published in the official website of the Centre for Monitoring Indian Economy (CMIE), there are currently nearly 31 million unemployed Indians looking for job. The only solution to overcome this issue is self-employment. It is evident that entrepreneurship is a major engine driving many nations' economic growth, innovation and competitiveness. Both educational research studies and economic procedures over the past two decades highlighted the significance of entrepreneurship as a profession. For most people, the popularity of entrepreneurship is largely due to the positive effects it has on many countries in the form of job and wealth creation (PriyaRenjini, 2016). The people engaged in entrepreneurship stated great advantages including independence in the choice making, high self-worth and more wisdom of manage (McHugh et. al, 2010).

There has never been a definite answer to the question of whether entrepreneurship can be taught (Harrison, 2014). Although many would argue that the entrepreneurial spirit is innate, the credence on effective entrepreneurial education to foster the right entrepreneurial attitude with requisite training is gaining ground (Drucker, 1985; Trivedi, 2014). The development of entrepreneurship as a field of study in business courses has been largely inspired by the acceptance of entrepreneurship as a legitimate tool for economic growth (Arthur et al., 2012). The effectiveness of entrepreneurship education is largely driven by the type and design of such education, as defined by the materials and modes of rendering the programs (Arthur et al., 2012).

This study is an attempt to examine the perception of B school students towards entrepreneurship education.

II. NEED AND IMPORTANCE OF THE STUDY

The growing importance of entrepreneurship education because of its contributions to economic growth and job creation have gained the attention of many universities to offer entrepreneurial education subjects, particularly in MBA curriculum. Moreover, various initiatives taken by both the state and central government encourage students to become an entrepreneur., Despite the growing importance of entrepreneurship education, the perception of B School students towards entrepreneurship education need to be studied

III. PROBLEM STATEMENT

Considering the importance of entrepreneurship development in India this paper aims to understand the perception of B - School students towards entrepreneurship education. The paper also explores the problems associated with acquisition of entrepreneurship skills

IV. OBJECTIVES OF THE STUDY

The main objective of the study is to examine the perception of B School students towards entrepreneurship education. The study also aims to examine the problems associated with acquisition of entrepreneurship skills

V. METHODOLOGY

To measure the level of perception of management students towards entrepreneurial education and problems associated with acquiring entrepreneurial skills, the survey was conducted by including 78 management students of different B Schools affiliated to Mahatma Gandhi University. Both primary and secondary data are used in the study. Primary data has been collected using Structured questionnaire and secondary data has been collected from journals and magazines. The data collected from the questionnaire was analyzed through SPSS

VI. RESULT AND DISCUSSION

Reliability Analysis: The Cronbach's Alpha showed a value of 0.758 found to be acceptable (Nunnally, 1978).

Normality: One Sample KS test for normality produced a p value of 0.492, which shows that there is normality in the distribution of data with respect to perception of students

Table 1 Level of Total Students Perception

	Frequency	Percent	P value
Low	33	42.30	0.077
Moderate	26	33.33	
High	19	24.37	
Total	78	100.0	

Source: Survey Data

Inference: The level of perception is distributed evenly across the students and it found that there is no significant difference in the level of student’s perception towards entrepreneurial education.

Table 2: Teacher Perception – One Sample T test

	N	Mean	Std. Deviation	P value
Perception	78	25.82	4.43	0.512

Source: Compiled from Survey

Inference: The One Sample t test also affirms that there is no significant difference in the student’s perception towards entrepreneurship education. The mean score lying around the assumed mean of 25 shows a relatively moderate perception.

Table 3: Problems associated with acquisition of Entrepreneurship Skills

Problems	Mean Rank	P value
Difficulty in getting the financial support necessary to start a business venture	2.00	< 0.001**
Inadequate qualified teachers with suitable professional experience	3.70	
Students are more interested in paid employment & so do not want to develop entrepreneurship spirit & culture	2.30	
Lack of Support from B School	2.00	

Source: Compiled from Survey Data

** Significant @ 1% Level of Significance

Inference: Inadequate qualified teachers and student’s interest in paid employment are the most perceived problem associated with acquisition of entrepreneurial education among the B school students.

VII. CONCLUSION

This study aimed to contribute in understanding the perception of B school students towards entrepreneurship education. The data reflects that students perceive moderately to entrepreneurial education. Even though the University has taken efforts to build entrepreneurial habit among the management students, the study reveals that all those efforts

are not achieved the desired objective. Inadequate qualified teachers and interest in paid employment are perceived to be the problems with entrepreneurial skill acquisition.

VIII. LIMITATIONS AND FUTURE RESEARCH

This study is subject to some limitation. Firstly, the study covers only b school students of MG University. Further studies can be done in other universities as well as among other streams of courses. Secondly The research conducted on the basis of samples, so it would have errors, there may be reluctance on the part of students to fill up the questionnaire. So further studies can be done by increasing the sample size.

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