

Perception Of Undergraduate Final Year Students Of Management Towards Entrepreneurship In Tiruchengode City. Tamil Nadu. India

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Abstract: Entrepreneurship is the attempt to create a value through recognition of business opportunity, the management of risk taking appropriate to the opportunity and through the communicative and management skills. Besides entrepreneurship refers to the overall course of action undertaken by owner in starting and managing enterprise for profit. Entrepreneurship contributes the economic growth and thereby plays a vital role in the development process. Development of entrepreneurship is depends upon the entrepreneurial understanding and knowledge. Thus the main aim of the study is to examine the perception of under graduate final year students of management course in tiruchengode city in tamilnadu, India. The respondents were final year under graduate management students in various colleges which are offering business courses. For this study researcher has been used the simple random sampling /Convenience sampling method. The primary data has been collected by questionnaire and the secondary data has been collected from various Journals, Magazines and Web sites, etc and 150 respondents were taken as a sample size. The collected data was analyzed by the various statistical tools like percentage method, chi-square and weighted average method. Grate ranking method and factor analysis.

Key Words: Entrepreneurship, perception, under graduate final year management students.

1 INTRODUCTION

Entrepreneurship alluded as the elements of taking care of monetary movement, undertaking hazard, making something new and sorting out and organizing assets. Enterprise characterized as the endeavor to make an incentive through acknowledgment of business opportunity, the administration of hazard accepting fitting to the open door, and through the informative and the executive's abilities to assemble human, budgetary and material assets to carry a venture to fulfillment. The business enterprise is turning out to be increasingly well known nowadays, the same number of individuals are getting keen on picking up the opportunity from their work. They are stretching out in to turning out to be business visionary and turning into claim chief. Along these lines, business enterprise gives a lot of opportunities and it permits setting our income. Other than it offers adaptability in the work. Business visionaries can plan their working hours around other responsibility, including nature of time may go through with their family. Business person is an individual who begins a venture. the Richard cantilon characterize a business person is an individual who follows through on cost there by settling on choices about acquiring and utilizing the assets while subsequently conceding the danger of big business. He has the activity aptitude for development and who searches for high accomplishments. He is a reactant operator of progress and works to benefit individuals. he sets up new green field extends that make riches, open up numerous work openings and prompts development of different areas. Business contributes the monetary development and there by assumes

fundamental job being

developed procedure. Improvement of enterprise is basically reliant on the innovative comprehension. Business enterprise improvement today has accepted incredible centrality as it is a key to financial advancement. Understudies of today age are the future business visionary of the nation. Numerous school graduates can't secure position fittingly. In this present situation understudies have the mindfulness and comprehension about the enterprising angles is critical. Along these lines this investigation attempted to dissect the impression of under graduate administration understudies. Observation is the way wherein an individual gets something. Fred lutans characterize the observation is a significant interceding subjective procedure however which people make translations of the circumstance of boosts they are confronted. Improvements assume an indispensable job in observation. Boosts mean whatever excites an individual.

2 STATEMENT OF THE PROBLEM

In the current scenario, the Indian government has tried to encourage the practice of entrepreneurship but low progress has been made up to date, this can be associated with the level of understanding and knowledge among the students about entrepreneurial aspects. Most of the students preferred to get employment in private sector or government sector organization. Out of the experiences of the over years have revealed that most of the graduates are end up their career with job rather than self-employment. This kind of problem over the years very adversely, especially in rural areas like tiruchengode and so on. Thus, this study intends to analyze the perception of undergraduate management students about entrepreneurial aspects in tiruchengode city.

3 OBJECTIVES OF STUDY

- To ascertain the number students who are willing to take up an entrepreneurship as their career after their degree.

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- To know the awareness level of undergraduate management students about entrepreneurial aspects.
- To examine the perception of undergraduate management students about entrepreneurship
- To analyze the outlook of undergraduate management students about the most barrier in entrepreneurship.

4 RESEARCH METHODS

This study is meant to examine the perception of undergraduate final year management students towards entrepreneurship. This research was applied descriptive research design and population of the study is undergraduate final year students of management, studying in various colleges in Tiruchengode city which are offering business studies course in Tiruchengode city. The sample design has been used for the study is convenience sampling techniques/simple random sampling, in which data were collected by using structured questionnaire. Both primary and secondary data has been used. The primary data has been collected by questionnaire and the secondary data has been collected from various Journals, Magazines and web sites, etc. for this study 150 respondents were taken as a sample size. The collected data was analyzed by the various statistical tools like percentage method, chi-square and weighted average method. Grate ranking method and factor analysis.etc.

5 ANALYSIS AND INTERPRETATION

TABLE No - 1
DEMOGRAPHIC PROFILE

Variables	Classification	Frequency	Percentage
Gender	Male	127	84.7
	Female	23	15.3
	Total	150	100
Age	18-20 years	69	46
	21-22 years	47	31.3
	23-24 years	19	12.7
	24 Above	15	10
	Total	150	100
Family Monthly income	Below 15000	75	50
	15001-30000	50	33.3
	30001-45000	15	10
	Above 45000	10	6.7
Total	150	100	
Are you from business background family	Yes	67	44.7
	No	83	55.3
	Total	150	100

Source: Primary Data

From above the table reveals that 84.7 per cent of the students are male and 46 per cent belongs to the age group of 18-20 years. 50 per cent of the student's family monthly income was below Rs.15000. 55.3 per cent of the students are not from business background family.

TABLE No - 2
CHI-SQUARE TEST

Factor	Chi-Square	Degree of Freedom	P Value	Remark
Pearson Chi-Square	3.150a	2	.207	No Significant

Hypothesis

H0: There is no significant association between gender and student's awareness about entrepreneurship.

H1: There is significant association between gender and student's awareness about entrepreneurship.

Gender and Students awareness about entrepreneurship

Source: Primary Data

The above table reveals that P value (0.207) is greater than significant value (0.05). Hence the null hypothesis is accepted. So there is no significant association between gender and student's awareness about entrepreneurship.

Cross tabulation

TABLE No - 3

Family business background and Students awareness about entrepreneurship

Family business background	Aware	Moderate	No Aware	Total
Yes	40 (59.7%)	13 (19.4%)	14 (20.9%)	67 (100.0%)
No	47 (56.6%)	26 (31.3%)	10 (12.1%)	83 (100.0%)
Total	87 (58.0%)	39 (26.0%)	24 (16.0%)	150 (100.0%)

Source: Primary Data

From the above table reveals that 59.7 per cent of the students from family business background and they are aware about entrepreneurship and 56.6 per cent of the students not from family business background and they are also aware about entrepreneurship.

WEIGHTED AVERAGE METHOD

TABLE No - 4
Barriers in Entrepreneurship

S. No	Particulars	Mean Score	Rank
1	Lack of financial stability	2.38	6
2	Fear of business failure	3.11	5
3	Lack of family support	3.21	4
4	Lack of knowledge about business operations	3.92	2
5	Difficulties to get loan	4.07	1
6	Mental pressure for running the business efficiently	3.82	3

Source: Primary Data

The above table shows that I rank (2.07) of respondents by Difficulties to get loan. II rank (3.92) of the respondents by Lack of knowledge about business operations. III rank (3.82) of the respondents by mental pressure for running the business efficiently. IV rank (3.21) of the respondents by Lack of family support. V rank (3.11) of the respondents by Fear of business failure. VI rank (2.38) of the respondents by Lack of financial stability.

FACTOR ANALYSIS

TABLE NO - 5

Student's perception about Entrepreneurial Aspects

Factors	Factors			Communalities
	1	2	3	
Entrepreneurship is a highly desirable career	.464	-.156	.044	.681
Entrepreneurship has a high social recognition	.527	-.129	-.112	.671
Entrepreneurship is difficult one	-.234	-.211	.688	.745
Entrepreneurship can help people to come up in their life	-.134	.613	-.077	.730
Family support is very essential for entrepreneurial career.	-.096	.403	.044	.379
Being an entrepreneur is very attractive me	.039	.064	.295	.366
Being an entrepreneur is very attractive eyes of others	.293	.261	-.159	.501
Entrepreneurship required lot of money	.030	.144	.291	.460
Entrepreneurial career is best for those who want to be become rich.	.026	.062	.269	.293
For entrepreneurship to get loan from financial institutions is very difficult one.	.122	-.051	.022	.144

Source: Primary

Data Rotated Component matrix

TABLE NO – 6

Factors	Classifications	Rotated Factor Loading		
		1	2	3
Factor 1	Entrepreneurship has a high social recognition (V2)	.815		
	Entrepreneurship is a highly desirable career (V1)	.779		
	Entrepreneurship required lot of money (V8)	.536		
Factor 2	Entrepreneurship can help people to come up in their life (V4)		.461	
	Family support is very essential for entrepreneurial career (V5)		.853	
	Being an entrepreneur is very attractive me (V6)		.593	

Factor 3	Entrepreneurship is difficult one (V3)			.841
	Entrepreneurial career is best for those who want to be become rich (V9)			.516
	Being an entrepreneur is very attractive eyes of others (V7)			.497
	For entrepreneurship to get loan from financial institutions is very difficult one (V10)			.449

Source: Primary Data

•Factor 1:

The factors like Entrepreneurship has a high social recognition (V2) (0.815), Entrepreneurship is a highly desirable career (V1) (0.779), Entrepreneurship required lot of money (V8) (0.536) contributed to the factor 1.

•Factor 2:

Entrepreneurship can help people to come up in their life (V4) (0.416), Family support is very essential for entrepreneurial career (V5) (0.853), Being an entrepreneur is very attractive me (V6) (0.593) contributed to the factor - 2.

•Factor 3:

Entrepreneurship is difficult one (V3) (0.841), Entrepreneurial career is best for those who want to be become rich (V9) (0.516) Being an entrepreneur is very attractive eyes of others (V7) (0.497), For entrepreneurship to get loan from financial institutions is very difficult one (V10) (0.449) contributed to the factor - 3.

6 CONCLUSION

The adoption of Perception of Undergraduate Final year Students of Management towards Entrepreneurship, perceived social norms, perceived behavioral control, entrepreneurship external environment and education. This study makes contribution to the fields of entrepreneurial perception and their factors influencing through a complete review of literature and empirical study available in the area. That is, the moderating effects of both entrepreneurship education and external environment on the entrepreneurial intention are tasted. Thus, this study supports perception towards entrepreneurship, perceived social norms; perceived behavioral control has positive relationship and significantly affecting Perception of Undergraduate Final year Students of Management towards Entrepreneurship. Entrepreneurship education has a positive moderating effect on entrepreneurship intention but external environment has no moderating effect on Perception of Students.

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