



A STUDY ON ENTREPRENEURIAL KNOWLEDGE AND AWARENESS AMONG COLLEGE STUDENTS IN COIMBATORE

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ABSTRACT:

This study advances the thesis that knowledge gained from a formal entrepreneurship education program will have positive effects on an individual's overall entrepreneurial intentions through the mediating influences of attitudes and social norms favoring entrepreneurial behavior. In this proposed conceptual framework, it is argued that the knowledge gained by students attending an entrepreneurship course will have a positive impact on the students' intentions of starting a business.

Keywords: Entrepreneur, Entrepreneurship, Entrepreneurial Knowledge

INTRODUCTION:

Entrepreneurship refers to the overall course of action undertaken by an 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 essentially dependent on the entrepreneurial attitude. In developing Country like India entrepreneurship plays a great role in the economic growth and development of the country. Entrepreneurship development today has assumed great significance as it is a key to economic development. The Objective of industrial development, regional growth and employment generation depend upon entrepreneurial Development. Entrepreneurs are the seed of industrial development and its fruits are greater employment Opportunities; increase in per capital income, higher standard of living and balanced regional development.

Encouraging entrepreneurship has been a top highest priority for the public policy sector. Students of today's generation are the future entrepreneurs of the country. Entrepreneurship is perceived to bring Economic welfare and may contribute significantly in nation's future wealth. Many college graduates are unable to find jobs appropriate with the degree they finished. Entrepreneurship education has been

acknowledged by many organizations and even the government as a promising way to improve the work insertion of young people and at the same time, contribute to social and economic welfare.

OBJECTIVES OF THE STUDY:

- To study the demographic and socio-economic status of college students in Coimbatore city.
- To measure students level of attitude towards entrepreneurship.
- To evaluate students intentions and attitude towards their future venture into entrepreneurial activities.

REVIEW OF LITERATURE:

1. Nidheesh Joseph (2018) research paper aimed to study the motivational Factors relating to the entrepreneurial intention of post-graduate management students In India. The objective of this study was to examine the relationship between Entrepreneurial intention and the given variables like: attitude towards self-employment, subjective norms, perceived behavioural control, perceived educational Support and perceived structural support. The findings of the study revealed that all the five factors, namely attitude towards self-employment, subjective norms, Perceived behavioral control, perceived educational support and perceived structural Support have a positive effect on the entrepreneurial intention of an individual.

2. Madhuri S. Deshpande (2018) aimed to draw a clear understand on the Perception of management students towards entrepreneurship as a career, to analyze The social, economic and environmental factors which determine perception of Students towards entrepreneurship as their career goal to bring out the enabling factors To the entry of commerce and management graduates into entrepreneurship. The study suggests a meaningful strategy has to be developed for entrepreneurship and contribution to policy formulation has to be set-up to create a conducive environment for growth of entrepreneurship.

3. Vasantha Kumar G.R. and Gomathi M. (2019) aimed to identify the Entrepreneurship awareness to the MBA students in Erode District. The findings of the study reveal that the overall study helps the Entrepreneurship Development Institutions to know about the Entrepreneurship awareness of the MBA Students.

4. Saravanakumar.M and Saravanan.S (2019) aimed to analyse the role of entrepreneurial education in shaping the intention of students to become entrepreneur in future. The study states that it is possible to increase their entrepreneurial tendencies, both as a group and as individuals. It would seem that if the education system is to meet the challenge of developing more entrepreneurial attitudes and behaviours

in its students, then it is very significant for the educational institutions for transformation its teaching methods not only in what is taught but also how it is taught.

RESEARCH METHODOLOGY

Research methodology is the arrangements of conditions for collection and analysis of Data in a manner, which aims to combine relevance to research purpose with economy in procedure. It is a logical and systematic plan to carry out research. It guides for data collection and analysis. Usually researches design consists of the nature of the study, objectives of the study. The hypothesis if any, the geographical areas, sampling procedures, source of data, tools of data collection analysis plan.

DATA ANALYSIS AND INTERPRETATION

This section breaks down the study's descriptive analysis the awareness of entrepreneurship.

Table: 1 Respondents Awareness about Entrepreneurial Knowledge compared with demographic factors

ITEM	Have you aware of the concept of Entrepreneurship		TOTAL
	YES	NO	
AREA			
Rural	51	8	59
Urban	36	10	46
Semi-rural	13	3	16
GENDER			
Male	67	8	75
Female	33	13	46
AGE			
18 - 19 Years	39	10	49
19 - 20Years	27	5	32
20 - 21 Years	7	2	9
Above 21	27	3	30
EDUCATION LEVEL			

Graduate	88	8	96
Post Graduate	12	2	14
Others	32	4	36
ENTREPRENEURIAL KNOWLEDGE			
Electronic Media	43	3	46
Print Media	16	6	22
Friends/Relatives	32	10	42
Through course offered	9	2	11
Sources of Finance			
Family Savings	34	13	47
Own Money	25	4	29
Bank Loan	27	6	33
Financial Institutions	4	13	17

Results show that overall, 67 Male and 33 Female are aware of Entrepreneurship. Compared to Females, Male gender has more awareness on Entrepreneurship. 51 Rural, 36 Urban and 13 Semi-rural. 39 respondents are 18 - 19 Years, 27 respondents are 19 - 20 Years, 7 respondents are 20 - 21 Years, 27 respondent is Above 21 Years Old are had awareness on entrepreneurship. 88 respondents are Graduate, 12 respondents are Post Graduate. 43 respondents are aware of electronic media, 16 respondents are aware of print media, 32 respondents are aware of friends/relatives, 9 respondents are aware through courses offered. 34 respondents have family savings, 25 respondents have own money, 27 respondents going for bank loan, 4 respondents going for financial institutions. Table 1 shows that, Knowledge and Awareness among College Students in Coimbatore is measured by making its comparison with various demographic factors like Age, Gender, Area, Educational Qualification, Entrepreneurship Knowledge and Sources of finance.

FINDINGS AND SUGGESTION:

- Majority of the students are coming under a poor family but they have an interest to start new business but they are struggling in financial problems, bank may take necessary steps to provide loan facilities and also create some awareness to start a new business. By this way employment opportunities can be also made.
- Male respondents are having more interested in starting a new business. But female respondents are not interested in starting a new business. Hence, the governments should concentrate in this issue by providing some technical skills and financial assistance to the female candidates and encourage them to start a new business. This in turn will lead to emergence of many women entrepreneur's in the Coimbatore city.
- Colleges may take some necessary steps to develop the entrepreneurial skills among interested students it will lead to develop their future.
- Guest lectures, seminars and workshops can be arranged to the students by the business delegates to give some guidelines about the various businesses.

Colleges may take some necessary steps to develop the entrepreneurial skills among interested students it will lead to develop their future. Guest lectures, seminars and workshops can be arranged to the students by the business delegates to give some guidelines about the various businesses. Motivation talk can be arranged to give an exposure to the students about entrepreneur. E-Carnival fest can be conducted in the college. It will be helpful for gaining some information about the entrepreneurship.

CONCLUSION

This study shows majority of the male respondents are interested to start a business and they have ambition to become an entrepreneur. Majority of the students having internal motivation but there are lacking in the financial problem. Bank and other private financial institutions should support and encourage them to start a business and provide right guidelines to them. Teachers can plan and develop a more effective entrepreneurship training education program by applying proper knowledge and assignment it

will enhance the entrepreneurial intention among the young adults. Industrial visit can be arranged to the students to know the practical problems faced by various firm and how they are handling the critical situation and overcoming from that. This will helpful for them to start a new firm for the growth of future India.

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