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TENDENCY OF ENTREPRENEURSHIP AMONG MBA WOMEN STUDENTS IN KANYAKUMARI DISTRICT, TAMIL NADU

*Dr.S.Rosita

**T.R.Vinitha

*Assistant professor, Department of Commerce, Madurai Kamaraj University, Madurai.

**Ph.D Research Scholar, Department of Commerce, Madurai Kamaraj University, Madurai.

Abstract

Entrepreneurship awareness is gaining importance in today's world. Women are brought into limelight as most inspirational entrepreneurs and they are stepping at par with men in the field of business. The role of college is gaining importance in creating entrepreneurial inclination among the students by creating Entrepreneurial curriculum and content and by building business incubators. In this context questionnaire was administered and circulated among women MBA students of Kanyakumari district to find out the influence of demographic characteristics, motivating factors and perceived difficulties hinders their choice on MBA women students towards the entrepreneurial tendency. At the meantime, the role of colleges for providing entrepreneurial education to the students has been examined. Finally based on the findings the implications of the study have been forwarded.

Key Words: Entrepreneurship, Pool, Motivating.

Introduction

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. In the words of former president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems leading to the development of a good family, good society and ultimately a good nation." When a woman is empowered it does not mean that another individual becomes powerless or is having less power. On the contrary, if a woman is empowered her competencies towards decision-making will surely influence her family's behaviour.

The Role of the College's in Promoting Entrepreneurship

In India there are many universities from which a number of graduates pass out every year in all streams of education. All students perusing their education hope to get a good job in the flourishing economy. Most of the students may be getting jobs of their choice and the rest of the students then think of other activities of earning money. The other activities could be various kinds of business activities. The percentage of these people are again very less compared to those who give preference to paid/salaried job. The basic reason behind this is our education system which does not concentrate on the development of entrepreneurship. At present Indian economy is growing at an average nine to ten percent every year which creating ample scope for all kinds of business activities.

National Entrepreneurship Network (NEN) Today, NEN is India's leader in entrepreneurship education. NEN works with over 425 top tier academic institute members; has developed a pool of more than 1,000 entrepreneurship faculty members, growing the number from an initial group of about 75 across the country; has launched more than 400 student e-cells; and reaches over 4,50,000 young people across 30 cities in India. NEN member graduates are going on to start companies, join existing startups, and launch entrepreneurial careers. In addition, NEN provides critical support and community to India's growing pool of young and future entrepreneurs. NEN has more than 75,000 individual members, representing the largest group of new and future entrepreneurs in India. National Science and Technology Entrepreneurship Development Board (NSTED), aims to convert "job-seekers" into "job-generators" through Science & Technology (S&T) interventions. They act as network agencies of the support system, academic institutions and Research & Development (R&D) organizations to foster entrepreneurship and self-employing using Science & Technology S&T with special focus on backward areas as well.

The Entrepreneurial Curriculum and Content

Entrepreneurship education should focus on developing students' knowledge, skills, and ideas on the management of emerging and growing enterprises. The curriculum should consist of modules to apply students' knowledge to real-world scenarios and to realize expansive contacts between students and entrepreneurs so that the former can acquire the necessary skills, knowledge, and ideas related to entrepreneurship. Besides providing classroom learning, the colleges should invite entrepreneurs to teach college students real-world entrepreneurship face-to-face.

Research Methodology

To examine the hypotheses, data were gathered from a self-administered questionnaire conducted in self-financing colleges among the MBA women students in Kanyakumari district, Tamil Nadu. Primary data were collected using a questionnaire.

The scales used in the questionnaire were based on a 5- point Likert scale (with 1= strongly disagree, 2= disagree, 3= no opinion, 4= agree, 5= strongly agree) for each closed ended question.

75 women MBA students were chosen randomly from self-financing Arts & Science and Engineering colleges located in Kanyakumaril District of Tamil Nadu and information were collected with the help of the concerned department faculties.

Hypothesis

1. H0: The availability of role models (Motivators, Educators, Guest lecturers) increases the entrepreneurial tendency among women students.
2. H0: Internship programme/ In- plant training programme undergone by the MBA students increases the entrepreneurial inclination among the women students.

Data Analysis and Interpretation

Reasons for Choosing Management Course

Reasons for choosing Management course	Percentage
To Get A Good Job	68.5
To Do Own Business	15.9
To Support Family Business	8.2
To Gain Knowledge	40.6
For Prestige Issue	54.5

From the above table 68.5 % of women students have chosen management course to get good jobs, whereas 15.9% of students have chosen MBA to make own business and 8.2% to support the family business. Another 40.6% of students choose a management course for prestige issue. 54.25% number of students have chosen management course to gain knowledge.

Relationship Between Availability of Role Models and The Inclination of Entrepreneurship

Availability of role models	Percentage
Seminars & guest lecturers	55.3
Entrepreneurial talk series	30.7
Friends are in the business	48.6
Instructor stimulates the interest	75.2

The results show that Instructor encourages and cultivate students towards tendency of entrepreneurship. They are given the responsibility to mould the personality and characters of students, apart from imparting knowledge in the class. Apart from these students are influenced by non-parental factors such as entrepreneurial talk series. Some felt

that their peers have the impact of the individual's decisions to consider entrepreneurship as their career.

Relationship Between Internship Programme/In-Plant Training Programme and The Choice of Entrepreneurship

Internship programme/ In- plant training programme	Percentage
Provides A Lot Of Business Ideas	44.5
Provide Real Business Experiences That Are Not Found In The Classroom	67.3
Feel Confident About Unfamiliar Work Based Problems	41.8
Helps To Develop My Communication Skills	29.1
Was Used As Cheap Labour	39.1

The objective of the internship programme is to expose students to the perspectives of industry practices and its nature of work practices. The results exhibits that the training programme transforms theoretical knowledge to application as well as developing individuals working skills and communication skills. There is an interesting fact that some students felt they are treated as cheap labours.

Suggestions

- ✓ Develop strong partnerships among higher education institutions, businesses, and other Community organizations so that business leaders can serve as adjunct professors, mentor, coaches, and speakers, and involve students directly in enterprise projects.
- ✓ Provide intensive training to teachers in entrepreneurship programs, and increase funding to support teacher training, curriculum development, and professional development.
- ✓ Evaluate the effects of entrepreneurship education and prove its legitimacy on campus

Conclusions and Recommendations for Further Development

This paper analyzes the tendency of entrepreneurship intentions using an instrumental variables approach in a difference-in-differences framework. The purpose of the study was to investigate the entrepreneurial inclination among MBA women students in a rural area like Kanyakumari district. The findings are:

- i. 68.5% women students have chosen management course to get good jobs after completion of the course. The entrepreneurial awareness programme should be conducted more among women students.
- ii. 15.9% feel that by starting their own business women students can get respect from the society.

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Male domination still has the impact on the entrepreneurial inclination among women students.

The results exhibits that the training programme transforms theoretical knowledge to application as well as developing individuals working skills and communication skills.

The results show that role of instructor is indispensable as they encourage and cultivate student's inclination towards entrepreneurship.

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