

“A Study on Assessment of Entrepreneurial Skills among Students”

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Abstract

The entrepreneurship process is a composite undertaking that is exaggerated by many factors including the prevailing attitudes within a society, the rate of activity and the kind of opportunities available, and the growth aspirations of entrepreneurs.

Optimistic attitudes about entrepreneurship in an economy can indicate the predisposition for people to connect in this activity. In addition, attitudes can indicate the degree to which a society may provide cultural and financial support and generate possible stakeholders that could enhance and assist the hard work of entrepreneurs.

The entrepreneurship process is a combined endeavor carried out by people living in specific cultural and social conditions. Societies benefit from people who are able to recognize valuable business opportunities and who perceive they have the required skills to exploit them. If the economy in general has a positive attitude towards entrepreneurship, this can generate cultural and social support, financial and business assistance, and networking benefits that will encourage and facilitate potential and existing entrepreneurs. The survey is to assess the ability of people to start business

The Primary data was collected using structured questionnaire collected from 50 respondents who were UG and PG students of various engineering and management colleges and secondary data was collected from articles, journals, research paper, websites etc. the data was analyzed using SPSS 16 and Excel and statistical tools like Pearson Chi Square Test and correlation was used to analyze and interpret the data.

The research has considered 4 factors like confidence, Capability, risk and opportunity, accordingly the questionnaire were chosen and data is analyzed. The research shows that the risk taking ability across the gender is not same; the females have more ability to take calculated risk compared to males. The research shows that there is significant association between risks taking ability and gender factor at the significant level of 0.1. The survey shows that there is positive correlation between the confidence and risk factor at the significant level of 0.05. As confidence increases the ability to take risk also increases

Keywords: Entrepreneurs, entrepreneurship, entrepreneurial, confidence, Capability, Risk and Opportunity

Introduction

India is becoming a major source of innovation and creativity, but still people are not changing their mind set towards entrepreneurship. We need to think big and start racing with other countries, many will fail but few will succeed. Together they will inspire the next generation. To do this, we need to get out of the comfort zone and start thinking of starting new business.

Entrepreneur is one who has the initiative, skill for innovation and who looks for high achievements. He is a catalytic agent of change and works for the good of people. He is the key man, who envisages new opportunities, new

techniques, new lines of production, new products and co-ordinates all other activities.

Functions of Entrepreneur

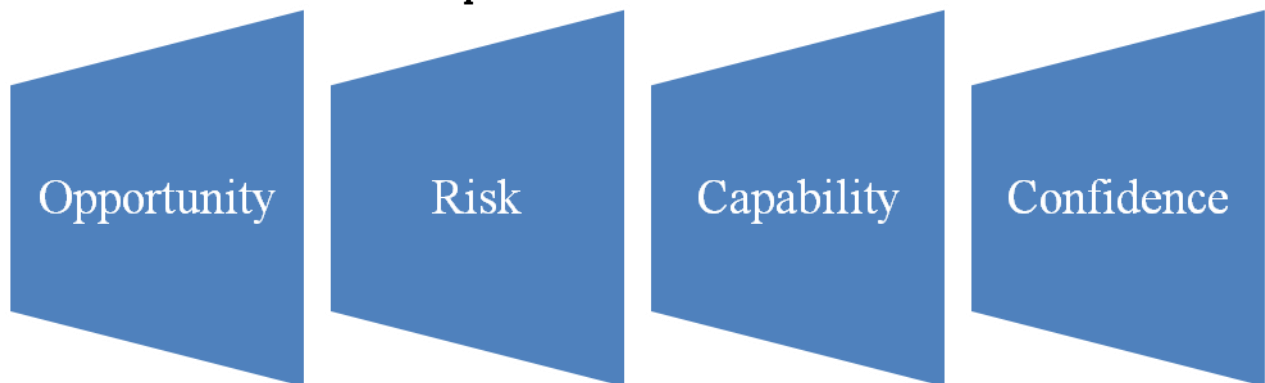
1. **Risk measurement and risk taking:** risk taking and risk measurement is the primary function of entrepreneur. Risk is not only related to success or failure of business but also involve personal and professional career forgone for the sake of opportunity.
2. **Innovate/ create/ discover:** entrepreneurship is innovativeness of individual and does not involve ownership. Principal function of the entrepreneur is to carry out new combinations of means of production.
3. **Analyze opportunities:** entrepreneur has to have opportunity seeking style where he has to evaluate credibility of various alternatives and choose suitable alternative, which will prove to be profitable in future.
4. **Strategies for venture:** entrepreneur has to strategize long-term plan for starting venture. He has to analyze the market and devise effective strategies to face present and future competition.
5. **Develop business plan:** business plan is written document-containing details about every aspect of proposed business venture. It provides roadmap to employees working in company to attain objectives and is capable of convincing potential customers they are shareholders and investors of company.
6. **Acquire resources:** entrepreneur has to acquire various types of resources such as men, money, material, machinery to start venture. Entrepreneur has to have suitable skills to line up required resources for the company.
7. **Organize and start venture:** entrepreneur should be a good organizer; he should deploy suitable resources at right place in right time required to for the company to ensure effective working of organization.
8. **Develop and grow venture:** it is not only important to start a venture bur also company should be able to respond to changes happening in the business market which is crucial factor deciding existence of company.
9. **Delegate, direct and lead the plan:** during the growth, stage of the company entrepreneur should provide required resources for the company and during later stage entrepreneur should come up with effective strategies to face competition and guide employees in company performing role of leader.
10. **Supervise and Control:** for success of business, it is important to have suitable mechanism in place so that entrepreneur can track overall success of the company.

Entrepreneurship and Its Barriers

1. **Macroeconomic environment:** macroeconomic environment in which SSI operates is dependent on policies of the government in supporting private participation in business. Macro means large and it refers to various factors existing in the environment which effect the working of company. E.g. instability in government of country, which leads to change in legal legislation on continuous basis.
2. **Legal and regulatory environment:** for entrepreneurship is formed by registration and licence procedure, commercial and contractual laws, real estate regulations and laws. If the administration procedure and laws are unclear, time consuming and cumbersome then it proves to be barrier in operation of SSI.

3. **Corruption and unfair competition:** a corrupt can lead to unfair competition, which in turn can become major hurdle to entrepreneurship activity in country. Excessive approvals and regulations and approval from government required by entrepreneurs may make the government officials corrupt they develop attitude to take bribe for quicker completion of work.
4. **Financial obstacles:** Start up ventures is usually dependent upon capital to be sourced from financial institution. But it is general tendency of financial institution to be reluctant in providing finance to SSI rather than LSI as LSI given in more amount of interest compare to SSI.
5. **Tax burden:** in many regions government charges tax to SSI at similar rate as to LSI which SSI cannot afford to pay as the revenue generated by SSI is comparatively less.
6. **Challenges in attracting talent:** to generate improved quality of product in the company human resource in company should be efficient in nature. It is possible only when company is able to attract efficient employee to join company, but candidates these days expect in for higher salary, which SSI cannot afford to, pay because of the same SSI has to compromise with average candidates in the company.
7. **Difficulty to source raw material:** for timely production of product in the market it is important to have proper supply of raw material, but supplier in market give second preference to SSI in market compare to LSI as they order in bulk rather than SSI in market.
8. **Expensive to access proprietary technology:** As investment, amount of SSI is industry is less they cannot afford to do heavy investment in technology, which again has adverse effect on quality and, quantity of product produced by the company.

Factors That Influences Entrepreneurs:



1. **Confidence:** Highly successful entrepreneurs are more likely to possess strong self-belief. If you have high Confidence, you believe that you have what it takes to be a successful entrepreneur. You accurately know yourself and understand others.
“Entrepreneurs with high Confidence perform well in stressful conditions”
---- By Sangeeta Bharadwaj Badal, Ph.D.
2. **Capability:** You exhibit creativity in taking an existing idea or product and turning it into something better. Ability to utilize the skills, knowledge to become entrepreneurs.

3. **Risk:** You instinctively know how to manage high-risk situations. Entrepreneurship means risk. The risk of walking away from security and career path to create something new. The risk of taking yourself and your family into an unknown gale of tension and uncertainty.
4. **Opportunity:** Awareness and ability to analyze and identify the opportunity to start. The ability to respond to the market and new business opportunities. To be responsive, an entrepreneur must have the flexibility of mind and resources necessary to see and take advantage of new and upcoming possibilities.

Need for the Study

Entrepreneurship is important for two reasons. One, it promotes innovation and creativity. Two, it offers far greater opportunities for wealth creation than anything else. Therefore, the study is on Assessment of Entrepreneurial Skills among Students

Objectives of the Study

The following are the main objectives of the study:

1. To assess the risk taking capability of the students
2. To assess the relationship between ability to take risk and confidence in own skills and ability
3. To understand the factors influencing students to become entrepreneurs

Scope of the Study

- The scope to increase the sample size
- The scope to assess the willingness to start business, attitude of students towards entrepreneurship

Limitation:

- The present study is confined itself to assess the entrepreneurial skills of students
- The study is limited to the sample size of 50 only
- Some of the information given by the respondents may not be reliable.
- Few respondents hesitated to give the feedback.
- There may be biased opinion given by the respondents.

Scope of the Study:

The present study is confined itself to assess the entrepreneurial skills of students

- There is a scope increase the sample size
- Scope to include more education institute
- Scope to assess entrepreneurial skills with respect age
- Scope to assess the attitude, perception of students towards entrepreneurship

Research Methodology

Research Type: Descriptive research is the type adopted for the survey

Data Source:

- **Primary Data:** The primary data was collected from the respondents by using questionnaire
- **Secondary Data:** Apart from primary data, the secondary data is being collected through textbooks, research papers, and journals from library, academic reports and articles used for this study.

Sampling:

- **Sample size:** 50 respondents.
- **Respondents:** PG and UG Students
- **Sample method:** The convenience sampling is the sampling method adopted for the research.

Literature Review:

1. Rural Entrepreneurship in India: Challenge and Problems

Author: Brijesh Patel and Kirit Chavda

This paper attempts to find out the Problems and Challenges for the potentiality of Rural Entrepreneurship. It also focuses on the major problems faced by rural entrepreneurs especially in the fields of Marketing of products, financial amenities and other primary amenities, i.e. availability of electricity, water supply, transport facilities and required energy etc.

2. Success Factors for Small Rural Entrepreneurs under the One District-One-Industry Programme in Malaysia

Author: Radiah Abdul Kader, Mohd Rosli Bin Mohamad and Ab. Azid Hj. Che Ibrahim

This paper presents the determinants of small business success as perceived and experienced by rural entrepreneurs. A sample of small rural entrepreneurs under the One-District-One-Industry (ODOI) programme in Malaysia was surveyed using a structured questionnaire. Despite the importance of both internal and external factors, this paper found that the external factors are more dominant than the internal ones in contributing to the business success of the ODOI entrepreneurs. All the external factors extracted by factor analysis narrow down to the important role of the government in promoting small business success. Therefore, the government should continuously provide assistance and favorable environment conducive to small entrepreneurship in the rural area.

3. Evaluation of Entrepreneurship Awareness and Skills among LIS Students in Universities in South East Nigeria

Authors: Felicia Ugwu and C N Ezeani

The study examined the entrepreneurship awareness and skills among Library and Information Science (LIS) students in two Nigerian Universities. In Nigeria, the overcrowded job market is forcing thousands of graduates into unemployment and its associated consequences of kidnapping, drug addiction, youth restiveness and general poor standard of living. This has made it imperative that graduates be equipped with skills that are required to achieve self-reliance. With appropriate skills, LIS students as information professionals will be at the vanguard of information generation and reaping its employment opportunities in libraries, companies and corporate organizations. Specifically examined in this paper were the level of entrepreneurship awareness and characteristics of an entrepreneur

4. Building Entrepreneurship and Management Skills among University Graduates in Egypt

Author: Michael Stephan, University of Marburg (GER)

This paper explains the Societal Background with respect to High Youth Unemployment in Egypt, Problem Setting and Motivation of the Project, Institutional Background of Project, Concrete Goals of the Project,

Developing Entrepreneurial Skills among Graduates and Developing Practical Management Skills among Graduates.

5. Entrepreneurship within Urban and Rural Areas Individual Creativity and Social Network

Authors: Lucio Carlos Freire-Gibb and Kristian Nielsen

The entrepreneurial dynamics within urban and rural areas are often assumed to be very different. This study explores the importance of individual creativity and the social network in both places regarding the probability of becoming an entrepreneur and of surviving the crucial three years after start-up. The results are based on longitudinal register data combined with a questionnaire survey from 2008, utilizing responses from 1,108 first-time entrepreneurs (out of which 670 survived) and 420 non-entrepreneurs (without previous entrepreneurial experience). Creativity is only found to lead to start-up in urban areas but it does not influence the chances of survival in any of the two areas. On the contrary, the social network matters particular in rural areas. By combining the person and the environment in the research design, common entrepreneurship beliefs are questioned which opens up for region specific policy initiatives.

6. A Study on the Entrepreneurial Intention among Student

Author: Dr. Nanu Lunavath

This paper focuses on entrepreneurship intentions among student, the entrepreneurial self-confidence of the student and the perception/opinion on entrepreneurial intention in India continue to face limitation in terms of societal pressures and self-confidence constraints This paper aims to measure and identify determinants of entrepreneurial intention among the professional course student pursuing Engineering and Management in various institution in Andhra Pradesh. The survey among the students by taking a sample size of 300 students from the various institutions. The Personal factors include self-efficacy, family background, influence of role models and institution environment of research base projects and its conversion, entrepreneurial education, faculty influence etc.

7. The Origins of Entrepreneurial Opportunities

Author: RANDALL G. HOLCOMBE

This paper uses Kirzner's (1973) theory of entrepreneurship emphasizes the equilibrating role of entrepreneurship. When the market is not in equilibrium, profit opportunities exist, and entrepreneurs discover and act on these profit opportunities to equilibrate the market. This paper enhances Kirzner's theory of entrepreneurship by illustrating how entrepreneurship enlarges the stock of future entrepreneurial opportunities, and points to entrepreneurship as the engine of economic progress.

Analysis and Interpretation of Data

Objectives1: To assess the risk taking ability of the students

Hypothesis1:

H0: The risk taking ability across the gender is same

H1: The risk taking ability across the gender is not same

Analysis:

Table 1: Pearson Chi square Test:

Hypothesis	Significance	Decision
Hypothesis 1	0.702	Insignificant

Significant Level: *0.1 **0.05 ***0.01

The statistical tool used to assess the relationship between risk taking ability and gender is cross tabulation, under that the Pearson chi square test has been used to calculate the significance value

Interpretation:

The above table shows that the risk taking ability across the gender is not same; this means that there is a variation between males and females with respect to risk taking ability. So analysis says to reject the null hypothesis and accept the alternative hypothesis.

Table 2: Risk taking ability * Gender

Report

I am willing to take calculated risk

Gender	Mean	N	Std. Deviation
Male	3.9600	25	1.13578
Female	4.2000	25	1.00000
Total	4.0800	50	1.06599

Table 3: Mean Value

Gender	Risk
Male	3.96
Female	4.2

Interpretation:

The above table shows that the calculated risk taking ability is more for females compared to males, which have score of 4.2 for females, and males is 3.96. Female students are ability take the calculated risk compared to males.

Objectives2: To assess the relationship between ability to take risk and confidence in own skills and ability

Hypothesis2:

H0: There is no significant association between the ability to take risk and confidences in own skills and ability

H1: There is significant association between the ability to take risk and confidences in own skills and ability

Analysis:

Table 4: Correlation:

Hypothesis	Significance	Decision
Hypothesis2	***0.004	Significant

Significant Level: *0.1

**0.05

***0.01

The statistical tool uses to prove the hypothesis/analyze the hypothesis is correlation

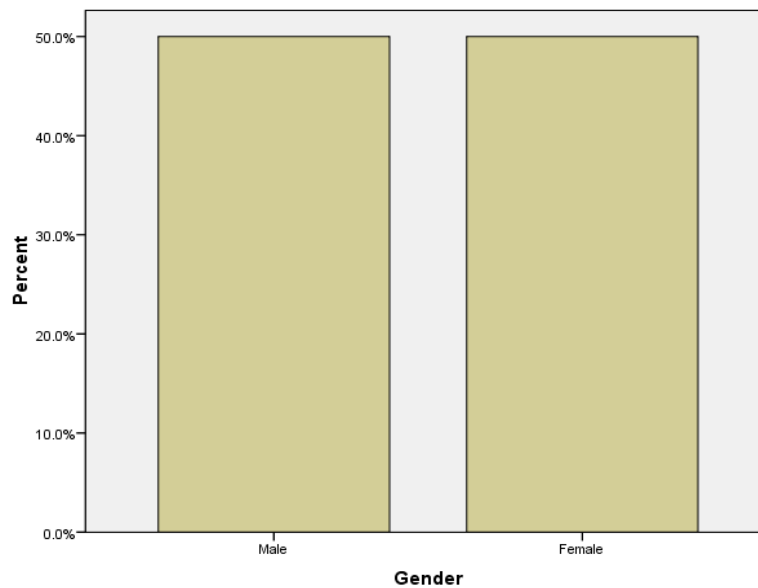
Interpretation:

The above table shows that there is significant relationship between the confidence in their own skills and ability and ability to take risk. The result shows that there is significant association at the significant level of 0.05. This shows that there is positive correlation between the confidence and risk factor. As confidence in respondents own skills and ability increases, the risk taking ability also increases.

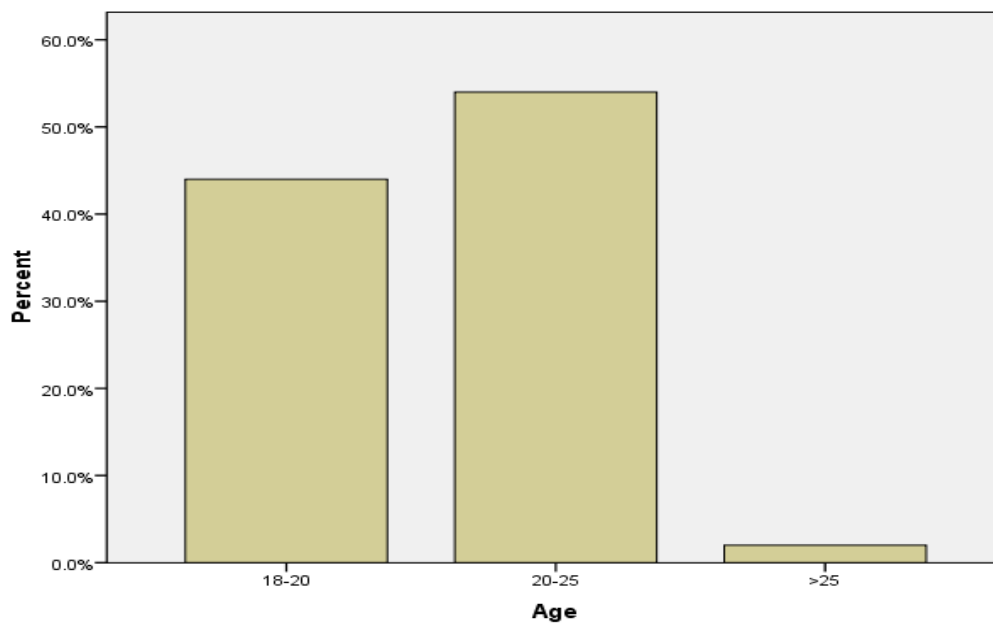
Table 5: Descriptive Statistics: Percentage Analysis: Frequencies

SL NO.	Questions	Not at all-Percentage	Disagree-Percentage	Neither agree nor disagree-Percentage	Agree-Percentage	Strongly Agree-Percentage
1	In a complex situation, I tend to rely on upon my intuition & Instinct	4	8	18	44	26
2	It's important to make a mark in this life	4	6	12	24	54
3	Most important who know me would agree that I am quick to see a good opportunity	4	14	24	34	24
4	I'm prepared to take risks where other people hesitate	2	8	26	40	24
5	When I set myself a goal, I keep going after it, no matter what the obstacles	4	6	18	44	28
6	Most people would describe me as an energetic person	6	14	20	36	24
7	I can immediately see all implication of a particular situation & anticipate the potential problem	2	2	44	38	14
8	I try to learn from my mistake so that I can get it right next time	6	4	12	32	46
9	Most people who know me well would agree that I am always seeking out opportunity for personal growth and development	6	18	16	40	20
10	I have confidence in my own skills and abilities	4	4	14	30	48
11	It is important for me to have control over how I do my work	0	12	10	40	38
12	I don't let setbacks bother me I keep on pushing	4	10	30	40	16
13	I am willing to take calculated risk	4	4	16	32	44
14	I want to make lot of money	4	12	24	24	36
15	I know that I will be successful in whatever I choose to do	6	4	12	20	58

Gender:



Age:



Summary of findings, suggestions and conclusions

Findings:

- This shows that there is variation in terms of risk taking ability across the gender and the significance is 0.702.
- The females have more calculated risk taking ability with mean value 4.2 compare to males with mean value 3.96
- The result shows that there is significant association between ability to take risk and confidence in his/her own skills and ability at the significant level of 0.05 and significance is 0.004

- The 44% of respondents agree that they rely on intuition and instinct to deal with complex situation
- 54% of respondents strongly agree that it is important to make a mark in their life
- The 34% of respondents agree that people quickly identify the good opportunity
- The 40% of respondents agree that they take risk where other hesitate to take risk
- The 44% of respondents agree that they will keep their goal until they achieve it even obstacles cannot stop them in achieving the goal
- The 36% of respondents agree that they are energetic person according to their know people
- The 38% of respondents says that they immediately see all implications of particular situation and anticipate the potential problem that would arise.
- The 46% of respondents says that they learn from their mistakes so that they get it right next time
- The 46% of respondents agree they seek out opportunities for personal growth and development
- The 48% of respondents agree that they have confidence on their skills and ability
- The 40% of respondents says that they should have to over how they do their work
- The 40% of respondents agree that they don't let setbacks bother them but they keep pushing
- The 44% of respondents says that they are willing to take calculated risk
- 36% of respondents says that they want to make lot of money which shows that they are money minded people
- 58% of respondents say that they know they will be successful in whatever they do.

Suggestions:

- The people without capability should look for other options that matches their interest and personality
- The confidence, ability, risk taking and identifying opportunities are key ingredients for successful entrepreneurs
- The people can gain the confidence, capability, risk taking and ability to identifying opportunities through experience and utilize their skills and develop interest to become entrepreneurs.
- Plan ahead to boost your confidence
- Discuss opportunities with your network. Your network ties can help you assess opportunities in a different light. Listen to their points of view to get a more complete picture of the situation.

Conclusion:

What does it take to be an entrepreneur? The true success comes if - and only if - you have the right kind of confidence. Confidence comes to only when one has capability, ability to take calculated risk and ability to identify the opportunity.

Your certainty in your ability helps you start businesses, persist in the face of ambiguity and failure, and remain confident in meeting challenges as you pursue business success. You recognize opportunities and initiate action.

As an entrepreneur with high Confidence, you like to build your knowledge base. The more information you have about a particular situation, the less risk you see in pursuing the opportunity. This gives you more confidence in your decisions and improves your likelihood of success.

Annexure:

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