

# A Study on the Entrepreneurial Attitude Level among the Commerce Students in Calicut University

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## Abstract

Entrepreneurship plays a vital role in the development of our country by molding the students and young entrepreneurs with innovation and entrepreneurial capacity, which develop their competitiveness of employment. In developing country like India, Entrepreneurship plays a vital role in economic development. Now days, the commerce students are comparatively larger than other discipline. But these students can't turn their skills and potentialities to apply the entrepreneurial know how. So this study is relevant in this present Scenario. This study aims to find out the attitude level of commerce students and effectiveness of teachers motivation to start up new entrepreneurship.

**Keywords:** Entrepreneurship, Attitude level, Teachers Motivation

## I. INTRODUCTION

Today's education system facing a lot of problems. The syllabus of the commerce discipline does not follow motivational activities like ED Club, workshop, symposium etc. At the same time the syllabus leads to bookish knowledge only, but not practical experience. In India, educators are the role model of every student. So educators become the key factor or developing entrepreneurial skill among students. Hence the teachers are one of the motivational factors to moulds the students to become a good entrepreneur. The study emerged from the experience of the investigators working at college under the Calicut University.

### A. Objectives

- To study entrepreneurial attitude level
- To test teachers motivation and its effectiveness.

### B. Hypothesis

$H_0$ : there is no association between teacher's motivation and its effectiveness.

$H_1$ : there is an association between teacher's motivation and its effectiveness.

### C. Statement of the Problem

The study is relevant due to the lack of encouragement in the syllabus of commerce students at Calicut University for entrepreneurial development education. The study is entitled as "A Study on the Entrepreneurial Attitude Level among the Commerce Students in Calicut University."

## II. REVIEW LITERATURE

According to Friendrich and Visser, (2005): Students are showing interest in entrepreneurship after completing their university degrees.

Green & Pryde, (1990): Perceptions and attitudes of the youth towards entrepreneurship do vary among countries

Green and Pryde, (1990): In Canada, almost all the youth would like to start their own business some day but only half think they will, and the biggest barriers being fear of financial failures, lack of strong identity with the entrepreneurial role and lack of knowledge about the first step to take.

## III. RESEARCH METHODOLOGY

### A. Research Design

Analytical research design is used for the study.

### B. Sample Unit

Samples selected from the 100 commerce students of Assabah Arts and Science College, Valayankulam.

### C. Sources of data

Primary data are collected for this study from 100 commerce students. Secondary data are also collected for this study from various journals, magazines, reviews and websites.

### D. Sampling Technique

Simple random sampling method is used for this study.

**E. Data Collection Tool**

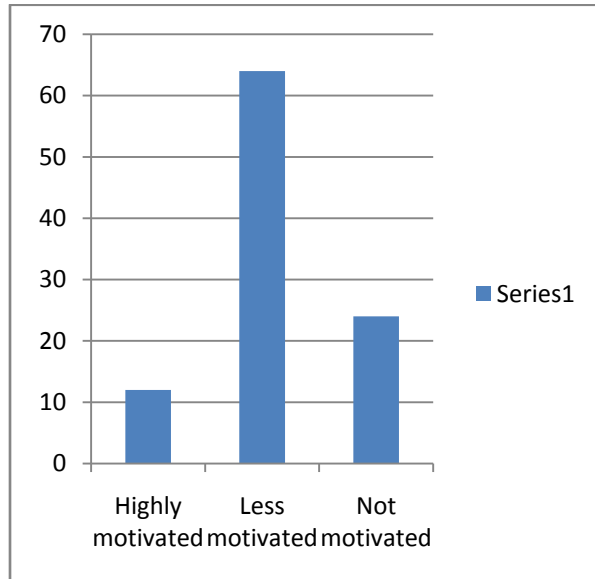
A structured questionnaire containing 12 questions are used for this study.

- Data Analysis Tool

**IV. DATA ANALYSIS**

**Table 1 : Table showing teacher’s motivation towards entrepreneurship**

Highly motivated	Less motivated	Not motivated
12	64	24



**Figure 1 : Figure showing the teacher’s motivation towards entrepreneurship**

**Interpretation**

Table 1.1 indicates that 12% of commerce students are highly motivated towards

**A. Interpretation**

Table 2 indicates that 26% of the commerce studentsopined that their teachers are motivates them effectively. 52% among them opined that their teachers are motivating them less effectively and 22% among Chi square test are used for the study

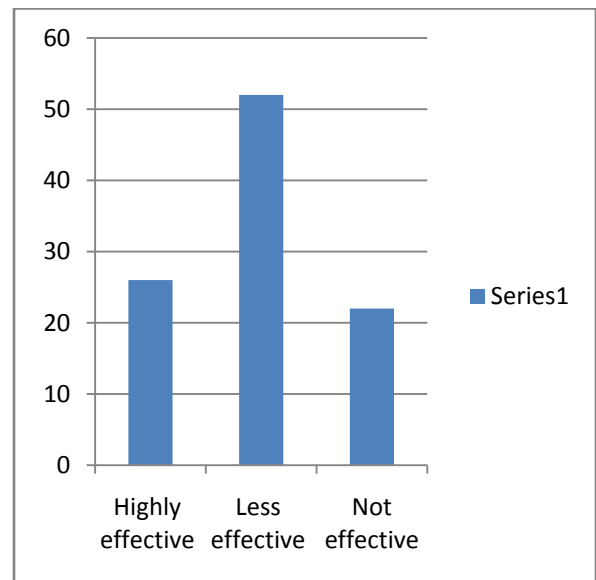
	Highly Motivated	Less Motivated	Not Motivated	Total
Highly effective	8	16	2	26
Less Effective	4	40	8	52
Not Effective	0	8	14	22
Total	12	64	24	100

Non parametric test like Chi square test is used. Diagrammatical representation like bar diagram is also used for this study.

entrepreneurship. 64% among them are less satisfied and 24% are not motivated from their teachers.

**Table 2.2 : Table showing the effectiveness of teacher’s motivation**

Highly effective	Less effective	Not effective
26	52	22



**Figure 2 : Figure showing the effectiveness of teacher’s motivation**

them opined that their teachers are motivating them not effectively

**B. Testing of Hypothesis**

O	E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
8	3.12	23.81	7.63
4	6.24	5.02	0.80
0	0	0	0
16	16.64	0.41	0.02
40	33.28	45.15	1.36
8	14.08	36.97	2.63
2	6.24	17.98	2.88
8	12.48	20.07	1.61
14	5.28	76.04	14.40

Level of Significance at 5%

Degree of freedom =  $(c-1) \times (r-1)$

$$(3-1) \times (3-1) = 4$$

Calculated Value of Chi square is 31.33 and table value is 9.488.

### C. Interpretation

Calculated value is greater than the table value. So the null hypothesis is rejected. Simultaneously the alternative hypothesis is accepted.

### D. Findings

1. 80% of commerce students responded that they are highly interested in self employment.
2. 44% of commerce students are responded that the reason behind the choosing the profession as new entrepreneur is profit motive. 40% among them are parental motivation. 16% among them responded that the teachers are helps to motivate them
3. 84% of respondents agree that entrepreneurship provides employment opportunity to other people
4. 92% of the students agree that entrepreneurs can exploit their professional skill and competencies more effectively than in salaried employment.
5. 84% of students argue that government motivation is not effective. Because of they are not aware about the governmental incentives and subsidies.
6. 96% of students agreed that entrepreneurs take excessive risk for their operation.
7. Only 14% of the respondents agree that Calicut University syllabus is motivate them to start a new entrepreneur
8. 64% of the students argued that teachers do not motivate their students.

9. 52% of respondents opined that the teacher's motivation is less effective.

## V. CONCLUSION

From this study the investigators concludes that the students of Calicut University are showing a positive attitude towards entrepreneurship. But their syllabus and teachers motivation are not much effective to attain the encouragement to become a new entrepreneur.

### Suggestions

- Seminars and workshops should be conducted at university level and college level for encouraging entrepreneurship.
- Technical and practical session should be provided to the teachers for encouraging entrepreneurial development.
- Syllabus should be rearranged with practical experience.
- Internal assessment should be made for such practical experience.
- ED club creation should be the part of the syllabus.

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