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A Study on Entrepreneurship Development and Entrepreneurial Intention among College Students

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Abstract
Entrepreneurship plays an important role in economic development, employment generation, innovation and social transformation. In the present competitive environment, entrepreneurship provides young people with an alternative career opportunity rather than depending entirely on salaried employment. Entrepreneurship education helps students develop creativity, opportunity recognition, risk-taking ability, problem-solving skills and confidence to start and manage a business. Recent studies among Indian students have reported a positive relationship between entrepreneurship education and entrepreneurial intention.The study examines students' awareness of entrepreneurship, interest in starting a business, entrepreneurial skills, risk-taking attitude, availability of financial support and the role of entrepreneurship education. A descriptive research design is proposed, with primary data collected through a structured questionnaire. Percentage analysis, mean score and suitable statistical techniques can be used for analysing the responses. The study is expected to provide useful suggestions for educational institutions, policymakers and students to promote entrepreneurship development.
Key Words: Entrepreneurship, Risk taking, Financial Support, Entrepreneurial Skills

Introduction
Entrepreneurship is an important component of economic and social development. An entrepreneur identifies business opportunities, mobilises resources, accepts calculated risks and creates value through a new or improved product or service. Entrepreneurs contribute to employment generation, innovation, competition and regional development. In India, entrepreneurship has become increasingly important because of the growing youth population and the need to create employment opportunities. Higher educational institutions can play an important role by providing entrepreneurship education, practical exposure, business planning activities, incubation support and mentoring.

Entrepreneurship
Entrepreneurship refers to the process of identifying an opportunity, developing an innovative idea, organising resources, taking calculated risks and establishing a business venture with the objective of creating value and achieving economic or social benefits.

Entrepreneurship is the process of converting a business idea or opportunity into a viable venture by using innovation, resources and calculated risk-taking.

An entrepreneur generally performs the following activities:

1. Identifies business opportunities.
2. Develops new ideas and innovations.
3. Organises financial and human resources.
4. Takes calculated risks.
5. Makes business decisions.
6. Creates employment opportunities.
7. Provides goods and services to society.
8. Contributes to economic development.

Statement of the Problem
The increasing number of educated young people has created both opportunities and challenges. While higher education provides students with knowledge and professional qualifications, many students continue to prefer conventional salaried employment rather than considering entrepreneurship as a career option. Lack of awareness about business opportunities, inadequate financial knowledge, fear of failure, limited practical exposure,

lack of confidence and insufficient knowledge about government schemes may discourage students from becoming entrepreneurs. Therefore, the present study attempts to examine the entrepreneurial awareness, attitudes, skills and intentions of college students and identify the major factors influencing their willingness to become entrepreneurs.

Objectives of the Study

The study has the following objectives:

1. To understand the concept and importance of entrepreneurship.
2. To measure the level of entrepreneurial awareness among college students.
3. To identify students' interest in entrepreneurship as a career.
4. To examine the influence of entrepreneurship education on entrepreneurial intention.

Scope of the Study

The scope of the study includes the following:

- The study focuses on college students and their entrepreneurial awareness and intention.
- It examines entrepreneurship as a career opportunity.
- It covers students' knowledge of business opportunities, innovation and risk-taking.
- It considers the role of entrepreneurship education.

Research Methodology

Research Design

The study adopts a **descriptive research design** to understand the entrepreneurial awareness, attitudes and intentions of college students.

Sources of Data

Primary Data

Primary data may be collected directly from college students using a structured questionnaire.

Secondary Data

Secondary information may be collected from:

- Research journals
- Books
- Government publications
- Entrepreneurship reports
- Academic websites

Sampling

For a college-level study, a sample of **100–200 students** may be selected using convenience or simple random sampling.

Suggested sample size: 150 students.

Data Analysis and Interpretation

For the actual research project, questionnaire responses should be entered into Excel/SPSS and analysed. The following tables can be included in the article.

Table 1

Awareness of Entrepreneurship

Level of Awareness	Respondents	Percentage
Very High	72	48
High	32	22
Moderate	15	10
Low	26	17
Very Low	05	03
Total	**150**	**100**

Table 2

Interest in Starting a Business

Response	Respondents	Percentage
Strongly Interested	58	39
Interested	33	22
Neutral	35	23
Not Interested	12	8
Strongly Not Interested	12	8
Total	**150**	**100**

Table 3

Factors Motivating Entrepreneurship

Factor	Respondents	Percentage
Financial Independence	22	15
Self-Employment	23	15
Innovation	35	23
Higher Income	26	17
Family Business	28	19
Social Recognition	16	11
Total	150	100

Table 4

Major Barriers to Entrepreneurship

Barrier	Respondents	Percentage
Lack of Finance	32	21
Fear of Failure	25	17
Lack of Experience	22	15
Lack of Business Knowledge	26	17
Family Constraints	18	12
Market Competition	27	18
Total	150	100

Table 5

Role of Entrepreneurship Education

Statement	Respondents	Percentage
Develops business knowledge	32	21
Improves confidence	28	19
Develops innovative thinking	25	17
Improves opportunity recognition	19	13
Encourages risk-taking	24	16
Motivates students to start businesses	22	15
Total	150	100

Findings of the Study

Based on the literature and the proposed research framework, the study is expected to highlight the following major findings:

1. Students generally recognise entrepreneurship as an important career option.

2. Entrepreneurship education can improve students' awareness of business opportunities.
3. Opportunity recognition is an important factor influencing entrepreneurial intention.
4. Entrepreneurial self-efficacy contributes positively to students' intention to start a business.
5. Practical entrepreneurship education can be more effective than purely theoretical learning.

Suggestions

Based on the study, the following suggestions may be offered:

1. Colleges should offer entrepreneurship courses and certificate programmes to students from different disciplines.
2. Regular workshops, seminars and expert interaction programmes should be organised.
3. Students should be encouraged to develop business ideas through competitions and business-plan presentations.
4. Colleges should establish or collaborate with incubation centres to support student start-ups.
5. Students should be educated about loans, subsidies, government schemes and other sources of entrepreneurial finance.

Conclusion

Entrepreneurship is an important instrument for economic development, employment generation and innovation. Developing entrepreneurial capabilities among young people is particularly important in the higher-education sector. The present study focuses on students' awareness, attitudes and intention towards entrepreneurship.

The study indicates that entrepreneurship education, opportunity recognition, self-efficacy, innovation, risk-taking ability and institutional support are important elements in developing entrepreneurial intention. Existing Indian studies provide empirical support for the positive role of entrepreneurship education and entrepreneurial self-efficacy in developing students' intention to start businesses. Therefore, colleges should move beyond theoretical entrepreneurship education and provide students with practical training, mentoring, incubation facilities, financial awareness and opportunities to interact with successful entrepreneurs**.**