

AN ORGANITIONAL STUDY ON ENTERPRENERSHIP DEVELOPMENT

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ABSTRACT

This study sought to determine how students of public secondary schools in Nairobi perceive entrepreneurship as a career and whether they would want to pursue a career in entrepreneurship upon completion of school. The study bore in mind that both exogenous and endogenous factors have the potential to influence the students' perception of entrepreneurship and thus contribute in determining their entrepreneurial intentions. As such learning Business Studies in secondary school and having parents/ guardians in self employment was viewed as having prior exposure to entrepreneurship. Data for this study was obtained by use of a questionnaire administered to randomly selected students from selected schools that were representative of public secondary schools in Nairobi. They were 135 respondents who comprised of both male and female students and students ranging from Form one (1) to Form four (4). The research revealed that although majority of students had a positive perception of entrepreneurship as a career option, there were various factors that were perceived as hindrances or challenges. Key of these was the fear of failure, lack of sufficient knowledge to start and run own business and the inadequate funds to start business. The study also revealed that there was no significant difference in the perception of entrepreneurship between students who had had prior exposure through Business Studies subject at school and those who had not studied the subject. It was also observed that students who had parents/ guardians in self employment were not highly motivated to go into entrepreneurship so as to continue in family business.

Key words: Career choice, entrepreneurship, entrepreneurial perceptions

INTRODUCTION

Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire. It has been defined as the "...capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit." While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of businesses have to close, due to a "...lack of funding, bad business decisions, an economic crisis -- or a combination of all of these" or due to lack of market demand. In the 2000s, the definition of "entrepreneurship" has been expanded to explain how and why some individuals (or teams) identify opportunities, evaluate them as viable, and then decide to exploit them, whereas others do not, and, in turn, how entrepreneurs use these opportunities to develop new products or services, launch new firms or even new industries and create wealth.

Traditionally, an entrepreneur has been defined as "a person who organizes and manages any enterprise, especially a business, usually with considerable initiative and risk". Rather than working as an employee, an entrepreneur runs a small business and assumes all the risk and reward of a given business venture, idea, or good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes." Entrepreneurs tend to be good at perceiving new business opportunities and they often exhibit positive biases in their perception (i.e., a bias towards finding new possibilities and seeing unmet market needs) and a pro-risk-taking attitude that makes them more likely to exploit the opportunity. "Entrepreneurial spirit is characterized by innovation and risk-taking." While entrepreneurship is often associated with new, small, for-profit start-ups, entrepreneurial behavior can be seen in small-, medium- and large-sized firms, new and established firms and in for-profit and not-for-profit organizations, including voluntary sector groups, charitable organizations and government. For example, in the 2000s, the field of social entrepreneurship has been identified, in which entrepreneurs combine business activities with humanitarian, environmental or community goals.

An entrepreneur is typically in control of a commercial undertaking, directing the factors of production—the human, financial and material resources—that are required to exploit a business opportunity. They act as the manager and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which an individual (or team) identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. The exploitation of entrepreneurial opportunities may include actions such as developing a business plan, hiring the human resources, acquiring financial and material resources, providing leadership, and

being responsible for the venture's success or failure. Economist Joseph Schumpeter (1883–1950) stated that the role of the entrepreneur in the economy is "creative destruction"—launching innovations that simultaneously destroy old industries while ushering in new industries and approaches. For Schumpeter, the changes and "dynamic disequilibrium brought on by the innovating entrepreneur ... [are] the 'norm' of a healthy economy."

Entrepreneurship typically operates within an entrepreneurship ecosystem which often includes government programs and services that promote entrepreneurship and support entrepreneurs and start-ups; non-governmental organizations such as small business associations and organizations that offer advice and mentoring to entrepreneurs (e.g., through entrepreneurship centers or websites); small business advocacy organizations that lobby the government for increased support for entrepreneurship programs and more small business-friendly laws and regulations; entrepreneurship resources and facilities (e.g., business incubators and seed accelerators); entrepreneurship education and training programs offered by schools, colleges and universities; and financing (e.g., bank loans, venture capital financing, angel investing, and government and private foundation grants). The strongest entrepreneurship ecosystems are those found in top entrepreneurship hubs such as Silicon Valley, New York City, Boston, Singapore and other such locations where there are clusters of leading high-tech firms, top research universities, and venture capitalists. In the 2010s, entrepreneurship can be studied in college or university as part of the disciplines of management or business administration.

IMPORTANCE OF ENTREPRENEURSHIP EDUCATION

Entrepreneurship is a key driver of our economy. Wealth and a high majority of jobs are created by small businesses started by entrepreneurially minded individuals, many of whom go on to create big businesses. People exposed to entrepreneurship frequently express that they have more opportunity to exercise creative freedoms, higher self esteem, and an overall greater sense of control over their own lives. As a result, many experienced business people political leaders, economists, and educators believe that fostering a robust entrepreneurial culture will maximize individual and collective economic and social success on a local, national, and global scale. It is with this in mind that the National Standards for Entrepreneurship Education were developed: to prepare youth and adults to succeed in an entrepreneurial economy.

Entrepreneurship education is a lifelong learning process, starting as early as elementary school and progressing through all levels of education, including adult education. The Standards and their supporting Performance Indicators is a framework for teachers to use in building appropriate objectives, learning activities, and assessments for their target audience. Using this framework, students will have: progressively more challenging

educational activities; experiences that will enable them to develop the insight needed to discover and create entrepreneurial opportunities; and the expertise to successfully start and manage their own businesses to take advantage of these opportunities.

SCOPE OF ENTREPRENEURSHIP DEVELOPMENT

In India In India there is a dearth of quality people in industry, which demands high level of entrepreneurship development programme throughout the country for the growth of Indian economy. India, a country with a strong social system, and large variety of intellects has its own scope for the giving new entrepreneurs to the global economy. The scope of entrepreneurship development in country like India is tremendous. The high growth in employment achieved during the first half of the present decade is one of the positive outcomes of the fairly high growth of 6 to 8% per annum of the Indian economy during the same period. The high economic growth provided enhanced business opportunities in the country leading to increased demand for labour and hence employment growth. Gaining entrepreneurial competitiveness through clusters: Both developed and developing countries have often witnessed congregated emergence of small and medium enterprises, engaged in producing some homogeneous or related products at a point in time.]

These spatial concentrations give rise to various kinds of economic and non- economic inter-firm linkages. Such a form of industrial organization is also known as, 'industrial cluster' or 'industrial district'. Experiences of a large number of clusters in developed countries indicate that owing to inter-firm linkages in various areas of business, all the SMEs in the clusters experience economies of scale and scope leading to efficiency and international competitiveness. Clusters are defined as sectoral and geographical concentration of micro, small & medium enterprises with interconnected production system leading to firm/unit level specialization and developing local suppliers of material inputs and human resources. Availability of local market/intermediaries for the creation of the cluster is also a general characteristic of a cluster. The Ministry of Micro, Small and Medium Enterprises, Government of India, has laid special emphasis on development of clusters. In August 2003, the Small Industry Cluster Development Programme (SICDP) was launched by the Ministry to give special attention to cluster development. It was made broad-based by adopting holistic pattern of development of the cluster encompassing marketing, exports, skill development, setting up of common facility centre, etc., including technology up gradation of the enterprises. After widening the scope of the scheme, there was a sudden jump in the performance of scheme during 2003-04. For a systematic implementation of the plan, a cadre of Cluster Development Executives (CDEs) has been trained and developed at Entrepreneurship Development Institute of India through imparting a specialized training in the methodology of cluster development programme. EDI has so far trained

about 600 CDEs. Close to 500 clusters are currently being developed by various organizations and ministries across the country.

Entrepreneurship Skill Development Programmes (ESDPs)

Comprehensive training programmes are organized to upgrade skills of prospective entrepreneurs, and existing workforce and also develop skills of new worked organizing various technical-cum-skill development training programmes with the basic objective of providing training for their skill up gradation and to equip them with skills of production. The specific tailor made programmes for the skill development of socially disadvantaged groups (OBC, SC/ST, minorities and women) are organized including the less developed areas. The target group for these programmes is SC, ST, OBC, women, minorities and other weaker sections.

Management Development Programmes (MDPs)

The objective of imparting training on management practice system is to improve their decision-making capabilities resulting in higher productivity and profitability entrepreneurs and developing new enterprises. Inputs on a variety of topics of managerial functions are provided to the participants by experts, which aims at disseminate management techniques/practices. Management Training course in various areas of industrial management are devised for ownercum-managers and supervisory level p these training programmes are designed keeping in view the demands of the area and the local requirements of the industries. The nature of target groups and its profile made in order to make them suitable for contemporary managerial practices which may be used by MSMEs executives for attaining desired strength of managerial actio

CONCLUSION:

It has been depicted out that small scale units are bigger investors in the development of the state. The employment generated through these units is far more than that by large scale units. But undoubtedly, there are still some constraints in the way of development which can be treated and thus we can see Madhya Pradesh as an emerging transmitter in the entrepreneurship development and economic development also. There are ample opportunities for micro and small enterprise development in Indore.

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