Attitude of MBA Students Towards Entrepreneurship: A Study of Anna University, Thirunelveli and Kanyakumari Zone, Tamil Nadu, India

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Abstract: Entrepreneurship has a foremost role in universal financial development. It is often associated with achievement, locus of control in potential entrepreneurs, self-efficacy level of potential entrepreneurs, instrumental readiness of potential entrepreneurs, subjective norms of potential entrepreneurs and entrepreneurial intention of potential entrepreneurs. Purpose of this study is to frame the unique model to measure the entrepreneurial attitude among MBA students of Anna University, Thirunelveli, Tamilnadu state, India. Survey information was collected from 300 students from two district of Tamilnadu state namely Tirunelveli and Kanyakumari. The respondents recorded their agreement / disagreement on the findings on a five-point Likert type scale. 't' test, ANOVA test and Chi-Square test were used to test presented hypotheses. The findings suggested that a holistic formation of students’ attitude towards entrepreneurship was needed at university level and curriculum design will take care of this requirement.

Keywords: Anna University, Attitude, Entrepreneurs, MBA Students, Thirunelveli and Kanyakumari Zone.

I. INTRODUCTION

Despite the modern economic recession, entrepreneurship is thriving and well in India. New-fangled business persons have thrived in many recent high-growth trades such as civil aviation, marketing trade and IT services. Their achievement blows up the myths that family-managed business houses with pressures have an edge in admittance to capital, although scaling up distribution remains an experiment for start-ups. Inspired Indian youth are obviously curious, prurient, bright and extremely flexible when thinking. They intensely perceive their environment and have an eye for noticing new trends that could catalyse a business chance. This research intends to create a conjectural conception and attainable framework that are to be used to explore practicality of proficient students of Anna University, Tirunelveli and Kanyakumari Regions and entice students with students joined in the bachelor and master level.

II. ENTREPRENEURSHIP ATTRIBUTE AMONG STUDENTS

Entrepreneurship has customarily been defined the development of designing, debut and running a new business, which stereotypically begins as a small business, such as a start-up enterprise, offering a product, process or package for sale. It has been determined as the "capability and attentiveness to develop, shape, and accomplish a business endeavour lengthwise with any of its hazards in order to mark a profit". The ecosphere of entrepreneurship is anxious with both triumph and failure. A significant quality of a successful entrepreneur is the single-mindedness to continue chasing a goal despite some hindrances and difficulties they may happenstance on the road. This persistence and fortitude is fuelled by a sweltering desire to complete the goal of consequent in the chosen field of business. Entrepreneurial approach are concerned with independence, persistence and determination, self-confidence, creativity, organized and goal, risk-taking and tolerance for failure, perseverance and hard work, commitment, honesty and honour. So this research highlights the necessity of engineering Institutions to advance superior entrepreneurial defiance of all their students and also to participate on better incomes and consequently superior competences as a way of getting advanced levels of progress of the business administration students.

III. REVIEW OF LITERATURE

TessemaGerba, D. (2012) examined the entrepreneurial intentions of undergraduate university students in Ethiopia. It was recognized that students who had undergone entrepreneurship education incline to have better entrepreneurial intent than those who had not taken entrepreneurship course. Also, it was perceived that male management students have higher personal desirability towards entrepreneurial career, subjective norms, self-efficacy and accomplishment need than female management students, as well as male and female engineering students, while female management students have the lowermost instrumental willingness than students in other groups. This research provided an evaluation of entrepreneurship goal of university students in...
the country/culture which was not reconnoitred in the past and hence it further complements literature and facilitated to universalize intention theories.

Juan Carlos D. C. et al. (2012) evaluated the impact of institutional environment on entrepreneurial attitude using a comparative study of different attitudes among university students of Portugal and Spain. Their study examined the perceptions of desirability, probability and intention toward the beginning of one’s own business and how that attributes influenced the entrepreneurial intention as compared these two dissimilar institutional contexts. Results revealed the dissimilarity of attitudes toward entrepreneurship in both countries. With respect to the perception of probability, the majority of students in Spain considered that it was easier to develop a business nowadays than it was several decades ago. However, from the students of Portugal measured that it was more difficult. Furthermore, in Spain, the entrepreneurial intent was higher than in Portugal.

Ferreira, J.J., et al (2012) developed and tested an inclusive structural equation model which chained both psychological and behavioural perspectives targeting to recognise what variables had impact on entrepreneurial attitude of secondary students. Data collection was done by self-administered questionnaire, to two secondary student classes. The questions were related to demographic features, behavioural and psychological concepts and entrepreneurial intention. Data was analysed using structural equation modelling (SEM). The results showed that need for achievement, self-confidence, and personal approach positively affect entrepreneurial objective. Furthermore, subjective norms and personal attitude affected perceived behavioural control.

A.B. Siddiqui, (2012) investigated the issues and challenges tackled by women entrepreneurs in India. Though many women had entrepreneur quality but they never got a platform to express their talents and hence they don’t know their real capabilities. At the family level, the task of coordinating various activities in a much effective manner, without feeling the touch of inconveniences, was being approved out by the women folk. Some of the major hitches identified were women’s family obligations, Gender dissimilarity, Problem of Investment, Low - level risk taking attitude, and the male - female rivalry. The paper concluded that the complications of women entrepreneurs could be eliminated by suitable training, incentives, inspiration and enthusiasm, social recognition of their entrepreneurial abilities, and family’s moral backing.

Achchuthan et al. (2014) formulated the exclusive model to the entrepreneurial objective among undergraduates. They reviewed the existing studies in the field of entrepreneurial intention in the Asia, Europe, Africa and cross cultural perspective. Based on the review of literatures in the entrepreneurial intention. They had formulated the unique model as entrepreneurial Intention for entrepreneurial Career. Based on the Model creation, the entrepreneurial motivation was the recognized as the key fact to enhance the entrepreneurial intention among undergraduates in the globalized level. Meanwhile, this model is unique and highly suitable to the Asian perspective. Researchers or scholars in the field of entrepreneurship could utilize this model to predict the influence of the entrepreneurial motivation on the entrepreneurial intention among undergraduates.

Robert Otuya et al. (2013) examined the effect of entrepreneurship education programmes on entrepreneurial intentions among university students in Kenya. Ajzen’s Theory of Planned Behavior (TBP) was adopted and operationalised to address the formation of Kenyan university students’ entrepreneurial intentions through structural equation modelling. The results of the study indicated that Ajzen’s model of planned behavior as operationalised in the study successfully predicted entrepreneurial intentions in Kenya whereas exposure and non-exposure to entrepreneurship education explains the differences in entrepreneurial intentions among the students. Further, the findings of the study indicated that the students who have exposure to entrepreneurship courses have higher intentions toward entrepreneurship than their counterparts who have no exposure to entrepreneurship courses. The study recommended that universities should include entrepreneurship courses in all the degree programs.

Z. Solesvik, M. et al., (2013) reconnoitred the association among entrepreneurship-specific education (ESE)ventures, attentiveness, and risk-taking asset gathering, and the outcome relating to the purpose “to become an entrepreneur”. Hierarchical multiple ordinary least squares regression analysis and slope analysis were implemented to test existing hypotheses. ESE students had been reported of having higher strength of entrepreneurial mind-set. Further, ESE students who accumulated the connection entrepreneurial alertness asset described higher intensity of entrepreneurial mind-set. And also they were more absorbed on to advanced entrepreneurial mind-set when they had accumulated the risk-taking propensity asset. Moreover it was found that these students were more oriented to higher entrepreneurial mind-set when they perceived less risk.

Hala W. Hattab, (2014) explored the impression of entrepreneurship education on the entrepreneurial intents of university students using Linen’s model. The methodological approach gone through the analysis of a paper and pencil close ended questionnaire distributed to undergraduate students in a private Egyptian university from three faculties. The findings suggested positive relationship between entrepreneurship education and plans and apparent interest while no relation occurred with perceived feasibility or self-efficacy. Given the implication and importance of entrepreneurship, it was anticipated to reform the educational system to inspire creativity and innovativeness of students.
Farrington, S. M. et al. (2012) analysed the possessing of certain demographic attributes to the individuals to exhibit entrepreneurial intents than those who do not. The sample comprised of undergraduate business students from three South African Universities. The statistical analysis was undertaken and Chi-Square statistics were calculated to decide the significant relationships between the demographic attributes and entrepreneurial goals. The results showed that the demographic Variables University attended, Level of study and Ethnicity had a significant impact on the intentions of respondents to begin their own businesses.

Ayodele et al. (2013) explored the rapport between sex, socio-economic position, age, locus of control, entrepreneurial self-efficacy and entrepreneurial trains among Nigerian adolescents. The sample selected from Ogun State. Locus of Control, attributes such as behaviour, entrepreneurial self-efficacy, entrepreneurial Intention and demographic data collection were used for collection of data. Data collected was analysed using Hierarchical Multiple Regression Analysis. Findings exposed that locus of control, entrepreneurial self-efficacy, and socio-economic status had substantial correlation with the adolescents’ entrepreneurial intents, while age and sex were not.

Joaquin R C et al., (2014) examined the level of education and the assertiveness to education of immigrant entrepreneurs in relation to enterprise deeds, the reasons for starting up a businesses and the creation procedure. The main objective of this study was to discover the most significant characteristics of migrant entrepreneurs in the Valencian Community. To do so, 326 questionnaires had been used to study the various immigrant communities in the Valencian Community. The hypothesis put forward in this article was an attempt at relating the attitude to education of immigrant entrepreneurs, and its relativeness to business activity, the inspiration for setting up businesses and the procedure for said business creation. This article showed that the level of education of an entrepreneur was the reason on which the majority of business activity will depend. It was helped to understand the business activities by non-national entrepreneurs in a globalized economy and added values to public policies for fostering business.

Arminda do Paço et al. (2015) compared the psychological attributes and behaviours connected with entrepreneurship, as well as entrepreneurial goals among girls joining a business school and boys joining in a sports school. It was projected that the scores documented for entrepreneurial behaviour and intentions would be higher at the business school meant for girls, where entrepreneurship education was extremely combined into the curriculum. But the results showed that, despite of not getting any kind of entrepreneurship education, the boys at the adjacent sports school, have a tendency to have a greater purpose of starting up a business. It is suggested that there were other factors influencing entrepreneurial intentions.

Saeed, S., (2015) had hypothesized that the support of perceived education, concept development, and business development, together with institutional support, shaped students' entrepreneurial self-efficacy. At the same time, entrepreneurial self-efficacy and individual inspirations constituted the essentials to start a business. The sample data were evaluated using structural equation modelling. The findings displayed that perceived educational support employed the maximum influence on entrepreneurial self-efficacy, trailed by concept development, business development and institutional supports. The findings suggested that a holistic perspective provides more meaningful understanding of the role of professed university support in the formation of students' entrepreneurial intention.

Lalit Sharma et al. (2014) inspected the consequence of individual elements like cleverness, experiences of past self-employment, previous work experience and educational degree of professional students of Uttarakhand state of India on their choice to take up entrepreneurship as a profession choice. Data analysis has been done by means of Cross tabulation and Chi square test. The results showed that past self-employment experience had a negative impact on student’s entrepreneurial preference. No relationship was seen between the work experience and entrepreneurial goals. Students scoring high on intelligence were seen to have no or little entrepreneurial ambition and students who were in MBA/PGDM, MCA and BHMCCT courses were also having tiny inclined towards entrepreneurship in comparison to the rest of the courses.

IV. SIGNIFICANCE OF THE STUDY

Entrepreneurship is a significant teamster of the economy. Prosperity and an extraordinary majority of jobs are produced by small businesses in progress by entrepreneurially minded personalities, several of whom go on to start up big businesses. People uncovered to entrepreneurship frequently precise that they have more prospect to exercise creative freedoms, higher self-esteem, and a complete superior sense of control over their own lives. As a result, many experienced business people such as politically aware leaders, economists, and educationalists trust that nurturing a robust entrepreneurial ethos will exploit individual and collective economic and social attainment on a local, national, and global scale. It is with this in notice that the countrywide standards for entrepreneurship training were established to formulate youth and adults to flourish in an entrepreneurial economy. The study was conducted to analyse the attitude of MBA students who prepare themselves for creating many start-ups in India. It cares the students of Anna university, Tirunelveli Region, Tamil nadu, India. The result recommended that a holistic formation of students’ attitude towards entrepreneurship was needed at university level and curriculum design will take care of this requirement.
V. AREA OF THE RESEARCH

Tirunelveli, the last but one southernmost district of Tamil Nadu, is pronounced as a miniature of the State, owing to its variety and diverse geographical and corporal features such as supercilious mountains and low plains, dry Teri structures, rivers and waterfalls, coastline and thick domestic forest, grimy soils and abundant alluvium, a variability of flora, fauna, and dwindling wild life. According to Census 2011, it had population of 3,077,233 of which male and female were 1,520,912 and 1,556,321 respectively.

In Tamilnadu, Engineering Colleges are affiliated to Anna University, Chennai head quartered in Chennai and Anna University is bifurcated into four regions namely, Coimbatore, Trichirappalli, Madurai and Tirunelveli. Southern parts of Tamilnadu come under Tirunelveli region. Tirunelveli region had four zones, namely Kannayakumari, Tirunelveli, Tuticorin and Viruthunagar. Seventy eight colleges comes under Tirunelveli region. Among 78 colleges, 21 colleges are offering MBA programme. Hence in the present study, it is decided to identify the entrepreneurial attitude of the management students. This study surveyed a sample of technological college and university students in Anna University, Tirunelveli to examine their attitude toward entrepreneurship and the main factors affecting their attitude.

VI. STATEMENT OF THE PROBLEM

In Tirunelveli district, even though the education standards of the management students are high and they possess a rich skill set which helps them to grab very good self-employable opportunities; many institutions started realizing the potential of entrepreneurial skills training. The colleges are in a situation that they must develop their management students in line with the challenging scenario. So the purpose of this research is to cultivate the entrepreneurial attitude among the management students, and also build self-confidence and interpersonal skills to become entrepreneur.

VI. OBJECTIVES

The objectives of the research has been formulated as follows.

- To study the need for entrepreneurial development training for management students to compete the competitive business world.
- To study the psychological attitudes of management students.

VIII. FACTORS INFLUENCING ENTREPRENEURIAL ATTITUDE

After reviewing the above presented literatures, the researcher identified the six influencing factors of entrepreneurship such as need for achievement, locus of control in potential entrepreneurs, self-efficacy level of potential entrepreneurs, instrumental readiness of potential entrepreneurs, subjective norms of potential entrepreneurs and entrepreneurial intention of potential entrepreneurs. In regions where these factors are present, one can expect to see strong and consistent entrepreneurial growth. These factors may have both positive and negative influences on the emergence of entrepreneurship. Positive influences establish facilitative and conducive conditions for the emergence of entrepreneurship, whereas negative influences generate inhibiting milieu to the emergence of entrepreneurship. List of these factors are presented below:

**Need for Achievement:**

It was meant to follow daily schedule to attain the goal, trying to succeed in spite of failure, foregoing a little happiness to achieve the goal, not bold enough to face the exams and the enthusiasm to maintain a record. Many of the students marked moderate answer with 62.4 % which is given in Table 1.

<table>
<thead>
<tr>
<th>Need for Achievement</th>
<th>Low</th>
<th>Moderate</th>
<th>High</th>
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<tbody>
<tr>
<td>Count</td>
<td>65</td>
<td>206</td>
<td>59</td>
</tr>
<tr>
<td>%</td>
<td>19.7%</td>
<td>62.4%</td>
<td>17.9%</td>
</tr>
</tbody>
</table>

**Locus of Control in Potential Entrepreneurs:**

It is a psychological term coined by Julian B. Rotter in 1954 and it denotes to how much individuals trust they can control events that affect them. It's an essential element of all of our personalities, can be of either internal or external. The results expressed that many of the Anna University, Thirunelveli region believed in this belief, is presented in Table 2.

<table>
<thead>
<tr>
<th>Locus of Control in Potential Entrepreneurs</th>
<th>Low</th>
<th>Moderate</th>
<th>High</th>
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</thead>
<tbody>
<tr>
<td>Count</td>
<td>53</td>
<td>224</td>
<td>53</td>
</tr>
<tr>
<td>%</td>
<td>16.1%</td>
<td>67.9%</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

**Self-efficacy level of potential entrepreneurs:**

Self-efficacy denotes an individual’s belief in their personal competence to achieve a job or a specific set of task. It plays a role in motivation, thought patterns, cognitive processes, decisions, future orientation and everyday behaviour. It is very surprising from Table 3 that many students have high level of self-efficacy in the Anna University, Thirunelveli region.
Table-3: Self-efficacy Level of Potential Entrepreneurs

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Count</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>%</td>
<td>11.8%</td>
<td>66.4%</td>
<td>21.8%</td>
</tr>
</tbody>
</table>

Instrumental Readiness of Potential Entrepreneurs:
It is expressed in terms of financial and moral support to start a business of their own. Good guidance in any situation worth much in difficulties. The one who have had this kind of instrumentals will achieve their goals very soon. Table 4 presented the instrumental readiness of potential entrepreneurs from Anna University, Thirunelveli region which has moderate per cent as 64.5.

Table-4: Instrumental Readiness of Potential Entrepreneurs

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Count</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>12.7%</td>
<td>64.5%</td>
<td>22.7%</td>
</tr>
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</table>

Subjective Norms of Potential Entrepreneurs:
Subjective norm of university students always has significantly positive influence on their entrepreneurial attitude. It is true with the MBA students of Anna University, Thirunelveli region. Many of them (60.3 %) felt that of subjective norms have impact on potential entrepreneurs. The result is given in Table 5.

Table-5: Subjective Norms of Potential Entrepreneurs

<table>
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<th>Low</th>
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<tbody>
<tr>
<td>Count</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>22.4%</td>
<td>60.3%</td>
<td>17.3%</td>
</tr>
</tbody>
</table>

Entrepreneurial Intention of Potential Entrepreneurs:
It is one’s own desire and preference to be a self-employee rather that work for others. Some of the MBA students of Anna University, Thirunelveli region believe to make more money out their own business and others love to take risk for their life. Few felt that running their own business would be more prestigious than working for others. This is tabulated in Table 6.

Table-6: Entrepreneurial Intention of Potential Entrepreneurs

<table>
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<tr>
<th></th>
<th>Low</th>
<th>Moderate</th>
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<tbody>
<tr>
<td>Count</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>23.0%</td>
<td>56.1%</td>
<td>20.9%</td>
</tr>
</tbody>
</table>

Overall Attitude: The overall attitude of MBA students of Anna University, Thirunelveli region towards Entrepreneurship is tabulated in Table 7. From the table, it is very clear that many students positive mind-set towards Entrepreneurship. But the number is just above the average. As the sole technical university of Tamil nadu state, Anna university should take measures to improve the students attitude towards Entrepreneurship.

Table-7: Overall Attitude towards Entrepreneurship

<table>
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<th></th>
<th>Low</th>
<th>Moderate</th>
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<tbody>
<tr>
<td>Count</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>24.8%</td>
<td>51.2%</td>
<td>23.9%</td>
</tr>
</tbody>
</table>

IX. LIMITATIONS OF THE STUDY
This study considered and surveyed only the students of MBA of Anna University of Tirunelveli. And also the research area is minimized to a particular discipline and region which in turn produce less output of the expectation.

X. DIRECTIONS FOR FUTURE RESEARCH
This research can be extended to the other regions of Anna University which will be helpful in finding the overall attitude of the Engineering students in Tamilnadu state. Moreover, the other engineering disciplines and Arts and Science Colleges are also need to be considered to research the final image of students’ attitude towards entrepreneurship.

XI. CONCLUSION
This paper analyses the entrepreneurial goals of MBA students of Anna University, THIRUNELVELI and KANYAKUMARI ZONE region and their influencing factors. It systematically discovers the influence of other factors such as individual/psychological factors, family background factors and social environment factors on the entrepreneurial intentions of the university students. The results recommend that Anna university students
have robust entrepreneurial intentions. For instance, the university can support its students for starting their own business and encourage their entrepreneurial competence, self-controllability and entrepreneurial self-efficacy to make them attain more successful entrepreneurial experiences by taking a series of measures such as entrepreneurial education and entrepreneurial skill training, developing appropriate risk propensity, creating an encouraging and supporting atmosphere, setting up entrepreneurial funds and nurturing entrepreneurial attitude of MBA students. By these education and supporting policies, individual psychological status of Anna university MBA students and social environment are anticipated to be changed to stimulate university student’s entrepreneurial intentions, reaching the goal of promoting employment by entrepreneurship.

XII. ACKNOWLEDGEMENT

Though the study is funded by the authors only, the authors would like to express their sincere thanks to the management of the Engineering colleges of Anna University, THIRUNELVELI and KANYAKUMARI ZONE and Kanniyakumari Region for permitting them to make this study of their MBA students.

XIII. REFERENCES


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