

Entrepreneurial Competencies Ease Entrepreneurial Intention – An Insight.

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Abstract: Entrepreneurship plays a major role in creating the wealth of the country. When entrepreneurship is flourished in a country, it improves in its product and services. Entrepreneurs are those who take the higher risk of their investment, time and effort to make value. When they are successful the country improves in its economy. At this point, there is a need to improve the skills of those entrepreneurs at the student's level. The management students are more likely to be budding entrepreneurs. The entrepreneur's talent should be shaped by using right educational tool for a better economy. Entrepreneurial education, training, skill development program are to be focused to enhance the skills and knowledge of the entrepreneurial students. Entrepreneurial student's profile differ from each other, their attitude, thinking, family background, education level plays a major role for a student to become a job maker or job seekers. This study focuses on the skill sets of the management students who prefer entrepreneurship as a career option after their course.

Keywords: Entrepreneurial Intention, Skills, Personal Motivating Factors.

I. Introduction

The major problem India faces today is undoubtedly unemployment. We are in a country where the youth ratio (who is in the age group of 15-24 years, India census 2011) is 20:1 (approximate value) which is one fifth of the total population and it is expected to 34.33% by the end of 2020. So with huge youth population the country has a biggest advantage of becoming a super power and severe disadvantage of unemployment which slows the economic growth and development. This problem of unemployment has a simple solution of self-employment which increases the job creators and reduces the job seekers in the country.

The fancy of entrepreneurship among youth has increased in the recent years but this increase is not sufficient to meet the unemployment problem of the youth in India. High encouragement is needed to increase this count where India stands in a position to develop the skilled entrepreneurs.

Research on entrepreneurship is very popular around the world. Studies on this adopts differ approaches from various disciplines. The relationships between the constructs and approaches on entrepreneurship intention have brought about various results which positive or negative. Among various leading approaches, the relationship between the skills and the entrepreneurial intention at the student level is still gaining weight. The entrepreneurial skills of the students can be enhanced by proper education and to be more specific management education has huge responsibilities in building entrepreneurial skills and creating them as young entrepreneurs and this paper contributes to this journey.

This paper explains the various skill set and the personal factors responsible for a student to become entrepreneur. The skill set taken here are referred from various models such as Bird and Jelinek (1988), Linen and books and are considered as the most important skills to the level of management students are explained in this paper.

The study starts with the literatures relating to entrepreneur, entrepreneurial intention, major skill set of entrepreneurs followed by methodology, data collection, data analysis, findings and ends up with conclusion.

II. Review Of Literature

An entrepreneur is simply called a businessman. He is the person who brings money and labour together then organizes, manages and at his own risk to makes it to a product/service. An entrepreneur on the other hand can be described as a creative and innovative reaction to the environment.

Entrepreneurial intention is simply the intention of a person to choose/select his or her career option as an entrepreneur. Entrepreneurs have the task of calculating risk, accumulate the resources and with their efforts establish their own business. For a student to become an entrepreneur, the student must first have the willingness and motivation to be an entrepreneur (Kakkonen (2011: 227)). The entrepreneurial skills of a student motivate him/her to be an entrepreneur.

Major skill set of entrepreneurs.

The role of entrepreneur's competency is the key factor for the success of an entrepreneur amidst of the competitive business environment. Hence the focus on entrepreneurial skills has been increasing over the years. There are various skill set required for a student to become entrepreneurs. These skills may be inbuilt or they may be taught through management education. The major skills of entrepreneur are categorized into major 3 groups as personal skills, business skills, technical skills.

A. Personal skills:

- **Creativity:** It is the ability to generate novel ideas. This skill is essential for a student to become an entrepreneur (Locke and Baum (2007)).
- **Self- efficacy:** This is the capacity of one's belief in own action. This is needed for an entrepreneur as one must have the self trust on their doing to be successful (Markman et al. (2002,2005)).
- **Self- confidence:** It is the trust on oneself in taking any judgement. An entrepreneur must believe on him in all decision to be successful (Simon et al (2000)).
- **Ability to manage risk:** It is the skill to manage risk and take away the responsibilities in any condition or any uncertainty situation. Entrepreneurs should have the risk taking ability to taste the success (Miner and Raju (2004)).
- **Resilience:** Being an entrepreneur is not an easy task there lie many hurdles. When there is a pathetic situation, one should recover from that quickly and this skill is essential to endure and cope with difficulties.
- **Decision making capability:** As an entrepreneur we need to take decision depending upon the situation with the available alternatives rapidly (Schenkel et al.(2009)).
- **Problem solving attitude:** It denotes to the application of appropriate action in order to solve a problem arising in business. It involves the thinking process and analyzing the various techniques to find a suitable solution for the problem.

B. Business skills

- **Basic management skills:** It is the basic acquired information or knowledge about the domain and the associated fields (Shane 2000, 2003).
- **Leadership skills:** this is a very important skill and it is all about the ability to convince and manage people to grab the opportunity (Jack and Anderson (2002)).
- **Efficiency in handling money:** It includes the management of money such as borrowing funds, keeping financial records, managing cash flow, handling credit, reporting and paying taxes (Good 2011).
- **Time management:** time management refers to the ability of planning tasks within the stipulated allotted time and completing it successfully.

C. Technical skills

- **Market knowledge:** This skill is the ability to grab the material resources and keeps them to move with the market trend (Harper 1996).
- **Networking and making professional contacts:** As an entrepreneur we need to be connected with people always. So the ability to make contacts is highly essential as a skill (Baron and Markman (2003)).
- **Knowledge on ethics& morals of Business:** It is the ability to learn the rules and regulations of business and make the right move in every action of business (Chell (2008)).
- **Implementation of ideas:** It is the ability to develop an idea and make it commercially successful. It is using the opportunity by applying the resources, to move forward (Frese(2007)).

The main motivation for entrepreneurial intention is the use of skills and talents, to have a control for a secured future, to have self- fulfillment, freedom of decision, to learn new things, comfortableness, to be commitment, to have good source of wealth(Maalu, Nzuve, Magutu (2010)). Entrepreneur education (Soomro and Shah (2015)) shows a favourable attitude towards entrepreneurial intention and are positively related.

III. Objectives Of The Study

1. To carry out a comprehensive study on the various skills of management students who prefer entrepreneurship as a career option.
2. To find out the impact of skills on the motivating factors of entrepreneurship

IV. Methodology

The present study is carried on descriptive type of research design. It includes surveys and fact findings. The study uses primary data and collected from various universities and colleges of Tamil Nadu. The questionnaire was framed by focusing on the skill set and various personal motivational factors responsible for a MBA student to choose entrepreneurship as a career option. The questionnaire was distributed to the final year MBA students and the data was collected. The sample size is 234 and the sampling method used here is Simple Random Sampling. Further, the analysis was done by using SPSS 17.0 and the analysis is presented below.

V. Findings And Analysis

The table no: 1 shows the mean and standard deviation of various skill set posed by the management students.

Table No:1.

	Skills Set	Mean	Std .dev	Rank
Personal skills	Creativity	3.19	.868	12
	Self- efficacy	3.39	.953	9
	Self-confidence	3.67	.963	4
	Ability to manage risk	3.39	1.072	9
	Resilience	2.97	.912	14
	Decision making capability	3.50	.941	8
	Problem solving attitude	3.66	.918	5
Business skills	Basic Management Skills	3.71	1.021	2
	Leadership skills	3.70	1.059	3
	Efficiency in handling money	3.56	1.098	6
	Time management	3.97	1.002	1
Technical skills	Market knowledge	3.06	.829	13
	Knowledge on Ethics & Morals of Business	3.33	1.142	11
	Networking and making professional contacts	2.91	.993	15
	Implementation of ideas	3.56	1.010	6

Source: Author’s calculation using SPSS.

The statements used for measuring the skills were taken in a 5 point likert scale which ranges from 1 as poor to 5 as excellent. The statements with the highest mean ranks first as time management and with the lowest mean ranks last as networking and making professional contacts in the entrepreneurial skills set of the management students.

The results depicts that the students are excellent in time management (3.97) which is an important skill needed to be an entrepreneur. Secondly, ranks the basic management skill (3.71) which reflects that they have a good theoretical knowledge about their MBA course. Thirdly, ranks the leadership skill (3.70) which is very essential for leading a business. The least scored rank (15) for the networking and making professional contacts (2.91) denotes that the students don’t have much knowledge in networking and making professional contacts with people as they are in students level.

Table no: 2 shows the personal motivating factors of the management students to choose entrepreneurship as a career.

Table No: 2

	Motivating factor	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Personal factors	I can be my Own boss	29.1	50.9	12.8	7.3	0
	I know the necessary Practical Details to start business	21.4	44.9	29.1	4.7	0
	My Course motivates to be an entrepreneur	29.5	42.3	25.2	3	0
	My goal is to be an entrepreneur	46.6	35.9	10.7	5.6	1.3
	Opportunity to Earn money	39.7	38	17.9	3.4	0.9
	Career advancement and	36.3	38.9	19.2	4.7	0.9

growth						
Business is Prestigious and gives social status	31.2	38	19.2	11.5	0	
To use my potentials	32.9	35.5	23.1	6	2.6	

Source: Author’s calculation using SPSS.

From the percentage analysis, it is seen that for a student to become entrepreneur, the major factors which contribute to it are my goal is to be an entrepreneur (46.6%), opportunity to earn money (39.7%), I can be my own boss (50.9%), I know the necessary details to start business (44.9%), course motivation (42.3%), career advancement (38.9%).

VI. Hypothesis

Ho: There is no relationship between the entrepreneurial skills and entrepreneurial intention of the management student.

H1: There is a relationship between the entrepreneurial skills and entrepreneurial intention of the management student.

The skills set were grouped into 3 categories such as personal skills, business skills and technical skills. These 3 groups were correlated with the entrepreneurial intention level of the student. The entrepreneurial intention was measured with the set of statement together that’s mean value 1.2 and correlated with the skills set.

The table no: 3 shows the correlation of the skill with the entrepreneurial intention level.

Skill set	Pearson co-efficient	sig	Rank
Personal skills	.725	.000	1
Business skills	.610	.000	2
Technical skills	.530	.000	3

Source: Author’s calculation using SPSS.

From the table no: 3 it is seen the significance value of the skills set (personal, business and technical) are less than 0.05 and so we reject the null hypothesis and accept the alternate hypothesis. Hence there is a relationship between the skills set of the management student with the motivating factors to become an entrepreneur.

From the correlation value, it is seen that the personal skills are highly correlated with Pearson’s correlation (.725) and ranks first. The personal skills describe one’s attitude and characters towards one’s intention on entrepreneurship. This is reflected in the result of high correlation.

The business skills (.610) generally include the management skills which are learnt through academics and so it ranks second and finally the technical skills (.530) ranks third where these skills are acquired through experience and over time. Hence it ranks least in the correlation.

VII. Conclusion

This study helps to understand the various entrepreneurial skills of students. The entrepreneurial skills give a detailed picture and its division as personal skills, business skills and technical skills. Out of the three skills the personal skills rank first, the business skills rank second and the technical skills rank third. The personal skill reflects the attitude of the management graduates to become entrepreneur. Hence the management education should focus on teaching system which improves the entrepreneurial skills of the students particularly on personal skills. The personal skills focus on the attitude which obviously results in enhancement of next level of skills as business and technical skills. The personal skills generally tells about the attitude of the students can be developed by strengthening the business skills and technical skills. The management education system should focus on improving those skills by specific training and coaching the students on which includes specific entrepreneurial course, skill development programs, lectures by real entrepreneurs and conducting workshops on entrepreneurial aspects. This development of business skills and technical skills will improve the personal skills of the students. It is also to be noted that some students have the entrepreneurial attitude which takes them to the next level of being an entrepreneur in the future. Hence the study concludes that personal skill is the critical factor upon decision of entrepreneur and to enhance that indirectly there is a need to strengthen business and technical skills through management education.

In addition to this improvement in management education can be done by conducting specific training programs on entrepreneurship, arranging skill development programs in alignment with government, designing specific courses on entrepreneurship in the curriculum, conducting Entrepreneurial Aspirants Programs, educating students by real entrepreneurs to gain real entrepreneurial experience

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