

A Study on Career Intention Towards Management and Entrepreneurship among Students in India

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Abstract

The growth of the Indian economy lies in entrepreneurs. There's a need for developing entrepreneurship among council scholars from the launch of their specialized education. In addition to the education, they should also be equipped with entrepreneurship chops through creation schemes and programs like business incubators. The business incubators program should develop youthful entrepreneurs. This not only offers a tone- of employment but also teaches to earn at a youthful age. The potential skills of the students should be identified and they must be molded to start their own businesses after their education. There are few institutions that have entrepreneurship centers that run entrepreneurship programs to help the students start their own businesses. This paper discusses the status of entrepreneurship in India and explains the need for entrepreneurship education at institutions. Since the job request could reach an achromatism point, the force of available jobs may be exhausted soon, creating entrepreneurs would go a long way toward developing the frugality and job creation. The education sector, by encouraging entrepreneurial spirit could itself come to an established growth sedulity. Operation education provides a potentially rich ground to develop entrepreneurial chops and capacities like independent thinking, occasion identification, trouble-taking capability, etc. Operation education provides a potentially rich ground to develop entrepreneurial chops and capacities like independent thinking, occasion identification, threat-taking capability, etc. It could give a stalking ground to discover the retired entrepreneurs from amongst the else academically talented crop of scholars. This paper explores the linkage between management education and entrepreneurship.

Keywords: Entrepreneurship, Education, Youth Entrepreneurship Services Platform, information resource management

INTRODUCTION

An entrepreneur is someone who creates a new business, bears most of the risks, and enjoys most of the rewards. The process of setting up a business is known as entrepreneurship. An entrepreneur is generally viewed as an inventor, a source of new ideas, goods, services, and business processes. Entrepreneurship is the preface of a new product or service through the creation of a new company or the invention of a being association. Entrepreneurs seek change, reply to change, and take charge as an occasion. An entrepreneur is an inventor or creator who introduces a commodity new to the establishment or frugality. It may be a new system of product, a new product, a new source of material, a new request, or any other analogous invention. In today's world of work, it is increasingly being felt that with jobs reaching a saturation point creating entrepreneurs would go a long way in the creation of jobs and also the development of the economy. Though there are different schools of thought, where one school is of the view that it is in the genes and another school believes that entrepreneurs can

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be made. If we believe in the former then no effort will be made, with the assumption that it will come only automatically where we have no roles to play. Entrepreneurship plays such a vital role in the economic development of countries all over the world. Educating people who can start, innovate, build or buy businesses is crucial to the economic development of the world [1].

Entrepreneurship in India has been promoted by? systematic effort to remove the state-imposed Structural and regulatory constraints. grant a license and policies on control and taxation have been cited as one of the major hurdles in setting up and running a new business. Progressive state governments have tried to make it easier for Entrepreneurs to set up a business.

Bangalore and the development of Hyderabad as a Hub of Information Technology (IT) Government support in the company is a direct result of the Form of tax holiday for start-ups and specific sector Discounts for starting new ventures. students with high entrepreneurial potential get proper training, and they will have the best prospects of becoming real entrepreneurs. Entrepreneurship involves everyone-the government, society, and educational institutions. If the Entrepreneurship Education (EE) in India's higher education system cannot address major obstacles, in the pursuit of national economic development and employment, at least it can offer a start.

Growth of management colleges in India, quantitative improvement gradually increased. The contribution of Indian management education to socio-economic reasons is generally not true for several reasons. The basic objective of management education is to inculcate business knowledge in terms both theoretical and practical, develop decision-making skills, inculcate entrepreneurial attitude among students, and fill the gap between demand and supply of human resources i.e. management professionals. to be filled in industries. The real picture of management education in India is quite different from the above objectives. The role of the managed colleges, teachers, and students affiliated with the university is crucial in this regard [2].

Qualitative aspects are least considered, only sending out students has become the prime motto of management colleges. The problem areas are clearly visible in this regard; All these conditions gave results of management education matched to the needs of industry and society. Indian society needs entrepreneurs more than workers. Basically, an entrepreneurial attitude starts with properly tuned and directed aspirations. The government of India is always ready to encourage entrepreneurs by providing initial and developmental support. Here the user is not ready yet! So, where is the problem here, it requires deep thinking, analysis, and practical recommendations to be presented.

ENTREPRENEURSHIP EDUCATION PROGRAMS

The ultimate goal of vocational education in universities is to train and transfer high-quality skilled personnel to society. In vocational education, more attention should be paid to the development of practical ability, innovative ability, and entrepreneurial ability of the students. In order to realize the organic integration of entrepreneurship education and vocational education, teachers should start with the following two aspects of the teaching reform process [3, 4]. Teachers should focus on and strengthen entrepreneurial theoretical knowledge and effective penetration of entrepreneurial education concepts while carrying out business e-commerce education activities.

In conducting systematic entrepreneurship education activities, teachers should focus on strengthening Professional theoretical education of students' knowledge. deepening the mastery of the students and understanding of professional theoretical knowledge, For e-commerce majors, since Online entrepreneurship also requires rich experience and knowledge, teachers must teach students not only to master basic computer operating skills but also to pay close note to the close relation and conjunction of the theory and practice. Integrated, for teaching e-commerce majors Must have a training model of "Professional + Entrepreneurship" Corner. In terms of courses, students can know about the Market environment and financial risks of Internet Entrepreneurship through courses like e-commerce

and Logistics, cross-border e-commerce, and international trade. Students can learn about legal awareness in business by Providing legal courses like economic law. simultaneously, Universities may also offer elective courses to make students prosperous Expansion of the knowledge system from many aspects of Entrepreneurial thinking, and comprehensive improvement of student's literacy and competence.

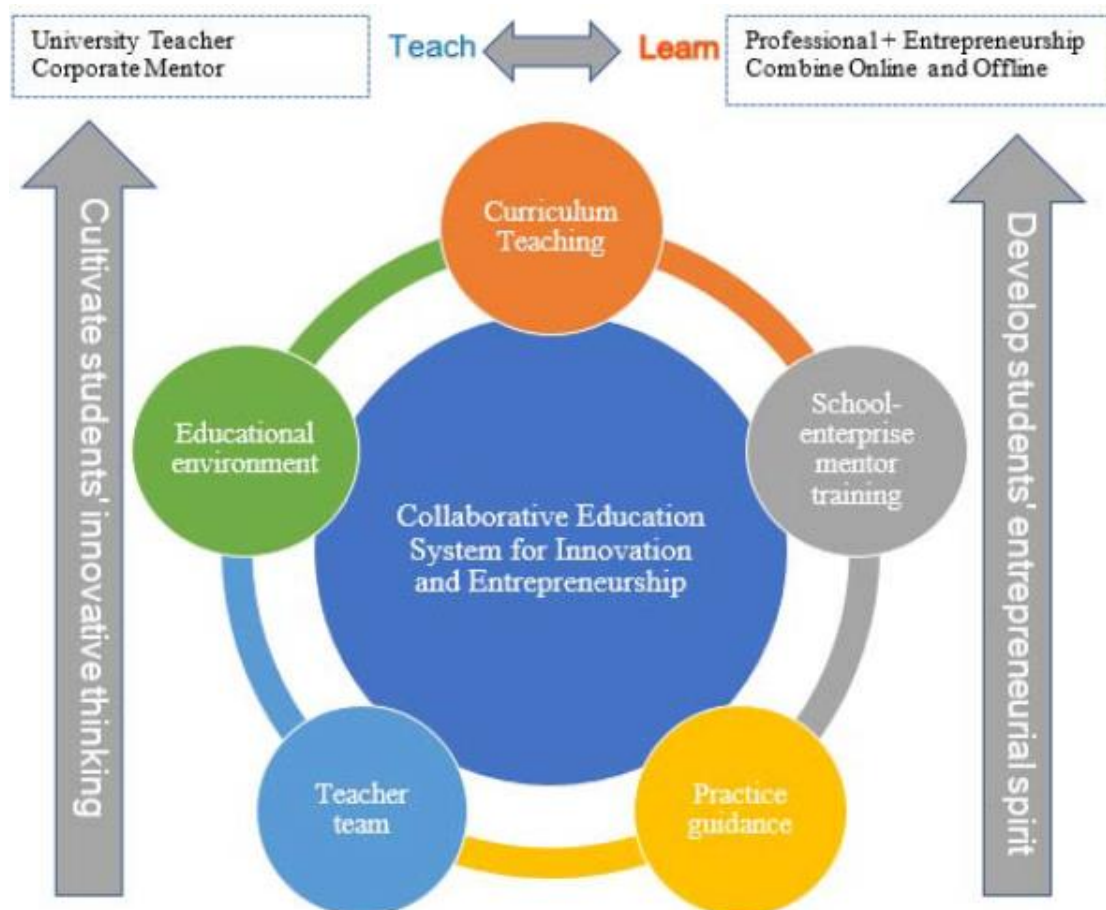


Figure 1. Education system for innovation and entrepreneurship.

Figure 1. shows Education System For Innovation And Entrepreneurship

1. **Idea Generation** Every new adventure starts with an idea. In our environment, we take an idea as a description of the need or problem of a constituency with the conception of a possible result.
2. **Occasion Evaluation** This is the stage where you ask the question of whether there's an occasion to invest. Investment is primarily capital, whether from individualities in the company or from outside investors, and the time and energy of a group of people. But you should also consider other means similar as intellectual property, particular connections, material etc.
3. **Planning** Once you have decided on an occasion, you need a plan to subsidize on that occasion. A plan starts out as a fairly simple set of ideas and also becomes more complex as the business takes shape. In the planning phase, you'll need to produce two effects a strategy and an operations plan.
4. **Company Launch** Once there is a sufficiently compelling opportunity and a plan, the entrepreneurial cohort will go through the process of choosing the right form of business reality and actually making the enterprise into a legal reality.
5. **Growth** Post launch, the company works towards making its product or service stand out, generating profit and moving towards sustainable performance. The emphasis is on the implementation of the plan. At this point, you continue to ask questions but spend more of your time working on your plans.

Construction Of Evaluation For Entrepreneurship Environment

The construction of evaluation index system for entrepreneurship environment is vital in practice. It is necessary to do a measure on objects and events around us while doing scientific research, which can help us to grasp the complexity of the nature and the social phenomena [5]. That is why a set of indicator system should be established. It can help us to measure and evaluate the entrepreneurship environment. Being a kind of means, it deepens our understanding on pioneering environment elements and helps us to find a series of ameliorative measures, therefore, to implement the measures into action. More importantly, being a set of standard, the indicator system provides with transverse (historical dimension) and longitudinal (spatial dimensions) comparison and analysis, which can also help us to find some key problems in entrepreneurship environment construction and point the way out.

The construction of evaluation index system for entrepreneurship environment must follow some principles. The first is entrepreneur-oriented principle. Entrepreneurship environment is the surroundings the entrepreneur is deep in. It also provides the entrepreneur with pioneering resources. Accordingly, the evaluation indicators should be set to meet the demands of the entrepreneur. Based on the functions of entrepreneurship environment as encouraging, supporting, serving and protecting, four dimensions are adopted as the main evaluation index. The second is systematization principle. Entrepreneurship environment is a dynamic and complex system. Its integrity, dynamic and systematic factors, as well as the information quantity and operating procedure, should be taken into consideration in selecting and determining the specific indicators. The entrepreneurial environment index system is constructed based on the existing research results domestic and foreign by the method of multi-factor system evaluation, regarding Economic Base, Service Support System, Science and Education Support System, Culture Support System, Environment Support System and Entrepreneurship Status as the primary index.

MANAGEMENT SYSTEM AND ENTREPRENEURSHIP

Entrepreneurial management is the practice of giving the innovation inherent in entrepreneurship a more solid management structure. Many new entrepreneurs have ideas for businesses they want to start, or products they want to create, but don't know how to manage a small business effectively. A management system is a way in which an organization manages the interrelated parts of its business in order to achieve its objectives [6]. The work of an entrepreneur involves the use of managerial skills, which he develops while planning, organizing, staffing, directing, controlling, and coordinating the activities of the business.

The important functions performed by an entrepreneur are :

1. Threat- bearing function-The functions of an entrepreneur as a threat deliverer is specific in nature. The entrepreneur assumes all possible pitfalls of business that emerges due to the possibility of changes in the tastes of consumers, ultramodern ways of product, and new inventions. Similar pitfalls aren't insurable and valuable. In simple terms, similar pitfalls are known as query concerning a loss.
2. Organisational Function-The entrepreneur as an organizer and his organizing function is described by J.B. Say as a function whereby the entrepreneur brings together colorful factors of product, ensures continuing operation, and renders threat- bearing functions as well. His description associates entrepreneurs with the functions of collaboration, association, and supervision. According to him, an entrepreneur is one who combines the land of one, the labor of another, and the capital of yet another and therefore produces a product [7,8,9]. By dealing the product in the request, he pays interest on capital, rent on land, and stipend to sloggers and what remains is his/ her profit. In this way, he describes an entrepreneur as an organizer who alone determines the lines of business to expand and capital to employ further judiciously. He's the ultimate judge in the conduct of the business.
3. Innovative Function-The introductory function an entrepreneur performs is to introduce new products, services, ideas, and pieces of information for the enterprise. As an inventor, the entrepreneur foresees the potentially profitable occasion and tries to exploit it.

He's always involved in the process of doing new effects. According to Peter Drucker, "Innovation is the means by which the entrepreneur either creates new wealth-producing resources or endows being coffers with enhanced eventuality for creating wealth". Whenever a new idea occurs entrepreneurial sweats are essential to convert the idea into practical operation.

4. Directorial Function-The entrepreneur also performs a variety of directorial functions like determination of business objects, expression of product plans, product analysis, and request exploration, association of deals and material, reclamation of men, and undertaking, of business operations [10]. He also undertakes the introductory directorial functions of planning, organizing, coordinating, staffing, directing, motivating, and controlling the enterprise. He provides a logical and scientific base to the below functions for the smooth operation of the enterprise thereby avoiding chaos in the field of product, marketing, coping, retaining and selection, etc. [11]

CONCLUSION

The paper began by discussing the prevailing problem of unemployment and underemployment and the need for entrepreneurship education as a solution to the same. In order to analyze the different aspects of entrepreneurship education, in order to fulfill the purpose of the study, three aspects have been studied here. Firstly entrepreneurship education programs where it is found that entrepreneurship programs are gaining popularity in higher education institutions. this is especially important Conducting education reform through joint participation in guidance Students' E-Commerce Entrepreneurship Competition, Building A Practice Base, Incubating Innovative Entrepreneurship Projects, and creating a good environment for innovation Entrepreneurship. the study highlights the significance of entrepreneurship education for non-business disciplines. Non-business disciplines are able to give rise to more start-ups as they have multiple product ideas, which they can convert into business ideas if they are equipped with entrepreneurial knowledge. This study provides an insight into various aspects of entrepreneurship education programs for universities and other higher education institutions.

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