

# DEVELOPING ENTREPRENEURIAL SKILLS AMONG THE STUDENTS OF MANAGEMENT AND ENGINEERING

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## **Abstract**

Successful management , entrepreneurial skills achievement in the new era requires developing new skills and methods to meet the challenges and opportunities of this new era of globalization. An entrepreneurial approach is seen by many scholars and policy makers in colleges as major option to enhance their organizational performance in the competitive world. The concept of entrepreneurship is multi-dimensional and often unclear. Various perspectives have different implications for how entrepreneurship is related to, and can help to promote sustainable development (SD). This paper “Developing Entrepreneurial Skills among the students of Management and Engineering” will attempt to explore view points from the colleges located in and around of Hyderabad city. Entrepreneurship development cell and entrepreneurship as subject and sustainable development. The key objectives to explain different perspectives on what is meant by the term entrepreneurship in a global context to provide an overview of sustainable development in relationship to entrepreneurship, and how important to enhance the entrepreneurial skills among the students .This paper argues that, it is essential to introduce entrepreneurship as a subject in academics, establishing ED Cell as well to inculcate the entrepreneurial skills among the students in all the private institutions to compete with globalization. Every definition may not be fully captures the concept, but being clear vision of entrepreneurship, ED (Entrepreneurship Development) Cell in colleges , we can progress the skills, abilities, qualities and techniques among the students to start up their own business without depending on the government jobs which leads the continuous development of economy of the developing, developed countries as well.

**Keywords:**Management, Technology, Entrepreneurship, Substantial Development(SD), Business, Colleges, Students, Developing Countries, ED Cell, Skills.

## **INTRODUCTION TO ENTREPRENEURSHIP**

Entrepreneurial development today has become very significant; in view of its being a key to economic development. The objectives of industrial development, regional growth, and employment generation depend upon entrepreneurial development. Entrepreneurs are, thus, the seeds of industrial development and the fruits of industrial development are greater employment opportunities to unemployed youth, increase in per capita income, higher standard of living and increased individual saving, revenue to the government in the form of income tax, sales tax, export duties, import duties, and balanced regional development. The concept of an entrepreneur existed and was known for centuries, the classical and neo classical economists left entrepreneurs out of their formal models: They assumed that perfect information would be known to fully rational actors, leaving no room for risk-taking or discovery. It wasn't until the middle of the 20th century that economists seriously attempted to incorporate entrepreneurship into their models. Three thinkers were central to the inclusion of entrepreneurs: Joseph Schumpeter, Frank Knight, and Israel Kirzner. Schumpeter suggested that entrepreneurs—not just companies—were responsible for the creation of new things in the search of profit.

Knight focused on entrepreneurs as the bearers of uncertainty and believed they were responsible for risk premiums in financial markets. Kirzner thought of entrepreneurship as a process that led to the discovery.

**CONCEPT OF ENTREPRENEURSHIP**The word 'Entrepreneur' is derived from the French word *entrepreneur* which means "to undertake". This refers to those who undertake the risk of new enterprises. An enterprise is created by an entrepreneur. This process of creation is called entrepreneurship.

Entrepreneurship is a process of action of an entrepreneur who is a person in search of something new and exploits such ideas into gainful opportunities by accepting the risk and uncertainty with the enterprise.

### **CHARACTERISTICS OF ENTREPRENEURSHIP**

#### **1. Economic and dynamic activity:**

Entrepreneurship is an economic activity because it involves the creation and operation of an enterprise with a view to creating value or wealth by ensuring optimum utilization of scarce resources. Since this value creation activity is performed continuously in the midst of uncertain business environment, therefore, entrepreneurship is regarded as a dynamic force.

#### **2. Related to innovation:**

Entrepreneurship involves a continuous search for new ideas. Entrepreneurship compels an individual to continuously evaluate the existing modes of business operations so that more efficient and effective systems can be evolved and adopted. In other words, entrepreneurship is a continuous effort for synergy (optimization of performance) in organizations.

#### **3. Profit potential:**

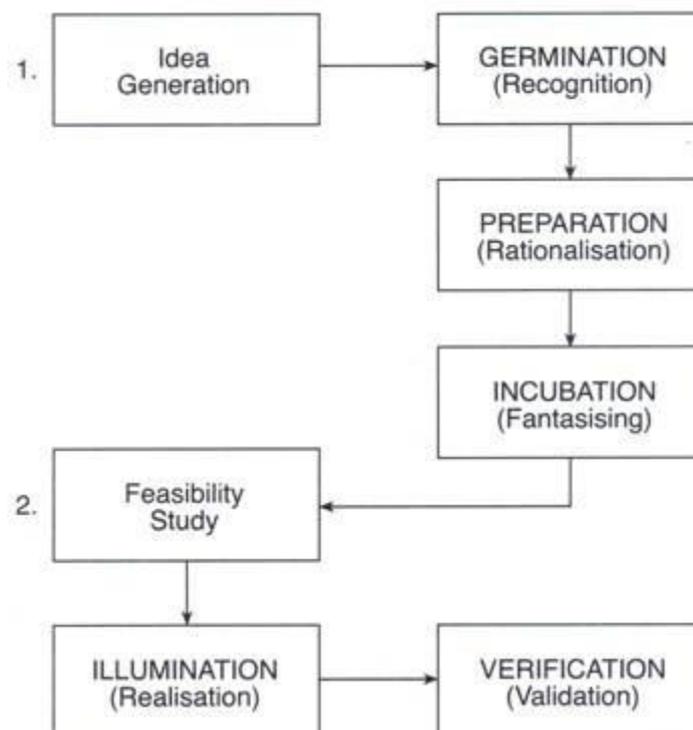
"Profit potential is the likely level of return or compensation to the entrepreneur for taking on the risk of developing an idea into an actual business venture." Without profit potential, the efforts of entrepreneurs would remain only an abstract and a theoretical leisure activity.

#### **4. Risk bearing:**

The essence of entrepreneurship is the 'willingness to assume risk' arising out of the creation and implementation of new ideas. New ideas are always tentative and their results may not be instantaneous and positive. An entrepreneur has to have patience to see his efforts bear fruit. In the intervening period (time gap between the conception and implementation of an idea and its results), an entrepreneur has to assume risk. If an entrepreneur does not have the willingness to assume risk, entrepreneurship would never succeed.

### Literature review:

Entrepreneurship is a process, a journey, not the destination; a means, not an end. All the successful entrepreneurs like Bill Gates (Microsoft), Warren Buffet (Hathaway), Gordon Moore (Intel) Steve Jobs (Apple Computers), Jack Welch (GE) GD Birla, Jamshedji Tata and others all went through this process. To establish and run an enterprise it is divided into three parts – the entrepreneurial job, the promotion, and the operation. Entrepreneurial job is restricted to two steps, i.e., generation of an idea and preparation of feasibility report. In this article, we shall restrict ourselves to only these two aspects of entrepreneurial process.



### The Entrepreneurial Process

**1. Idea Generation:** To generate an idea, the entrepreneurial process has to pass through three stages:

**a. Germination:** This is like seeding process, not like planting seed. It is more like the natural seeding. Most creative ideas can be linked to an individual's interest or curiosity about a specific problem or area of study.

**b. Preparation:** Once the seed of interest curiosity has taken the shape of a focused idea, creative people start a search for answers to the problems. Inventors will go on for setting up laboratories; designers will think of engineering new product ideas and marketers will study consumer buying habits.

**c. Incubation:** This is a stage where the entrepreneurial process enters the subconscious intellectualization. The sub-conscious mind joins the unrelated ideas so as to find a resolution.

**2. Feasibility study:** Feasibility study is done to see if the idea can be commercially viable. It passes through two steps.

**a. Illumination:** After the generation of idea, this is the stage when the idea is thought of as a realistic creation. The stage of idea blossoming is critical because ideas by themselves have no meaning.

**b. Verification:** This is the last thing to verify the idea as realistic and useful for application. Verification is concerned about practicality to implement an idea and explore its usefulness to the society and the entrepreneur.

### **Importance of Entrepreneurship**

#### **1. Development of managerial capabilities:**

The biggest significance of entrepreneurship lies in the fact that it helps in identifying and developing managerial capabilities of entrepreneurs. An entrepreneur studies a problem, identifies its alternatives, compares the alternatives in terms of cost and benefits implications, and finally chooses the best alternative. This exercise helps in sharpening the decision making skills of an entrepreneur. Besides, these managerial capabilities are used by entrepreneurs in creating new technologies and products in place of older technologies and products resulting in higher performance.

#### **2. Creation of organizations:**

Entrepreneurship results into creation of organizations when entrepreneurs assemble and coordinate physical, human and financial resources and direct them towards achievement of objectives through managerial skills.

#### **3. Improving standards of living:**

By creating productive organizations, entrepreneurship helps in making a wide variety of goods and services available to the society which results into higher standards of living for the people. Possession of luxury cars, computers, mobile phones, rapid growth of shopping malls, etc. are pointers to the rising living standards of people, and all this is due to the efforts of entrepreneurs.

#### **4. Means of economic development:**

Entrepreneurship involves creation and use of innovative ideas, maximization of output from given resources, development of managerial skills, etc., and all these factors are so essential for the economic development of a country.

### Factors affecting Entrepreneurship:

Entrepreneurship is a complex phenomenon influenced by the interplay of a wide variety of factors.

#### 1. Personality Factors:

Personal factors, becoming core competencies of entrepreneurs, include:(a) Initiative (does things before being asked for)(b) Proactive (identification and utilization of opportunities)(c) Perseverance (working against all odds to overcome obstacles and never complacent with success)(d) Problem-solver (conceives new ideas and achieves innovative solutions)(e) Persuasion (to customers and financiers for patronization of his business and develops & maintains relationships)(f) Self-confidence (takes and sticks to his decisions)(g) Self-critical (learning from his mistakes and experiences of others)(h) A Planner (collects information, prepares a plan, and monitors performance)(i) Risk-taker (the basic quality).

#### 2. Environmental factors:

These factors relate to the conditions in which an entrepreneur has to work. Environmental factors such as political climate, legal system, economic and social conditions, market situations, etc. contribute significantly towards the growth of entrepreneurship. For example, political stability in a country is absolutely essential for smooth economic activity. Frequent political protests, bandhs, strikes, etc. hinder economic activity and entrepreneurship. Unfair trade practices, irrational monetary and fiscal policies, etc. are a roadblock to the growth of entrepreneurship. Higher income levels of people, desire for new products and sophisticated technology, need for faster means of transport and communication, etc. are the factors that stimulate entrepreneurship. Thus, it is a combination of both personal and environmental factors that influence entrepreneurship and brings in desired results for the individual, the organization and the society.

**Table 1.1: Distinction between Entrepreneur and Intrapreneur:**

Basis	Entrepreneur	Intrapreneur
• Capacity• Status• Decisions	— Owner— Own boss— Takes own decisions	— An manager— Salaried employee— Executes decisions with the concurrence of owner
• Reward	— Uncertain and unlimited	— Fixed rewards and salary

Table 1.2: Distinction between Entrepreneur and Promoter:

Basis	Entrepreneur	Promoter
• Stage of business • Owing business • Nature of job	— From conception to continuation— Owns the enterprise— Includes everything	— To bring a business into existence— May or may not own— Highly specialized
• Example	— Any business	— A consultant or a chartered account and offering services

### Some Myths about Entrepreneurship:

Over the years, a few myths about entrepreneurship have developed. These are as under:

#### (i) **Entrepreneurs, like leaders, are born, not made:**

The fact does not hold true for the simple reason that entrepreneurship is a discipline comprising of models, processes and case studies. One can learn about entrepreneurship by studying the discipline.

#### (ii) **Entrepreneurs are academic and socially misfits:**

Dhiru Bhai Ambani had no formal education. Bill Gates has been a School drop-out. Therefore, this description does not apply to everyone. Education makes an entrepreneur a true entrepreneur. Mr. Anand Mahindra, Mr. Kumar Mangalam Birla, for example, is educated entrepreneurs and that is why they are heroes.

#### (iii) **To be an entrepreneur, one needs money only:**

Finance is the life-blood of an enterprise to survive and grow. But for a good idea whose time has come, money is not a problem.

#### (iv) **To be an entrepreneur, a great idea is the only ingredient:**

A good or great idea shall remain an idea unless there is proper combination of all the resources including management.

#### (v) **One wants to be an entrepreneur as having no boss is great fun:**

It is not only the boss who is demanding; even an entrepreneur faces demanding vendors, investors, bankers and above all customers. An entrepreneur's life will be much simpler, since he works for himself. The truth is

working for others are simpler than working for oneself. One thinks 24 hours a day to make his venture successful and thus, there would be a punishing schedule.

### **OBJECTIVES OF THE STUDY**

- To review the importance of entrepreneurship in educational institutions
- To Analyze the Entrepreneurial activities held in private Educational Institutions.
- To evaluate the entrepreneurial need in this competitive globalized era.

### **Data Sources :**

The primary data has been taken from the direct interviews with college management, students of management, engineering, ED cell as well.

Secondary data has been collected through college journals, magazines, brochures, college websites and internet.

### **LIMITATIONS OF THE STUDY**

- This study is confined to the management and engineering students.
- The research is conducted in and around Hyderabad city.

### **SOURCES OF INFORMATION FROM VARIOUS EDUCATIONAL INSTITUTIONS AS FOLLOWS**

#### **Entrepreneurship development cell**

Entrepreneurs play a vital role in the economic development of any region or country. An entrepreneur is a person who organizes, manages and takes the risk of running an enterprise. India has very ambitious growth targets for the future.

#### **Vignana Bharathi Institute of Technology**

EDC has set up in VBIT campus to promote and act as the core facility in fostering growth of innovation and entrepreneurship amongst the faculty and students of VBIT and to promote entrepreneurial culture in the college.

#### **Anurag Group of institutions**

A seminar on Grass Root Level Innovations – Entrepreneurship development was held on 14.08.2014 by Brig (Retd) Ganesham, PalleSrujana and Mr. Kranthi Kumar , Idea Studio for all the students interested in Entrepreneurship and developing community projects. The seminar addressed the issue of importance of entrepreneurship and the need for creating products for the major segment of the society. The seminar focused on grass root level innovations done by many villagers and farmers which changed the way they perform the works. Brig (Retd.) Ganesham emphasized that the students should try to innovate products which are MLM “More from Less for More” i.e., using minimum resources and useful for maximum number of citizens. He said innovations can come only when students understand the situations around them and have Samvedana and empathize with the hard working people of the society that they can develop products useful to the maximum number. Innovations shown included President Award Winning products like Asu Machine, Spraying Hand

Pump, Lights & Fan Remote, Innovative windmill etc. which were developed by villagers. The students were invited to participate in Shodh Yatra – walk which will be held from August 29-31, 2014.

### **BV Raju Institute of Technology (BVRIT)**

EDC has been set up in BVRIT campus with the assistance of AICTE New Delhi, to promote and educate young students to get advantages of the policies of the government through establishing their own ventures. The cell organizes different activities and events to create entrepreneurial awareness among the students.

### **St. Joseph's Degree & PG College**

The ED Cell of the College conducts various awareness programme such as Seminars, Workshops, Industrial Visits, Food Fest and Interaction with young Entrepreneurs etc. These programme are aimed at making the student community more enthusiastic towards entrepreneurial activity. The Advisory board for the ED cell comprises of members from industry, financial institutions, Research and Development, Government institutions etc. The board will guide and advise the cell in organizing various activities.

### **Sree Visvesvaraya Institute of Technology & Sciences**

The Development of Science & Technology, Government of India has established a Entrepreneurship Development Cell at Sree Visvesvaraya Institute of Technology & Science, Chowdarpally, Mahabubnagar in February, 2013. The Cell is managed by a Chief Co-Ordinator and Research Associate and other office staff. The Cell is presently located in Sree Visvesvaraya Institute of Technology & Science.

### **LORDS Institute of Engineering and technology**

**Entrepreneurship Development Cell** was established in the year 2012, under the leadership of Dr. (Prof) Mohammed Masood, Mechanical Department. The EDC was established with a motto to give young engineers an exposure to the world of entrepreneurship.

The Institution strongly believes that all Research done in the Institution must benefit the society and help solve its challenges. Students and Faculty are ingrained with this approach and encouraged to take up this approach for creating self-employment. The following cycle illustrates the Research process, thereby leading to collaboration of Entrepreneurship with R&D.

### **Vaagdevi College of Engineering**

The EDC Cell at Vaagdevi was Formed in october2011, The Entrepreneurship Development Cell (EDC) at Vaagdevi college of Engineering is a self-financing and not – for – profit autonomous body keeping in view the vision and mission of Vaagdevi college of Engineering and Government of India. The Government has identified 'Entrepreneurship' as one of the principal mechanisms for the mitigation of Unemployment and Under-employment amongst Science & Technology Graduates in the country today. It is an initiative that aims at cultivating the spirit of entrepreneurship amongst the students in the campus. National Science and Technology Entrepreneurship Development Board (NSTEDB), set up in 1982 under the DST

### **Sri Sivani College of Engineering**

**Objectives:** The institution has established Entrepreneurship Development Cell (EDC) to encourage the students to become entrepreneurs.

**Functions:** The EDC organizes the project exhibition, creation of new ideas, to cope up business competition, industrial visit, awareness camp, seminars and workshops, etc., which help the students to become entrepreneurs.

**EDC programs conducted by different colleges/Institutions**

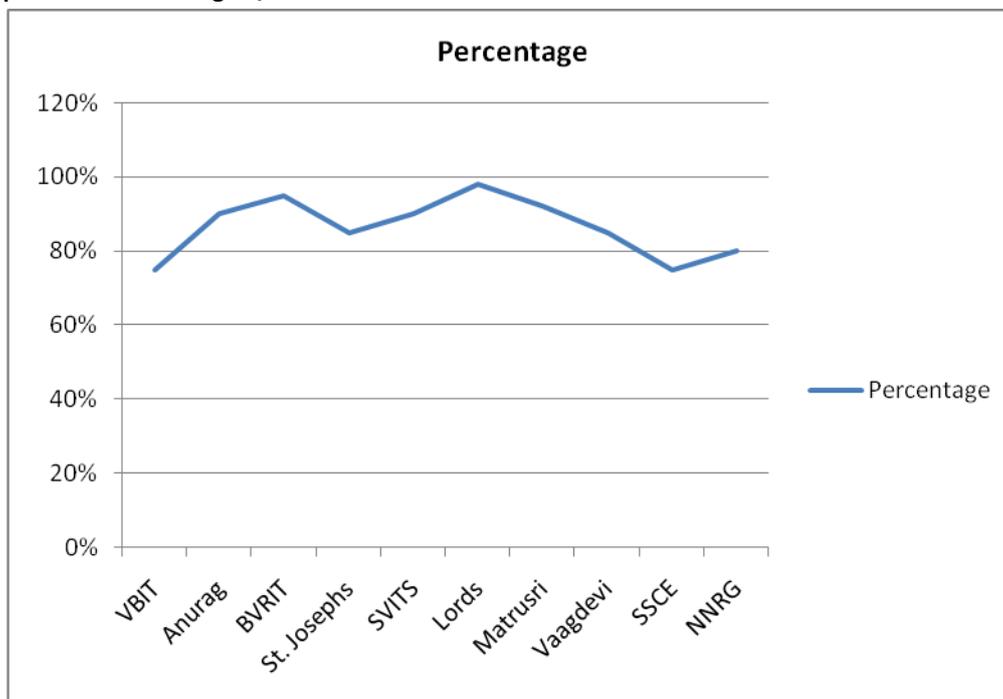
Sl no.	Name of the college	Activities	Functioning	Percentage
1	Vignana Bharathi institute of technology	Entrepreneurship awareness programmes, entrepreneurship development programmes, faculty development programmes, skill development programmes.	To act as central facility for providing various services including information on all aspects building to budding entrepreneurs of VBIT.	75%
2	Anurag Group of Institutions	Idea Generation Programmes, Entrepreneur Development Programmes, New product Development, Success Stories of Entrepreneurs, Entrepreneurship Awareness Programmes, Rural Innovations and Developing Entrepreneurship.	A three day "Entrepreneurship Awareness Camp" was held at Anurag Group of Institutions in association with EDC Cell, Osmania University sponsored by NSTEDB, DST, New Delhi from 16-18th October, 2014.	90%
3	BV Raju Institute of Technology	Organized an orientation programme, conducted ED programmes, organized industrial visits, Applied for UDYAMITHA, a central government scheme meant for encouraging the entrepreneurship at nation level.	A two weeks Faculty Development Programme on 'Entrepreneurship Development' has been conducted from 8th March, 2017 to 22nd March, 2017 in our campus. It is taken up by CED (Centre for Entrepreneurship Development), Hyderabad in	95%

			collaboration with NSTEDB (National Science & Technology Entrepreneurship Development Board), New Delhi	
4	St. Joseph's Degree & PG College	The ED Cell of the College conducts various awareness programmes such as Seminars, Workshops, Industrial Visits, Food Fest and Interaction with young Entrepreneurs etc. These programmes are aimed at making the student community more enthusiastic towards entrepreneurial activity.	The College has established a full-fledged Entrepreneurship Development Cell which addresses all the needs of students to become dynamic entrepreneurs. The College is a member of the prestigious international organization National Entrepreneurship Network (NEN).	85%
5	Sree Visvesvaraya Institute of Technology & Sciences	Mechanism for providing various services including information to budding student entrepreneurs. To create Entrepreneurial culture in the Parent Institution and other institutions Institutional in the region and to promote the objectives of NSTEDB, including programmes related to women and weaker sections of the society	The Development of Science & Technology, Government of India has established a Entrepreneurship Development Cell at Sree Visvesvaraya Institute of Technology & Science, Chowdarpally, Mahabubnagar in February, 2013. The Cell is managed by a Chief Co-ordinator and Research Associate and other office staff.	90%
6	Lords Institute of Engineering & Technology	Lords Institute of Engineering & Technology has recently signed a MOU with National Entrepreneurship Network. It's a community dedicated to fostering entrepreneurship across College Campuses in the Country. Entrepreneurial ecosystem and National platforms. It was launched in 2003 and	Entrepreneurship Development Cell was established in the year 2012, under the leadership of Dr. (Prof) Mohammed Masood, Mechanical Department. The EDC was established with a	98%

		was cofounded by IIT Mumbai, IIM Ahmedabad, BITS Pilani, SPJIMR Mumbai and IBAB Bengaluru. As part of its initiatives, the college conducts a series of workshops and events on Entrepreneurship with the help of experts from NEN.	motto to give young engineers an exposure to the world of entrepreneurship.	
7	Matrusri Engineering College	Organized several Entrepreneurship Development programmes, workshops on Entrepreneurship Development.	Workshop On Entrepreneurship Development By Mr.A.DinPangotra National Institute For Entrepreneurship and Small Business Development (NIESBUD-Ministry Of MSME),Guest Lecture On Inspiring Entrepreneurship & Encouraging Volunteerism By Mr.B.N. Mohan, From "I-3" Group Hyderabad, EDC Programme On Lets Empower Entrepreneurship Organized By Department Of Mechanical Engineering along with Wadhvani Foundation.	92%
8	Vaagdevi College of Engineering	Catalyze and promote development of S&T knowledge-based enterprises and promote employment opportunities in the innovative areas. To respond effectively to the emerging challenges and opportunities both at national and international level relating to SMEs and micro enterprises.	The EDC Cell at Vaagdevi was Formed in october2011, The Entrepreneurship Development Cell (EDC) at Vaagdevi college of Engineering is a self financing and not – for – profit autonomous body keeping in view the vision and mission of Vaagdevi college of Engineering and Government of India.	85%
9	Sri Sivani College of Engineering	Conducted Energy innovation sustainability entrepreneurship programmes, Entrepreneurship and Relativity with academia,	The institution inculcates Entrepreneur skills among the students by hosting "Technology Entrepreneur	75%

		Effects of Liberalized Economic policies on Indian economy and its employment scenario, Leadership Implications on Entrepreneurship Development.	Programme” on campus in collaboration with ISB, Hyderabad.	
10	Nalla Narasimha Reddy Group of Institutions	One Week Refresher Program on Research Methodology and Experimental Data Analysis, Career Guidance by Global Opportunities, Field Trip to CSIR - CCMB, Human Values and Professional Ethics, STARTUP BOOT CAMP.	The Entrepreneurship Development Cell (EDC) at our campus was established to motivate the students to walk the route of an entrepreneur.	80%

EDC Graph on various colleges\Institutions



**CONCLUSION**

It is suggested that students should make utilize the opportunities given by the management through Ed cell. Students must and should participate in all the activities conducted by the Ed cell, management has to focus more on entrepreneurial development cell rather than placement cell. This leads more young business leaders and economic growth of our nation.

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