



Role Of Entrepreneurship Education In Building Start-Ups Career

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Abstract: This study investigates the role of entrepreneurship education on under graduated students in building entrepreneurial intention and startup activity. Degree completed students in various disciplines in Mysore region are selected as sample for the study. The study's sample size is 50 and it aims to explore whether entrepreneurship education is benefitting students to develop employed to elicit the responses with descriptive statistics to draw the result. The study result shows that majority of the graduated students has gained the knowledge of business and the business environment. The analysis draws conclusion that the entrepreneurship education has significant role and positive impact on entrepreneurship intention and start-up career.

Index Terms - Entrepreneurship education, Entrepreneurship intention, Start-up career, Descriptive study

I. INTRODUCTION

The term entrepreneurship education has been defined to focus more on the specific context of setting up a venture and becoming self-employed. Entrepreneurship means an occupationally oriented approach. Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Entrepreneurship education is increasingly recognized as essential in helping entrepreneurs startups and grow their businesses. Every business startup primarily faces the problem of funding and business sustainability. The exponential growth of startups leads to the creation of employment opportunities, innovation and productivity. Apart from the major issue of funding startups also exposed to the problem of human resource, infrastructure and market access. Many article reviews entrepreneurship education as a solution for all this concrete crucial issues. Entrepreneurship education is a module that makes students to acquaint the knowledge and skills to become successful startup entrepreneurs. It is the entrepreneurship education that connects students to think out of the box with innovative thoughts as a outcome of entrepreneurship intention and promote startup activity.

Startup India program is the key initiative announced in the year 2016 under the leadership of Prime Minister Narendra Modi, to support entrepreneurs, to building a robust startup ecosystem and transforming India into a country of job creators instead of job seekers. To enhance essence of startup culture among the student youths and to overcome the crucial issues the entrepreneurs faces, government has announced several programmes in collaboration with universities in entrepreneurship education. As the entrepreneurship education can positively impact the growth of startup companies and also students fraternity to develop the attitudes and values needed to become successful entrepreneurs.

2. Literature Review

Yeng Keat Ooi1 & Abdullahi Nasiru1 (2015) This study explores how entrepreneurship education influences the inclination of Malaysian community college students towards entrepreneurship. A survey questionnaire gathered data on their entrepreneurial inclination and characteristics. Descriptive statistics analyzed respondent characteristics, while Partial Least Square Structural Equation Modelling (SEM-PLS) examined the relationships among study variables. The findings revealed that 51% of students considered starting a business as a future career, and 33% were likely to start a new business after completing their studies. This suggests that community colleges' efforts to promote entrepreneurship are effective. Significant positive influences on students' entrepreneurial decisions were found from entrepreneurial factors like role models and the colleges' promotional activities.

Yelena Petrenko 1, Omar Masood 2, Kiran Javaria 3, Elena Vechkinzova (2019), The goal of this study is to investigate the impact of entrepreneurship educational programs on the development of entrepreneurial startups among students. The study is cross-sectional and uses quantitative data collected from three large Asian countries: Pakistan, India, and Bangladesh. Data were gathered from various cities within these countries, and the sample size consists of 837 students. The study aims to determine if entrepreneurship education effectively fosters entrepreneurial intentions and startup development among students. The findings are intended to guide policymakers in designing entrepreneurship education programs to reduce unemployment. This study is notable for its unique approach and broad geographic scope.

Maxwell Olokundun, Chinonye, Love Moses, Oluwole Iyiola, Stephen Ibibunni, Mercy Ogbari, Fred Peter, Taiye Borishade, (2018) This study examines the impact of such experiential methods in Nigerian universities on students' entrepreneurial interests and business startups. Data were collected via a descriptive cross-sectional quantitative survey from 600 students across four Nigerian universities offering entrepreneurship degree programs. Hierarchical Multiple Regression Analysis, conducted using SPSS version 22, tested the study's hypothesis. The findings indicate that experiential teaching methods significantly enhance students' interest and drive to engage in startup activities while still undergraduates.

Ian Zulfikar (2022) in his article the impact of entrepreneurship education on higher education on the growth of startup companies, discusses on the role of Information and Communication Technology in facilitating the growth of start-ups, while also highlighting the challenges these start-ups face, such as limited funds, resources, and market access. It suggests that entrepreneurship education in universities can help overcome these challenges. The study evaluates the impact of such education on start-up growth, using a quantitative method and as a sample university alumni participated in an entrepreneurship program. The findings indicate that entrepreneurship education significantly enhances start-up growth by 75%, implying that universities can significantly contribute to entrepreneurship and economic development.

Objectives:

1. To understand the advantages of learning Entrepreneurship education.
2. To study the role of Entrepreneurship education in building entrepreneurship intention and startup activity.

3. Research Design: Research design is the methodology and strategy adopted by the researcher for the data collection and analysis. It also states the sample representation for the study.

Population Sample: The University graduated students are the representative population.

Data collection: The required data for the study is collected from both primary source and secondary sources. Structured Questionnaires constructed to collect primary source of information the stated objective of the role of entrepreneurship education in building entrepreneurship intention and startup activity. Secondary sources through literature review of various articles and journals, e books, websites etc.,

Sampling technique: Convenience sampling technique was used to collect data for the study. The data collection was focused on graduated students in Mysore city, Karnataka. Total 50 samples selected for the study.

4.Data Analysis and findings:

Fig-1 Table Showing the Gender of Respondents

Gender	Frequency	Percentage
Male	20	40
Female	30	60
Total	50	100

From the above table 20 respondents out of 50 are Male and 30 respondents are female. Majority of the respondents were female accounted 60 percent and male accounted 40 percent.

Fig-2 Table showing Gender and Marital Status of the respondents

Gender	Male	Female	Total
Married	00	5	5
Unmarried	20	25	45
Total	20	30	50

The Gender and marital status information shows that all 20 male respondents were unmarried.. Female, 5 were married and 25 were in unmarried status. The data shows majority of the respondents were unmarried, that includes both male and female and accounted 90 percent

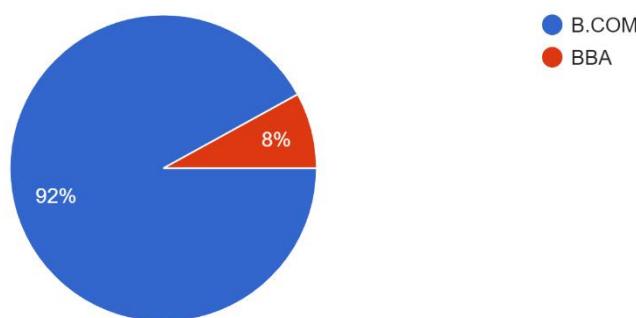
Fig-3 Table Showing Education qualification of Respondents

Education	Frequency	Percentage
B.com	46	92
BBA	04	8
Total	50	100

The above table shows the data on the level of education qualification of respondents. Out of 50 respondents, 46 are B.Com degree holders, 04 had qualified BBA degree.

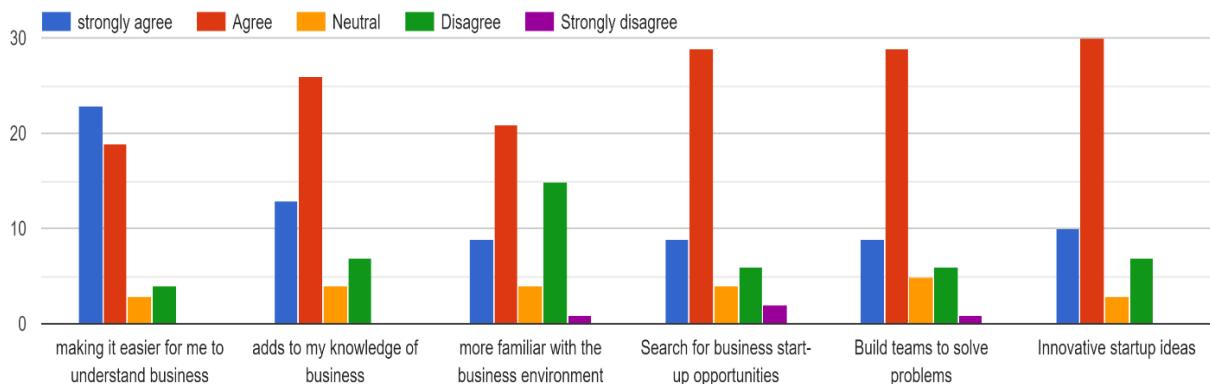
Educational Qualification

50 responses



EE role on Entrepreneurship intention and startup activity: The study conducted by using the structured questionnaires and collected data through google forms, relevant questions pertaining to the entrepreneurship education and its role in changing the mind set of graduated students towards entrepreneurial intention and for startup activity is analysed. The column chart displays the distribution of respondents response and the weightage received for each statement, they express for the startup activity.

1. EE Role on entrepreneurship intention and startupactivity.



5. Findings:

- Majority of the respondents are female and out of 30 female respondents, more 5 are married.
- Majority of the respondents strongly agree that entrepreneurship education helps the graduated students to understand about business.
- More respondents do agree that the entrepreneurship education adds to their knowledge of business.
- More respondent also agree towards that the entrepreneurship education has significant relation on entrepreneurial intention by deep understanding of business environment.
- The study also shows students interest on startup activity in looking for startups opportunities and innovative business ideas.

6. Conclusion and Future Scope of Research

The study highlights the significant role of entrepreneurship education in shaping entrepreneurial intentions and fostering startup activity among university graduates. The findings indicate that a majority of the respondents, particularly female and unmarried graduates, recognize the value of entrepreneurship education in enhancing their understanding of business fundamentals. Most participants agreed that such education equips them with the necessary knowledge and confidence to pursue entrepreneurial ventures. Furthermore, the data suggests a strong correlation between exposure to entrepreneurship education and increased interest in exploring innovative business ideas and startup opportunities. The predominance of B.Com graduates among the respondents underscores the relevance of entrepreneurship training across commerce-based disciplines.

Future Scope of Research

Future research can expand by incorporating a larger and more diverse sample across multiple cities and academic disciplines to increase generalizability. Comparative studies between graduates who received formal entrepreneurship education and those who did not can provide deeper insights into its actual impact. Longitudinal studies tracking entrepreneurial progress post-graduation would also be beneficial in measuring the long-term effectiveness of such education. Furthermore, integrating qualitative methods such as interviews or focus groups can enrich understanding of personal motivations and barriers in startup journeys. Additionally, exploring institutional and policy support for student entrepreneurs can inform strategies for enhancing entrepreneurship ecosystems in academic environments.

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