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OF THE  
ASIATIC SOCIETY OF MUMBAI**  
(A UGC - CARE Listed Journal )

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Parineeta Deshpande  
Ambarish Khare

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## A STUDY ON ENTREPRENEURIAL COMPETENCIES AMONG COLLEGE STUDENTS

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### ABSTRACT

Now-a-days, most of the Government and Public sector jobs are drying up with a bulging workforce which leads to the need of Entrepreneurship for the benefit of the youth of tomorrow. Most educational systems are aware of this opportunity and are actively teaching the students about the skills of entrepreneurship. This study aims to assess the competencies of the students entering the practical world after completion of their studies.

Using a standardized Self Rating Questionnaire, 115 College students from Madurai District were tested. They were assessed in thirteen core competencies as proposed by the Entrepreneurial Development Institute and the researchers concluded that the college students from Madurai District have high level of entrepreneurial competencies

**Keywords:** *Entrepreneurship Competencies; College Students; Entrepreneurial Development Institute.*

### I. INTRODUCTION

Entrepreneurs play a pivotal role in the economic development of a Nation. Most countries are actively pursuing the development of entrepreneurial skills in their youth through structured educational programs. India is also cognizant of this important strategy and is an active partner in the global initiative in establishing a strong entrepreneurial workforce.

Entrepreneurship courses are being taught in all educational institutions in India, both at the general education as well as in higher education and technical institutions. Council of technical education is actively working on introducing entrepreneurship skill for all its students. This study was conducted to test the Entrepreneurial competencies of college students in Madurai District.

### II. ENTREPRENEURIAL COMPETENCIES

Entrepreneurship Development Institute of India (EDI) took up the research project to identify what it takes to be successful entrepreneur. The research project was initiated by Prof. David C. McClelland, a well known behavioural scientist and was taken up in three countries – India, Malawi and Equador. The output of the research project has been identification of a set of entrepreneurial competencies or characteristics that lead to superior performance. A major finding of the research

project was that the said competencies are cross culturally valid. In other words, in order to perform well as an entrepreneur, it is necessary to possess the competencies in varying measures irrespective of the geographical locations, where the entrepreneur is operating.

#### **IV. REVIEW OF STUDIES**

Management education in India was initiated just after independence with establishment of Indian Institute of Management since then various changes, challenges and implication has been pointed out. Sangeeta Sahney et al (2004) pointed Indian educational system has been subjected to fast, radical, and ever revolutionary change over recent years. Sahu K.C(1991) emphasized that values are of utmost importance and are inseparable irrespective to any form of education Management education should produce persons with such value orientation, who, through example of dedicated hard work in a spirit of service, can change the attitude of the people they manage towards work, and towards each other to ensure quality of life and of work life.

The research in entrepreneur began with the personality traits approach. The personality traits approach assumes that there are distinct traits and motives that distinguish entrepreneurs from non-entrepreneurs, and successful entrepreneurs from unsuccessful entrepreneurs. The study in entrepreneurial characteristics or traits is not only of major concern of the mainstream academics, but also is appealing to the practitioners such as venture capitalists when they are evaluating new venture proposals (MacMillan et al., 1985).

#### **V. RESEARCH ISSUE**

From above review of studies we have taken following research issues which are different from earlier management thinkers, practitioners and researcher

- ☛ To explain the concept of entrepreneurial competencies
- ☛ To know the entrepreneurial competencies among College students in selected region
- ☛ To identify the relationship between demographic details and entrepreneurial competencies
- ☛ To recognize the association between Education details and entrepreneurial competencies

#### **VI. METHODOLOGY**

To empirically examine the entrepreneurial competencies among College students in Madurai District.

#### **VII. SURVEY INSTRUMENT**

In this study, we use the survey instrument developed by the Entrepreneurship Development Institute of India (EDI) Ahmedabad.

#### **VIII. SAMPLE**

Non-proportional quota sampling is the sampling method adopted in this research. Total Sample size for this research is 115.

#### **IX. DATA COLLECTION**

The self administered questionnaire comprised 70 questions testing thirteen competencies in the respondents, viz; initiative, availing opportunities, persistence, information seeking, quality of work,

commitment to contracts, efficiency oriented, systematic planning, problem solving, self confidence, assertiveness, persuasiveness and use of influence strategies.

## X. STATISTICAL TOOLS USED

The results were compiled using statistical tests, like percentage Analysis and Chi-square test.

## XI. RESULTS

The results of the survey are as follows

TABLE 1 – RESPONDENTS PROFILE

S	Characteristic	Nos	%
1	Gender		
	Female	35	30
	Male	80	70
2	Age		
	Less than 21	13	11
	21 to 23	86	75
	More than 23	16	14
3	Parents Occupation		
	Self Employed	20	18
	Govt Employee	36	31
	Private Employee	59	51
4	% of Mark in College		
	Less than 55%	18	16
	55%to 60%	24	21
	61% to 75%	62	54
	More than 75%	11	9
5	Field		
	Arts	43	37
	Science	33	29
	Professional	31	27
	Others	08	7

A total of 115 students responded in the survey out of 120 questionnaires distributed. The response rate was 97.0%. Out of the respondents 70% were Males, and 30% were Females. The age distribution showed a mean age of 22.4 years, whereas less than one fourth (11%) were under 21 years old, while 75% were between 21 and 23 years old and remaining number (14%) were more than 23 years old. The distribution by Parents employment showed 51% belonging to Private employment, 31% belonging to Government employment, while 18% belonging to Self employed. Regarding the Percentage of Marks, 115 students responded, with a response rate of 100%. Out of these 16% had a Percentage of Marks less than or equal to 55%, while 21% had a Percentage of Marks between 55%

and 60%, a large number (54%) had a Percentage of Marks between 61% and 75% where as 9% had a Percentage of Marks more than 75%. Regarding Elective chosen by the respondents. Almost 37% of the students were studying in Arts stream ,29% in Science stream , about one quarter (27%) were in Professional course and 7% were in other stream .

TABLE.2-COMPETENCIES OF RESPONDENTS

<i>S</i>	<i>Competency</i>	<i>Low</i>	<i>High</i>	<i>Mean</i>	<i>SD</i>
1	Initiative	30 (26.5)	85 (73.5)	17.37	3.01
2	Advantage of opportunities	43 (37.4)	72 (62.6)	17.03	2.86
3	Persistence	41 (35.4))	74 (64.6)	17.10	2.21
4	Information seeking	15 (12.9)	100 (87.1)	18.93	2.63
5	Quality of work	16 (13.5)	99 (86.5)	18.58	2.31
6	Commitment to work contract	27 (23.5)	88 (76.5)	17.01	2.23
7	Efficiency orientation	48 (41.6)	67 (58.4)	17.20	3.11
8	Systematic planning	43 (37.8)	72 (62.2)	17.12	2.16
9	Problem solving	30 (25.7)	85 (74.3)	17.31	2.41
10	Self confidence	64 (56.0)	51 (44.0)	14.9	3.10
11	Assertiveness	57 (50)	58 (50)	15.4	3.33
12	Persuasion	55 (47.5)	60 (52.5)	15.8	2.66
13	Influencing strategies	37 (31.9)	78 (68.1)	17.8	2.34

The competencies were calculated according to the formula provided by the EDI India. The details of each competency show the following. In Initiative, 26.5% of the respondents were adjudged to have low level of competency and 73.5% possessed high level of initiative. The mean score in this competency was 17.37 with a SD of 3.01. In competency of taking advantage of opportunities, 37.4% of respondents had low level of competency while 62.6% had a high competency. The mean score was 17.03 with a SD of 2.86. In persistence, more than one third (35.4%) displayed low competence, while a little less than two thirds (64.6%) seemed to possess high level of competence. The mean score was 17.1 with a SD of 2.21. As for the information seeking behavior, 12.9% respondents had low competency while a large number (87.1%) displayed high level of competence. The mean score was 18.93 with a SD of 2.63. For the competency of appreciating quality of work, 13.5% of respondents had

low level of competency while a large number (86.5%) displayed high level of competence. The mean score was 18.58 and SD of 2.31. For the competency of commitment to work contract, a quarter (23.5%) of respondents seemed to have low competency while three fourth (76.5%) had a high level of competence. The mean score was 17.01 with a SD of 2.23. In case of efficiency orientation, 41.6% of respondents had low competence, while 58.4% had high competency. The mean score was 17.2 and a SD of 3.11.

In systematic planning, 37.8% of respondents showed to possess low levels of competence while 62.2% displayed high level of competency. The mean score was 17.12 and a SD of 2.162. In problem solving, 25.7% of respondents were judged to have low competency, and 74.3% had a high level of competence. The mean score was 17.31 and SD of 2.41. For self confidence, more than half (56.0%) had low level of competence while less than half (44.0%) had high level of competence. The mean score was 14.93 with a SD of 3.10. In assertiveness, a little less than half (50%) were judged to have low competence while slightly more than half (50%) had high competence. The mean score was 15.4 and SD of 3.33. In persuasion, 47.5% of respondents had low competence while 52.5% had high level of competency. The mean score was 15.89 and SD of 2.662. In the use of influencing strategies, 31.9% had low competency while more than two thirds (68.1%) had high competency. The mean score was 17.81 and SD 2.34. TABLE 3 - CROSS TABULATION OF COMPETENCY BY PERCENTAGE OF MARKS

<i>S</i>	<i>Competency</i>	<i>ChiSquare</i>	<i>pValue</i>
1	Initiative	6.740	0.074
2	Advantage of opportunities	0.321	0.974
3	Persistence	21.053	0.000*
4	Information seeking	2.086	0.535
5	Quality of work	3.274	0.380
6	Commitment to work contract	5.551	0.148
7	Efficiency orientation	8.490	0.035*
8	Systematic planning	8.061	0.043*
9	Problem solving	5.184	0.134
10	Self confidence	3.151	0.341
11	Assertiveness	4.108	0.194
12	Persuasion	15.211	0.001*
13	Use of influencing strategies	19.169	0.000*

When looking for association between Percentage of Marks and the competencies being studied it was found that, a statistically significant association was found to exist between Percentage of Marks and persistence with a pValue of  $< 0.001$ . A statistically significant association was also found to exist

between Percentage of Marks and competency of efficiency orientation with a pValue of 0.035. A statistically significant association was also found to exist between Percentage of Marks and competency of systematic planning with a pValue of 0.043. A statistically significant association also exists between Percentage of Marks and the competency of persuasion with a pValue of 0.001. A statistically significant association was also found to exist between Percentage of Marks and use of influencing strategies with a pValue of  $< 0.001$ . Meanwhile no statistically significant association could be established between Percentage of Marks and competencies of initiative, availing opportunities, information seeking, quality of work, and commitment to contracts, problem solving, self confidence, assertiveness, and persuasiveness.

## **XII. CONCLUSION**

Based upon the results of the survey, it was found that College students of Madurai District are having high level of competencies as prescribed by the Entrepreneurial Development Institute. The mean score in Initiative was 17.67 with 71.5% of the respondents scoring in the high level range. In persistence the mean score of the respondents was 17.4 and 63.3% of the students had a high level of competence. In the competency of quality of work the mean score was 18.98 and again a large number (85.5%) were seen to possess high level of competence. In problem solving the mean score was 17.9 and 73.3% of the respondents had high level of competence. In self confidence the score was the lowest out of all competencies with a mean of 15.93., and only 43% of the respondents had a high level of competence in self confidence. In persuasiveness the mean score was 16.39 and 54.5% were having high level of competence. In the competency of use of influence strategies the mean score was 18.331 and 69.1% of the respondents had a high level of competence

So the researchers concluded that the students possess high degree of competency in all the entrepreneurial competencies but have a gap in self confidence

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