ABSTRACT

Introduction:
The shortage of job opportunities in the formal sector is one of the major problems faced by the graduates in the country. Because of this shortage entrepreneurship was viewed with great interest and encouraged ever since in a many economies, more so in developing and under developed economies. Internationally entrepreneurship is deemed to be of vital importance for economic development and growth desperate desire for growth among the developing countries having placed the spotlight squarely on entrepreneurship as a major factor in the success of capitalist economies. If we want entrepreneurship to be considered as a potential career or job option, we have to raise the level of awareness of entrepreneurial qualities already present in the society in general and the students in particular. The third world policy makers are especially interested in entrepreneurship and its noticeable economic impact on developing societies they view entrepreneurship, small business venturing and job creation as a counterbalancing high unemployment, slow economic growth and high birth rates prevailing in many third world economies. Entrepreneurship is currently fashionable in many developed countries. It is a golden age of entrepreneurship. present day entrepreneurs have the skills and funding that entrepreneurs of the past decades only dreamt about. Just as important, becoming an entrepreneur has become an acceptable alternative to working for a corporation.entrepreneurs are the new heroes and role models. Magazines are developed for their exploits, books are written for their benefit, and society applauds their initiative and independence.

Entrepreneurship development today has assumed great significance as it is a key to economic development. The objective of industrial development, regional growth and employment generation depend upon entrepreneurial development. Entrepreneurs are the seed of industrial development and its fruits are greater employment opportunities, increase in per capita income, higher standard of living and balanced regional development.
Entrepreneurs have altered the direction of national economies, industries and markets. They have invented new products and developed organisations and the means of production to bring them to market. They have introduced quantum leaps in technology and more productive uses of the existing resources. They have forced the reallocation of resources away from existing users to new and more productive uses. Many innovations have transformed the society and altered the pattern of living and many services have been introduced to alter or create new service industries.

India needs entrepreneurs. It needs them to capitalize on new opportunities to create wealth and new jobs. A recent Mckinsey –NASSCOM report estimates that India needs at least 8000 new businesses to achieve its target of $87 billion IT sector by 2008. Similarly by 2015, 110-113 million Indian citizens will be searching for jobs, including 80-100 million looking for their first jobs; seven times the population of Australia. This does not include disguised unemployment of over 50 percent among 230 million employed in the rural sector. Since traditional large players may find it difficult to sustain this level of employment in future, it is the entrepreneurs who will create these new jobs and opportunities.

**Significance of the study:**
Entrepreneurship is gaining great respect from the scholars as a field of research as well as practical application worldwide, as a means to achieve wealth creation and personal fulfillment. It has been proved that with each economic downturn, it is the entrepreneurial drive and persistence that brings back economic growth. It is the capacity in the individual to innovate, to bear risk, to foresee the prospects of the project, confidence and competence to meet unforeseen and adverse conditions. The activities of entrepreneurs are crucial to the economic growth and prosperity of the modern society.

**Objectives of the study:**
The objectives of the study are as follows
1) To study the attitude of MBA students towards entrepreneurship as a career option
2) To find out the factors that attract students towards entrepreneurial career
To find out the factors that discourage students from undertaking entrepreneurial careers

To analyze the personality traits and demographic characteristics of students interested in entrepreneurial careers

To study the role of entrepreneurship development agencies in promoting entrepreneurship among students

To suggest measures to promote entrepreneurship among MBA students

To suggest measures to overcome the factors that discourage students from taking entrepreneurial careers

Hypotheses of the study

The study will be based on the following hypotheses

1) The attitude of majority of the MBA students towards entrepreneurial career is unfavorable

2) Independence and financial returns are the primary factors that attract students towards entrepreneurial careers

3) Lack of finance and technical know how are the factors that discourage students from entrepreneurial careers

4) Lack of achievement motivation and encouragement at institute level has an impact on students intention to venture into business

5) Demographic and personality traits of the students have an impact on their decision to venture into entrepreneurship

Scope of the study

The study has been carried out to find out the attitude of MBA students towards entrepreneurship and entrepreneurial careers. The study deals with only MBA graduates undergoing their studies in management institutes in Pune city affiliated with University of Pune only. The study is restricted to only final year students of MBA institutes and does not include the students who have passed out or started their business.
Findings, Suggestions & Conclusion.

The data collected for the study was collected from primary as well as secondary sources. The data collected from the primary sources was analysed using SPSS software. The analysis of the data yielded the following results and findings.

A) FINDINGS RELATED TO THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS.

The total number of usable questionnaires was 703. The analysis of the demographic profile led to the following results

1) GENDER: The analysis of the results revealed that the males constituted 63 percent whereas females constituted 37 percent of the respondents.

2) PLACE OF SCHOOL: It was found that 74 percent of the respondents had their schooling in urban area whereas 26 percent had their schooling in rural area.

3) MEDIUM OF INSTRUCTION: The medium of instruction at the school attended by the respondents showed that 51 percent had instruction in English medium whereas 49 percent had instruction in vernacular medium (Marathi, Urdu, Hindi and Gujarati medium).

B) FINDINGS RELATED TO ENTREPRENEURSHIP AWARENESS AND SUPPORT

1) It was found that 91 percent of the institutes where the respondents were undergoing their MBA programme had a placement cell whereas 65 had a entrepreneurship development cell.

2) It was found that only 36 percent of the respondents were aware of any entrepreneurship development agency or institution.

3) The entrepreneurship development agencies/institutions conducted entrepreneurship awareness/development programme in 34 percent of the institutes where the respondents studies.
C) FINDINGS RELATED TO THE ENTREPRENEURIAL INTENTION OF THE RESPONDENTS

1) It was found that only 10 percent of the respondents were very much interested in starting their own business immediately after completing their MBA programme.

2) The students interested in starting their own business within five years of completing their MBA was found to be 27 percent.

D) FINDINGS RELATED TO FEASIBILITY AND ATTRACTIVENESS OF STARTING A BUSINESS

1) The analysis showed that 40 percent of the students found it attractive to start a business whereas 22 percent found it to be very much attractive.

2) Majority of the students (52 percent) were of the opinion that it is difficult for people to start business.

3) 36 percent of the respondents were of the opinion that it is attractive for people to start business.

Suggestions

1) It was found that only 36 percent of the students were aware of any entrepreneurship development agencies. In order to create an entrepreneurial culture in campus it is necessary to create awareness about entrepreneurship and entrepreneurship development agencies. The institute should have tie-ups with entrepreneurship development agencies to create awareness about entrepreneurship and entrepreneurial opportunities.

2) Almost all the institutes surveyed (91 percent) had a placement cell in the campus, where only 65 percent institutes had an entrepreneurship development cell. Although the percent is satisfactory, the entrepreneurship development cell should be strengthened and prepare a calendar of activities to be conducted throughout the year.

3) Entrepreneurship development agencies play an important role in creating awareness about entrepreneurship among the student community and the people at large. It has been found that that entrepreneurship development
programmes by the agencies were carried out in only 34 percent of the institutes. This shows that a large pool of potential entrepreneurs with high entrepreneurial value is being neglected by these agencies. The entrepreneurship development agencies should focus their attention on high value potential entrepreneurs like management graduates to accelerate the growth of startups in the country. The only entrepreneurship development agency working in this field and creating entrepreneurial culture in campuses is the Wadhani foundation promoted National Entrepreneurship Network (NEN). Management institutes should become members of the said organisation and develop an entrepreneurial culture in their campuses.

4) Majority of the students surveyed agreed that entrepreneurship can be considered as a career option in today’s globalised world. However only 10 percent of the students surveyed were very much interested to start their business immediately after completing their MBA. The institute can play a role of a catalyst by providing information, support and mentoring to the students interested in entrepreneurial careers so that the number of students interested in pursuing entrepreneurial careers can be increased.

5) It was found that the paper on entrepreneurship development and project management in MBA semester four was found to be of great help to the students in getting knowledge about starting a business. The institutes should demand the introduction of MBA with specialisation in entrepreneurship to the university as many western universities are offering the same which will help the students prepare for entrepreneurial careers immediately after completing their MBA.

Chapter Scheme:
The study is organized into the following chapters

Chapter: I: Introduction
This Chapter deals with the introduction to the field of study, the significance of the study, the objectives of the study, hypothesis and scope of the study
Chapter II: Review of literature
This chapter deals with the status of current studies conducted in the field of entrepreneurship. Empirical and conceptual articles and papers on entrepreneurship intention among students and entrepreneurial attitude have been reviewed

Chapter III: Research methodology
This chapter deals with the methodology followed in the collection of data and the sources of data. It deals with the research design, sample selection and the research instrument used for the study

Chapter IV: Entrepreneurship and Entrepreneurial Attitude
This chapter deals with the various theories of entrepreneurship, the models of entrepreneurship and entrepreneurship development among students.

Chapter V: Theory of planned behaviour
This chapter deals with the theory of planned behaviour and the theory of entrepreneurial intention. It discusses various models of entrepreneurial intention.

Chapter VI: Entrepreneurship and Economic Development
This chapter discusses the relation between entrepreneurship and economic development. It deals with the various theories and models linking entrepreneurship with economic growth and development

Chapter VII: Analysis and Interpretation of Data
This chapter deals with the tabulation, classification and analysis and interpretation of the data collected for the study

Chapter VIII: Hypothesis Testing
This chapter deals with the hypothesis of the study and the use of statistical tests for testing of hypothesis.
Chapter IX: Findings, Suggestions and Conclusions

This chapter will deal with the observations and findings from the analysis of the collected data, the suggestion and conclusion arrived on the basis of the observations and findings.