

ENTREPRENEURIAL POTENTIALITIES IN COMMERCE AND MANAGEMENT EDUCATION IN INDIA

(A Study with Reference to Some Selected Universities)

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ABSTRACT

In this paper an attempt has been made to study views and perception of the beneficiaries regarding the entrepreneurial potentialities of MBA and M.Com course offered in the Karnataka and Kerala state universities. Entrepreneurship education tries to prepare people, particularly youth, to be responsible, take risks, manage the business and learn from the outcomes by immersing them in real life experiences. Entrepreneurial education can change students view regarding self-employment and prepare them with skills needed to supervise a business through education. In India there are many universities from which a number of graduates pass out every year in all streams of education. All students pursuing their education hope to get a good job in the flourishing economy. Most of the students may be getting jobs of their choice and the rest of the students then think of other activities of earning money. The other activities could be various kinds of business activities. The percentage of these people are again very less compared to those who give preference to paid/salaried job. The basic reason behind this is our education system which does not concentrate on the development of entrepreneurship. In this direction, 200 students both from Mangalore University in Karnataka and Kannur University in the Kerala state have been selected randomly from final year batch during the academic year 2012-13. The data were collected through structured questionnaire and processed by using simple statistical tools. The questionnaire contains socio demographic aspect of the respondents and their views and perception towards the course and how course contents, faculties, activities in the department encourage and motivate them to start a new venture.

KEYWORDS: Entrepreneurship Education, Motivation, Achievement, Entrepreneurship Development Programme.