

Basic Entrepreneurship for Engineers Term Paper

Role of Education in Entrepreneurship Development

Anjani

18117015

Abstract

Entrepreneurs are the individuals who are innovative, creative, dynamic, flexible, and brave and risk – taking. They are opportunity recognizers, network builders, independent and self – dependent with leadership skills. Entrepreneurship is considered as a vital element in economic growth and development of a country, reducing unemployment, increasing production and productive abilities, promoting innovation and creativity and creating wealth. In the process of entrepreneurship, all the innovative and creative ideas are converted into products and services to increase profitability of an organization. This innovative nature is in built and also can be acquired through training. Hence, the process through which the innovative skills can be obtained is education which is known as entrepreneurship education which should begin from early stages of childhood. This study is mainly based on the role that education plays in the development of entrepreneurship. This research is descriptive in nature in which strategies developed by many authors regarding entrepreneurship education are discussed.

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Introduction

In the present scenario, entrepreneurship is termed as a force of growth and development for both organizations and societies. So, great universities and colleges in the world included education and entrepreneurship in their curriculum through which entrepreneurial skills can be developed. There are many benefits derived from entrepreneurship to individuals or to an organization. Hence, the concept of entrepreneurship has significantly great importance. Aggarwal and Eposito (2001) stated that the advantages of entrepreneurship include growth and development of the economy, productivity and creation of new technological methods. Hence, the promotion of entrepreneurship is very important in order to line up several activities in the society with the changing world.

Education, in this process is recognized as one of the important components in entrepreneurial development. As the competition in the present world is becoming complex, education is very essential to meet that competition. The education system in the society should be made accurate and effective to develop the skills and abilities which are required for every situation. Among several aspects in this educational system, entrepreneurship education is one of the most fundamental area as it is the way to improve the human capital which is the most important factor in development of the society.

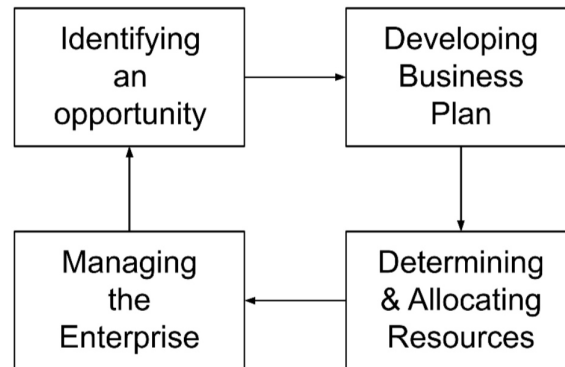
Significance of Entrepreneurship

Entrepreneurship is originated from the French word “enterprendre” and the German word “unterchmen” which means undertaking. Ahmad Poordariani (2002) defined an entrepreneur as an individual who makes a promise to establish, handle and bear risks occurred in an economic activity. Aggarmall and Esposito (2001) said that entrepreneurship can be a skill that provides solutions for several issues and acts as a tool for obtaining high productivity in various fields of an organization. In the case of management science, entrepreneurship concentrates on four factors. They are decision making, strategy and performance, organizational design and risk – taking (Shane and Ulrich, 2001). In the same way, Aisrich and Peters (2005) referred entrepreneurship as future which occurs through the change of old and present principles and some aspects of management. They also defined entrepreneurship as a process from which some new things are raised which involves spending of sufficient time and effort and also bearing financial and social risks and finally getting rewards for risk and job satisfaction. Timmons (1999) defined entrepreneurship as a capacity to generate knowledge from nothing, ability to know how to recognize, establish and control the available resources which are present with others.

Entrepreneurship Process

The process of entrepreneurship is a systematic way of establishing a new business venture. Dhenak (2010) stated that an entrepreneur recognizes and utilizes an opportunity by overcoming the obstacles of resistance. Barringer and Ireland (2010) defined the four stages in entrepreneurship process as recognizing and assessing an opportunity, preparing a business plan, utilizing available resources and also arranging required and finally achieving the goals.

Stage 1: The first stage in the process of entrepreneurship is identification of a business opportunity. An opportunity is said to be a



favorable situation through which a need for new product, business or service is created. In this stage, an entrepreneur introduces a new idea for establishing new business venture. Identification of opportunity includes examination and assessment of present needs, demands and trends of consumers. Then the gap between consumers and products can be known. The strategy or a plan that is developed to fill this gap is the opportunity. Attractiveness, durability, timeliness, and fixation of the product are four essential qualities of an opportunity.

Stage 2: After an opportunity is recognized, then a plan to fill the identified gap is designed. This plan is known as business plan. Harjai (2012) defined a business plan as an explanation of business' future direction. A business plan which shows a different opportunity is said to be a good business plan. This stage is associated with lot of time for any entrepreneur or organization. This involves the process of thinking and planning in a strategic way.

Stage 3: The third stage in entrepreneurship process is determining and allocating resources. In order to implement a business plan, the resources that are required are to be identified. Harjai (2012) also said that determining the risks that occurs due to insufficient resources should be kept aside from sufficient ones. Here one question is to be answered, i.e. is the individual or an organization capable of obtaining required resources to start this business venture? The financial and

non-financial resources that are utilized in the business venture are secured by the organization. Startup costs, and other costs comes under financial resources and skills of people are considered as non-financial resources.

Stage 4: The final stage in entrepreneurial process is managing a business firm. Whenever the resources required for running a business are gathered, then the plan that is developed in the last stage is implemented. Managing a business firm involves activities which are related to several operational issues that occur during implementation and running of the business plan throughout the business cycle. Setting up of a control system which monitors business activities and solve the problems occurred is essential for a smooth run of business cycle. The existing ideas are to be modified for achieving better results.

Entrepreneurship Education and its Importance

The entrepreneurial education is a situation or a location where an individual can attain knowledge; create favorable conditions in order to develop strength to compete with the market changes and improve self-confidence. This includes personal efforts with creative and innovative work which helps for shaping of one's own identity, and in turn to achieve goals and objectives.

The entrepreneurial education depends on the active involvement of management and educators to identify the people who are capable of making dreams into reality and achieve goals. To make this possible, it is very important for the teachers to participate in growth activities and development, tracking for an innovative and effective relationship.

Cooperetal (2004) highlighted some advantages of entrepreneurship education. Some of them are presented in the following:

1. Enables an individual to strengthen the ability to make innovative ideas.

2. Improves capability of applying the applications to these business ideas innovatively and improving these abilities.
3. The people can be attracted towards entrepreneurship through entrepreneurial programs.

Porter (1994) said that entrepreneurship education mainly concentrates on imagination, creativity, risk bearing capacity. Traditionally, it focuses on quantitative techniques than creative thoughts.

Some important goals of entrepreneurship education are highlighted by Roach (1999) are presented in the following:

1. Attaining entrepreneurial knowledge by every individual.
2. Increase of capability to identify business opportunities.
3. Enhance knowledge and ability to develop a flexible strategy which helps for the business during risky situations.
4. Developing required skills and abilities to adopt new methods for establishing a new business and also marketing for it. In addition to these, entrepreneurship education promotes other aspects like communication, problem-solving capabilities, team work, self-management, and planning.

Relationship between Education and Entrepreneurship

While speaking about education, generally we relate it with teaching, learning, school, family, education etc. Anyway the theory of education also includes many other formal and non – formal procedures. In the same way, when we speak about the concept of entrepreneurship, generally we include the aspects like abilities of creating new opportunities,

managing firms, reaching goals and achieving success, creating employment opportunities, income and wealth. But in addition to these, there are many other aspects which plays important role in the process of entrepreneurship. These include attitudes of an individual, the capacity and ability to solve problems through effective decisions which results in growth.

From the above literature, we can say that for leading a career of successful entrepreneur, education is important. Education can be regarded as an important element of entrepreneurship learning process. Many studies proved that entrepreneurial skills can be adopted through process of learning. In this context, it is said that there exists a strong relationship between education and entrepreneurship. Fernando Dolabela (2003) opined that the protagonist's position should be taken by an educator in any process. It enables him/ her to acquire the skills and knowledge to become a successful entrepreneur. Hence, the best way to promote entrepreneurship education is creating an association between innovation and entrepreneurship.

Role of Education in Entrepreneurship

Many studies proposed that education is not necessary to become an entrepreneur. But many other authors said that education plays an important role in deciding every individual's career. Education is nothing but learning something that is not known. Entrepreneurship is also a process of doing something new like new thoughts, new inventions to run a business successfully. This requires some abilities and skills that help people to think in an innovative way. These skills are developed through two ways. One is learning through experience and the other one is learning through education. Experience is obtained when an individual goes through some group of activities which includes tough situations and failures. This situation can influence any individual in a negative way. So the other way i.e. learning through education is

effective to become a successful entrepreneur.

Education helps an individual to develop positive attitude towards entrepreneurship, and also helps to acquire skills and capabilities that are required to face the challenges and competition that exists in the market. It creates awareness about the obstacles and all types of risks that are to be faced in the process of establishing business venture. It enables an individual to know the process of acquiring new information which is very essential to formulate new business strategies. Education acts as a tool to motivate everyone positively towards entrepreneurial career. It is also necessary to know the methods of identifying business opportunities, utilizing available resources, and making appropriate decisions. So the linkage between education and entrepreneurship is very wide and important.

According to Gourmont (1997), education acts as a basic norm in the process of commencing a new business venture. With the help of education, the knowledge can be transferred which in turn helps to develop entrepreneurial skills that leads to improve efficiency of every entrepreneur. This also helps individuals to get prepared for establishing small firms.

Hisrich and Peters (2003) indicated that entrepreneurship is not something that is inherited, but it is the quality which can be acquired and trained. In this regard, society, educational institutions and other institutes play a vital role. Dershuis (2003) opined that entrepreneurs possess some characteristic features like risk – taking, attaining wealth, several experiences in the market, elegance in business, family background and also physical and educational features. He recognized education as one of the important determinants in building spirit of entrepreneurship. Lazer (2003) also stated that people with balanced and

advanced skills, knowledge regarding various fields and professions are more interested and possess large scope to become entrepreneurs. From his studies, he found that most of the entrepreneurs are old who have taken active part in various entrepreneurial courses. Three essential qualities of entrepreneurs are knowledge, skills and abilities and attitude.