



UNIVERSITY OF BARISHAL

Project On

Facebook-Based Female Student Entrepreneurship

Course Title: Computer Fundamental and Office Applications

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Chapter : 1

Introduction:

Entrepreneurship has been widely recognized as a critical factor influencing the advancement of industries, both in developed nations as well as in those that are still in the process of development (Afroze, T.,2015). Entrepreneurship scholars have characterized entrepreneurs as individuals who demonstrate innovativeness, as posited by Schumpeter (1934), while also assuming the responsibility of resource allocation, risk-bearing, and overall management of various activities. Over the past few decades, females have achieved significant advancements in the realm of entrepreneurship and the establishment of novel business ventures, as highlighted by Kickul et al. (2008).

Bangladesh is a nation that is facing the challenge of excessive population. The authorities of this country are presently promoting and establishing a framework for the development of entrepreneurial endeavors. The significant surge in the number of females participating in the labor force of the nation can primarily be attributed to a noteworthy and transformative "private industry revolution" that has been brought about by the growing number of entrepreneurs who are establishing their own companies across various industries and services in Bangladesh (Islam,2009; Yunus, 2017). Nonetheless, despite this economic transformation and the increased presence of women in the labor force, the rate of employment for graduates in Bangladesh remains markedly low when compared to that of other countries in South Asia. As an illustration, in the year 2015, 30% of graduates in India and Pakistan were unemployed, whereas in Bangladesh, the percentage of unemployed graduates stood at 50% (Asadullah, 2015). Considering the current context, the female student of Barisal University has embraced their academic journey while simultaneously venturing into the realm of female entrepreneurship. The widespread availability of information technology has given female students the ability to pursue entrepreneurial ventures through online platforms without facing any significant challenges. These platforms offer a safe space for female students to explore their business ideas and bring them to fruition.

In these circumstances, Facebook emerges as a crucial tool, particularly for female students who embark on entrepreneurial endeavors, for various reasons. Primarily, it serves as a cost-effective platform that fosters extensive connectivity. These social media platforms provide female students with a valuable opportunity to organically expand their reach to their desired target audience, thereby enabling them to form new relationships with clients or customers without the need for expensive advertising campaigns. On a global scale, females have begun to acknowledge and embrace their inherent potential. Additionally, Facebook enables female entrepreneurs to connect with other women who are also engaged in establishing and developing their businesses. As the internet has facilitated entrepreneurial pursuits for countless women across the globe, a surge in women-owned enterprises is being witnessed on an international level (Ayers,2022).

Within the confines of Barishal University, a noteworthy trend has emerged as a cadre of female students embraces entrepreneurship through the powerful lens of Facebook. This study seeks to unravel the intricate tapestry of opportunities and challenges confronting these enterprising women

as they carve out their niches in the digital realm. Barishal University's female student entrepreneurs navigating the Facebook landscape exemplify the intersection of academia and business, presenting a unique microcosm for examining the dynamics that shape their entrepreneurial journey. By exploring this context, we aim to discern the factors that propel their success while acknowledging the obstacles that underscore the need for tailored support and a nuanced understanding of the challenges they encounter.

Statement of The Problem

The problem currently at hand revolves around the analysis of the opportunities and challenges encountered by female student entrepreneurs at Barishal University who heavily rely on Facebook as their primary platform for their ventures. The study aims to investigate inquiries about the efficacy of Facebook as a tool for entrepreneurship, the specific obstacles confronted by female students within this particular context, and how these challenges may impact their business endeavors. The identification and comprehension of these matters are of utmost importance in formulating strategies to provide support and empowerment to these entrepreneurs.

Background of The Study

The study's background entails the examination of the possibilities and obstacles confronted by female student entrepreneurs at Barishal University who employ Facebook as a platform. The objective of this research is to comprehend how these entrepreneurs exploit social media for their endeavors, discerning the prospective benefits and challenges they face in the course. By immersing into this framework, the study strives to provide valuable perceptions to bolster and augment the entrepreneurial voyage of female students at Barishal University.

Objectives of The Study

This research has been conducted to assess female student entrepreneurs who conduct their businesses through the use of Facebook as an online platform. Additionally, this study seeks to determine the specific factors that these entrepreneurs admire for their achievements. Furthermore, this research aims to evaluate the challenges faced by female student entrepreneurs while operating their businesses. Hence, the primary objective of this study was to identify the factors that exert influence and serve as determinants of success for female students engaging in online entrepreneurship via Facebook, as well as to identify the barriers encountered by female students in the field of online-based entrepreneurship. Additionally, there exist particular goals that include: to examine the online challenges and obstacles faced by female students utilizing Facebook for entrepreneurial activities at Barishal University ;to examine and analyze the opportunities presented by Facebook for promoting and expanding the ventures of these entrepreneurs to provide recommendations and insights that can aid in enhancing the support system for female student entrepreneurs, addressing the identified challenges, and maximizing the opportunities available on Facebook.

Limitation of The Study

The primary constraint of this research monograph lies within the temporal obligations imposed by the time-binding labor. Alas, the allocated time is insufficient to fully engage in the study at hand. In light of the nature of this qualitative research monograph, various predicaments were faced during the examination and interpretation of the data. Communicating with the participants of female student entrepreneurs at Barishal University is a little bit difficult, so it is a limitation. As this was the first research, many things had to be learned and learned. Due to the limited knowledge, there were many difficulties in doing the work. The biggest limitation was when interviewing the participants. As this was the first research, many things had to be learned and learned. Due to the limited knowledge, there were many difficulties in doing the work. The biggest limitation was when interviewing the participants.

Chapter Two:

Explaining to the Project Related in this course:

Entrepreneurship plays a pivotal role in driving economic growth and creating opportunities, particularly for marginalized groups. In recent years, the emergence of social media platforms like Facebook has opened new avenues for entrepreneurial activities, especially in developing regions. This project focuses on how female students at Barishal University are leveraging Facebook as a platform to start and grow entrepreneurial ventures, highlighting the opportunities and challenges they face in this endeavor.

Why This Project is Important

- 1. Empowering Female Entrepreneurs**
Female entrepreneurship remains underrepresented in many parts of the world, including Bangladesh. By studying this topic, we aim to shed light on how Facebook provides an accessible and low-cost platform for women to engage in business, overcoming traditional barriers such as societal norms, lack of financial resources, and limited access to marketplaces.
- 2. Utilizing Social Media for Economic Growth**
Facebook has transformed from a social networking site to a robust marketplace, particularly in regions with limited e-commerce infrastructure. Exploring this phenomenon at Barishal University can serve as a model for understanding how technology can support economic empowerment and gender equity in similar contexts.
- 3. Localized Understanding of Challenges**
This project identifies specific challenges faced by female students at Barishal University, such as technical skills gaps, digital literacy, and cultural constraints. By addressing these

challenges, it contributes to policy recommendations and educational improvements that can benefit other institutions in the region.

4. **Practical Implications for Students**

For the female students themselves, understanding how to navigate these challenges can lead to increased confidence and improved entrepreneurial outcomes. For the academic community, it provides insight into integrating real-world problem-solving into the curriculum.

Relation to a Computer Fundamentals Course

This project directly relates to computer fundamentals, as it revolves around the application of basic digital skills in entrepreneurial activities. Here's how:

1. **Digital Literacy**

Understanding computer basics, such as operating systems, internet usage, and navigating platforms like Facebook, is a prerequisite for establishing an online business. This project emphasizes how these foundational skills empower students to utilize technology effectively.

2. **Social Media Management Tools**

Knowledge of basic computer tools, such as spreadsheets for inventory and financial tracking, photo editing software for marketing, and analytics tools available on Facebook, is essential for running a successful social media-based business.

3. **E-Commerce Foundations**

Students must understand basic concepts like secure online transactions, digital marketing strategies, and customer engagement. A computer fundamentals course lays the groundwork for these skills by teaching how to interact with technology and online platforms.

4. **Problem-Solving Through Technology**

The challenges female students face—such as navigating privacy concerns or learning to protect their online businesses from cyber threats—are directly tied to fundamental concepts of computer security and technology usage.

5. **Encouraging Innovation**

A computer fundamentals course encourages students to think critically and innovate. By applying these skills in entrepreneurship, students can create unique business models, improve operational efficiency, and overcome barriers using technology.

Chapter: 3

Data Collections:

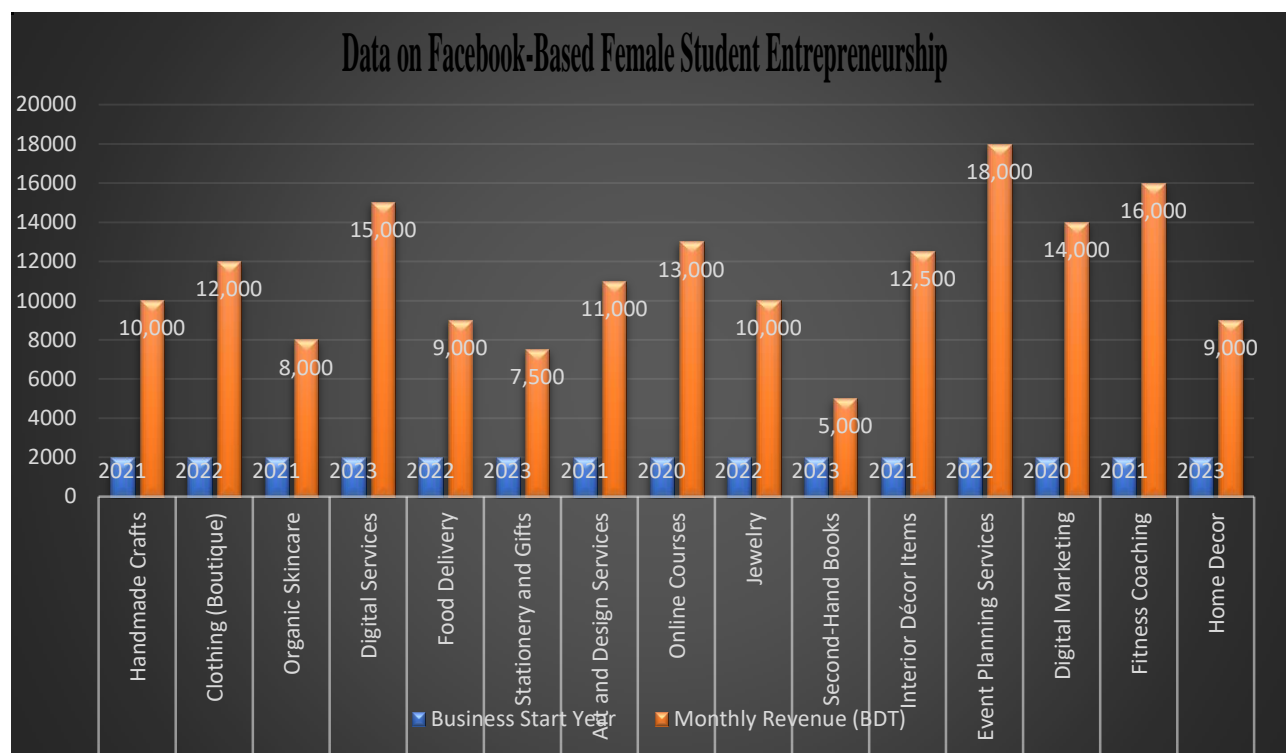
Here is an example structure for a study involving 15 students on "Facebook-Based Female Student Entrepreneurship at Barishal University: Opportunities and Challenges." This dataset is fictional and for illustrative purposes:

- **Data on Facebook-Based Female Student Entrepreneurship**
- **Participants: 15 Female Students**
- **Institution: Barishal University**

Study Focus: Opportunities and Challenges in Facebook-Based Entrepreneurship

Student Name	Entrepreneurship Type	Business Start Year	Monthly Revenue (BDT)	Opportunities Identified	Challenges Identified
Keya	Handmade Crafts	2021	10,000	Large target audience, low startup cost	Limited payment gateways, competition
Sweety	Clothing (Boutique)	2022	12,000	Flexible work hours, creative freedom	Delivery logistics, customer trust
Puja	Organic Skincare	2021	8,000	Demand for natural products, niche market	High production costs, supply chain issues
Tithi	Digital Services	2023	15,000	Scalability, international reach	Need for technical skills, internet dependency
Bristy	Food Delivery	2022	9,000	High demand, social media marketing potential	Time management, perishability of goods
Sanjida	Stationery and Gifts	2023	7,500	Creativity, festive season sales	Low margins, need for consistent innovation
Shamima	Art and Design Services	2021	11,000	Portfolio building, personalized customer base	Client acquisition, irregular income
Mitu	Online Courses	2020	13,000	Skill-sharing, low operational costs	Building trust, competition with established players
Anika	Jewelry	2022	10,000	High-profit margin, attractive to youth	Managing quality, high advertising costs

Sadia	Second-Hand Books	2023	5,000	Eco-friendly appeal, community support	Limited audience, logistics challenges
Mim	Interior Décor Items	2021	12,500	Growing interest in personalized spaces	High advertising costs, delivery complexities
Jannat	Event Planning Services	2022	18,000	Strong demand, creative projects	High workload, managing client expectations
Jim	Digital Marketing	2020	14,000	In-demand skillset, scalable	High competition, need for constant upskilling
Nabila	Fitness Coaching	2021	16,000	Growing awareness about health	Retaining clients, social media burnout
Anamika	Home Decor	2023	9,000	Growing e-commerce market, creative freedom	Delivery delays, limited scalability



Summary:

Opportunities:

- Accessibility to a vast audience via Facebook.
- Low startup costs for many ventures.
- Flexibility in work schedules, making it easier to balance studies and work.
- Use of creative and personalized services to build loyal customer bases.

Challenges:

- Logistics and delivery delays.
- Competition from other online businesses.
- Payment system limitations in rural areas.
- Difficulty in gaining customer trust, especially with newer ventures.

This data can be expanded into detailed analyses for specific academic or business studies. If you need further customization, let me know!

Chapter: 4

Questions Sections

Dept. of Sociology, University of Barishal

Title: Facebook-Based Female Student Entrepreneurship at Barishal University: Opportunities and Challenges

Section 1: Ice-breaking Session

Demographic Information Name: Keya

Age: 24

Monthly Income: 10,000

University's year: 2021

Nature of Business: Handmade Craft

Section 2: The Reason Behind Becoming an Entrepreneur

Q1: Why did you become an entrepreneur?

Q2 : When did you come to this profession?

Q3 : Has your life changed after becoming an entrepreneur?

[Prob: Do you notice any difference in life before and after becoming an entrepreneur?]

Section 3: Challenges

Q1 :Do you have any capital problems when you started your online business?

Q2 : In addition to studies, you have to in lit of time in online business. How do you manage both sides together?

Q3 :Do you face any delivery problems?

Q4 : Have you ever experienced any kind of cyberbullying or harassment as a female student entrepreneur?

Q5 : What kind of problems are you facing in running your online business?

Section 4: Opportunities

Q1: What are the benefits of becoming an entrepreneur?Q2:Are you self-reliant now?

Q3: You earn from online business. Do you support the family financially?Q4: What are your future plans as an entrepreneur

Chapter: 5

Conclusion

According to a recent study, Barishal University female students are increasingly choosing to start businesses that rely on Facebook as a platform. They believe that this allows them to balance their education with developing a career. The study also found that these businesses can provide financial stability. Additionally, the study identifies seven barriers to entrepreneurship that need to be overcome. It exposes some significant barriers often faced by female students, such as huge capital problems, transport problems, time management, collection problems, privacy concerns, and competition. It also exposes some significant opportunities like self-reliance, communication skill development, increased familiarity, broad reach, and low-budget facilities. They believe that they will excel in any situation because they are naturally social and maintain a broad network of friends, which positively impacts their Facebook-based business.

The research suggests that virtual social networks are crucial for online business, with Facebook being the most popular platform. Female student entrepreneurs can utilize these networks to showcase their products and services and to enhance their customer base by providing quality goods, either by making them or by importing them. Although they face some challenges, they are content with their financial independence. This study is expected to pave the way for further developments in the field of entrepreneurship. If the government and other institutional support work together with female students, they can easily overcome privacy problems, delivery, and other material-related problems. Additionally, it is crucial to introduce entrepreneurship education to members or regularly arrange workshops that cover topics such as bookkeeping account maintenance, necessary technology upgrades, customer interaction, financing support, and customer relationship management. These measures are necessary for the survival of the business. Entrepreneurs are all female students. Educational institutions can help them in various ways. Since the unemployment rate is very high in Bangladesh, they have to remain unemployed after completing graduation due to a lack of proper job sectors. In this case, educational institutions can organize various programs to motivate students to become entrepreneurs. The government should also come forward and take various steps by doing.

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