

A STUDY ON MANAGEMENT STUDENTS PERCEPTION TOWARDS ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurship and the younger generation are essential for any country and especially for country like India. India is rich with natural resources, skilled manpower, and huge population. Younger generation with management education should think of starting their own venture. They should become employer rather than becoming an employee. India needs more number of entrepreneurs rather than managers. Establishment of more number of ventures will accelerate the country's economy. Needless to mention the various advantages we derive through the establishment of ventures like providing employment opportunities, offer innovative products and services, development of the country, more earnings through exports and the list goes on. Management is a professional qualification like MBBS, CA, Law etc. and the students of these courses start their own practice after completing their qualification. Management students understand everything theoretically whatever the business organizations perform. In spite of having adequate knowledge they refuse to start own venture. An attempt is made to understand management student's perception towards entrepreneurship.

KEYWORDS: Employment Opportunities, Entrepreneurship, Management Education, Professional Qualification.

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