

# Importance of Entrepreneurship Education Perspectives Among Female Students in Academia – A Conceptual Study

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## Abstract

The perception of students plays a significant role in understanding the education process, whether to take it as a channel for prosperity and value-add themselves with skillsets towards becoming an entrepreneur. Moreover, these skillsets to be the source of confidence for them to choose their career path to become an employee or employer in accordance with time. This is possible only through imparting quality education to the younger generation particularly females in academia. In furtherance, such education focuses not only on sharpening their subject knowledge but also the skillsets that are prerequisites for employability. Hence, there is a need to conduct a conceptual study on understanding the female students' perception on entrepreneurship education.

**Keywords:** Entrepreneurship, Education, Perception, Perspectives, Students.

## Introduction

Education is the inseparable aspect of every individual in today's globalization. Moreover, it is the yardstick for understanding the potential and measuring the constructive knowledge of any workforce. The general apprehension about collegiate education has been changed over years, wherein it focuses more on skills than normal syllabus-based education. In this context, the entrepreneurship education perspectives of younger generation particularly collegiate students' gains prominence. The reason being today's students are more inclined towards 'everything at ease' mindset, which is a biggest challenge and threat before academia. The reason being this delusion and imagination leads them to deter their career aspiration and move towards unemployment status-quo. In case it remains unaddressed then it would cause serious repercussions in questioning the academia and corporate in terms of quality deliverance. This necessitated the focus in instituting Entrepreneurship Development Cells (EDCs), Institute Industry Partnerships (IIPs), Institute Innovation Council (IICs), etc. in many academic institutions and varsities in a country like India. Moreover, the threshold of creating young entrepreneurs is still not achieved to the expected levels despite various schemes into promoting entrepreneurship development. Hence, to overcome this challenge the present academia needs to focus more on imparting entrepreneurship education and its perspectives to younger generation, more precisely female students at colleges who are the immediate output

of any institution to become enterprising human resources and resourceful input for a company / corporate. Also, to emerge as vibrant women entrepreneurs in the future and contributing towards nation building through their socio-economic participation. Therefore, a conceptual research study focusing on female students' perception towards entrepreneurship education perspectives becomes essential at this juncture.

## **Literature Review**

Entrepreneurship education in recent years is regarded for becoming skillful, which enhances the confidence and growth prospects for youngsters at colleges. In furtherance, entrepreneurship promulgation in a collective way is possible only through adequate skill development training and upskilling programs. Moreover, the research study conducted on women entrepreneurs by Ganesan and Satapathy stated that entrepreneurial personality is composite of a person's perceptions, skills and alertness about their environment and motives (Ganesan & Satapathy, 2002). Hence, creating facilitative environment is vital for entrepreneurial success among women and particularly female students into collegiate education.

In furtherance, by incorporating entrepreneurship education into schools, colleges, and universities, the individuals gain valuable insights into acquiring entrepreneurial skills and view entrepreneurship as a viable career option (Wong & Chan, 2022). Furthermore, entrepreneurship education specifically tailored to women has been identified as an effective means of addressing gender inequalities in Indian society and driving socio-economic prosperity (Maharana & Chaudhury, 2022). This exhibits the entrepreneurial emergence and success is possible through curbing gender inequality. The above literature deciphers about women entrepreneurship education perspectives for achieving the holistic socio-economic sustenance.

## **Need & Importance**

Entrepreneurship development awareness in the last decade has grown and thus becomes an integral aspect in the disciplines pertaining to business development and technology innovation. This leads to the necessity of infusing entrepreneurship education in the mainstream curriculum. However, very few institutes are grooming their students to understand the importance of entrepreneurship education. Its growing importance across academia in terms of conceptual understanding needs a holistic grooming to help them become an enterprising workforce and / or potential women entrepreneurs. Arguably, the attitude of students towards looking at entrepreneurship as a curriculum requirement in collegiate education needs to be influenced, wherein they play a pivotal role in seeding entrepreneurship in the young minds (Hagan, 2004).

The study conducted by Tambunan revealed that significance of women entrepreneurship education has garnered increasing attention as it plays a pivotal role in the sustainable growth of developing economies (Tambunan, 2009). Bruch et al. revealed that creating an ideal environment for female entrepreneurs, particularly through entrepreneurship education is crucial for their success and contributes to sustainable economic growth (Brush et al., 2010). The aforesaid research studies have highlighted entrepreneurship is becoming an increased source of employment for people across the globe. Keeping this in view, there is a sheer

necessity to understand students' entrepreneurship perception and its education perspectives. Also, to compare the same with other disciplines of study to arrive at a holistic framework for gearing up entrepreneurship across student communities.

## **Objective**

- To conceptually understand the aspects related to entrepreneurship education perspectives with regard to female students in academia

## **Methodology**

### **Research Design & Method**

The entire study is based on secondary data, which included journals, book chapters, dissertation, thesis, etc. The study adopted descriptive research design, wherein the observations are discussed accordingly.

### **Women Empowerment & Gearing Entrepreneurship**

The concept of women empowerment has gained momentum through many aspects out of which entrepreneurship claims its major share. The reason being entrepreneurship provides holistic empowerment in case of women. There are so many researchers across the globe who have provided various insights on women empowerment through gearing entrepreneurship. Moreover, a research study conducted by Hmieleski and Corbett showed that there is no complete agreement as to whether constructs such as need for achievement and locus of control can significantly explain individuals' intention of starting a business (Hmieleski & Corbett, 2006). In addition to this expression, a research study by Sharma, explained that entrepreneurship education in Indian institutes have been offered as a discipline of study alongside syllabus. Hence, it is debatable as to what extent these initiatives are enough to thrust on entrepreneurship education to meet the needs of India (Sharma, 2019). Also, a research study conducted on women entrepreneurs by Ganesan and Satapathy stated that entrepreneurial personality is composite of a person's perceptions, skills and alertness about their environment and motives (Ganesan & Satapathy, 2002). Hence, creating facilitative environment is vital for entrepreneurial success among women and particularly female students into collegiate education.

### **Theoretical Perspectives on Women Entrepreneurship**

The research theories have substantiated the difference between female students studying entrepreneurship and those studying other areas of business. The 4E model designed by Ganesan et al. on entrepreneurship development provides the framework on women hailing from lower income group encompasses more on entrepreneurial awareness and technical know-how skills than those with formal training on entrepreneurship (Ganesan et al., 2002). It is important to note that apart from internal factors and external factors of personality, various dimensions, and approaches from other diversified fields with a view to expand the horizon of entrepreneurial research is quite essential for understanding its perspectives (Davidsson, 2008).

## **Entrepreneurship Education & Significance**

Entrepreneurship education is the only ray of hope for upbringing the female communities to emerge as vibrant women entrepreneurs in a country like India. This notion is supported by many research studies into entrepreneurship education. The basic elements in entrepreneurship such as attributes for entrepreneuring have to be included and imparted as a subject at secondary level of education for fostering women to become entrepreneurs. Also, it insisted that including various social aspects and gender sensitive issues into its fold for better understanding of women entrepreneurship (Ganesan, 2013). This emphasizes the infusing entrepreneurship development skills at the school level more precisely for promulgating women entrepreneurship.

Entrepreneurship education will increase the entrepreneurial attitudes of interested individuals, wherein educational initiatives play a significant role in increasing the potential of entrepreneurship in case of nascent entrepreneurs (Potter, 2008). Also, educational institutions need to consider certain measures in providing a conducive environment that comprise of providing entrepreneurship awareness, aspects on growth and development of enterprises, opportunities, recognition, and knowledge about business environment. These aforesaid aspects have to be inculcated at higher education levels especially at primary and secondary schools (Frank et al., 2007). According to research studies conducted by Henry et al. and Pittaway & Cope in several educational institutes have proposed unpredictable teaching strategies with a focus on both theory and practices, such as learning by doing and experiential learning, which are crucial in entrepreneurship education for developing entrepreneurship attitude among students (Henry et al., 2005; Pittaway & Cope, 2007).

## **Suggestions**

The study observed the importance of entrepreneurship education and its perspectives towards female students in academia. It also suggests a full-fledged research study, which needs to be conducted to at colleges / institutions to address the gaps and assess significant factors whichever pertinent to infusing entrepreneurship among female students. Also, this might facilitate the kind of skill development training and / or upskilling programs for the promulgation of entrepreneurship education and to seed the thought process among female students.

## **Conclusion**

Entrepreneurship development contributes to the economic growth of a country through creating and generating employment opportunities. The observations in this research study shows the importance of entrepreneurship education and its pivotal role in empowering female students by equipping them with indispensable knowledge, skills and to bestow them with confidence to ideate and kick-start their business ideas to become vibrant women entrepreneurs in future. Entrepreneurship education facilitates female students to channelize their energy, challenge traditional gender stereotypes, drive confidence and entrepreneurial intentions. Moreover, it helps female entrepreneurs to overcome barriers, inspire others to challenge and overcome their situations. This conceptual study has highlighted the importance of research on entrepreneurship education and much-needed skills such as creativity, problem-solving, communication, business plans, capacity building, etc. This in turn enhances their confidence

level towards entering the entrepreneurial journey. Also, it prepares and equips the female students with enterprising spirit to face the unseen challenges and march on with enthusiasm to achieve success.

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