

A STUDY ON THE LEVEL OF AWARENESS AND UNDERSTANDING OF ENTREPRENEURIAL OPPORTUNITIES AMONG COLLEGE STUDENTS

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ABSTRACT

The importance of students gaining an awareness and understanding of entrepreneurial potential is growing since entrepreneurship is becoming a key engine of economic growth, innovation and employment. College students from a variety of academic backgrounds are surveyed to gauge their familiarity with and knowledge of entrepreneurial potential. A quantitative research design was used to gather data from a sample of undergraduate students by use of a standardized questionnaire. While a large number of students show an interest in entrepreneurship the results show that only a moderate level of understanding of opportunities, support programs and market possibilities exists among them. Students' entrepreneurial consciousness is greatly impacted by factors like their exposure to entrepreneurship education, workshop participation, family business background and access to information. Colleges should improve their mentorship programs, experiential learning opportunities and practical entrepreneurial-based activities to help students find and seize chances, according to the report. Also covered are suggestions for bolstering institutional backing and expanding the curriculum's coverage of entrepreneurship.

KEYWORDS: Entrepreneurship, College Students

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