



ROHINI

COLLEGE OF ENGINEERING & TECHNOLOGY

Approved by AICTE and Affiliated to Anna University, (An ISO Certified Institution)

Department of Management Studies

ENTREPRENEURSHIP DEVELOPMENT

Subject Title : Entrepreneurship Development

Subject Code :BA 4032

Semester : I

Unit I : Entrepreneurial as a Career Option

Entrepreneurship as Career Option

Entrepreneurship is a paramount phenomenon for the Society because of two reasons. Primarily, it encourages creativity to provide fresh answers to emerging problems. Secondly, compared to everything else, it provides significantly more potential for generating income for oneself and society.

Motivational factor for Entrepreneurship career:

Many factors may be at play, such as losing one's employment, being dissatisfied with one's current position, not being hired for the position of their choice, etc. Sometimes, when an organisation is heading towards closure, an individual understands well in advance that his or her employment is at risk. Sometimes a worthy worker who is passed over for a promotion feels forced to leave the company and search for work on his own. A system where rewards are frequently determined by seniority rather than merit is unpopular with certain people.

PUSH FACTOR PULL FACTOR FOR ENTREPRENEURSHIP:

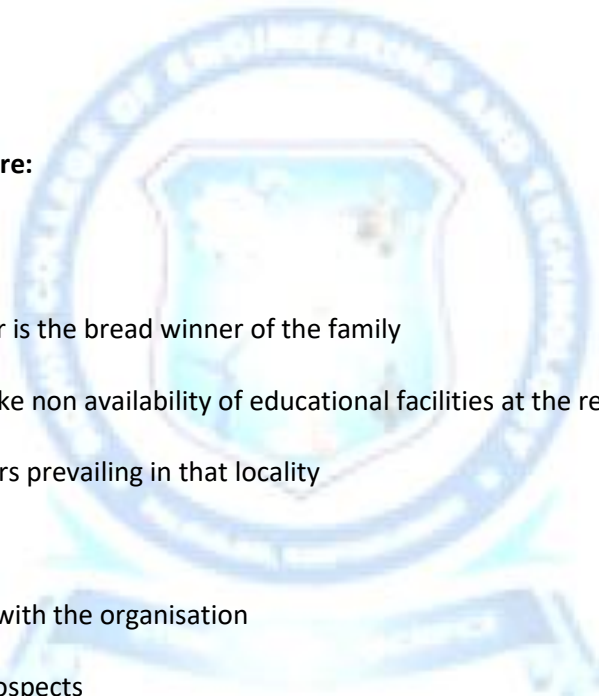
Gilad and Levine's (1986) research findings support the aforementioned facts. The "push" and "pull" theories, two closely related theories of entrepreneurial drive, were put out by them. According to the "push" idea, unfavourable outside factors like job unhappiness, difficulties obtaining work, low pay, or rigid work schedules push people into becoming entrepreneurs. According to the "pull" idea, people are drawn to entrepreneurship in search of riches, self-fulfillment, independence, and other desired goals. Studies (Keeble et al., 1992; Orhan and Scott, 2001) suggest that "pull" factors, as opposed to "push" factors, are the main causes of people becoming entrepreneurs.

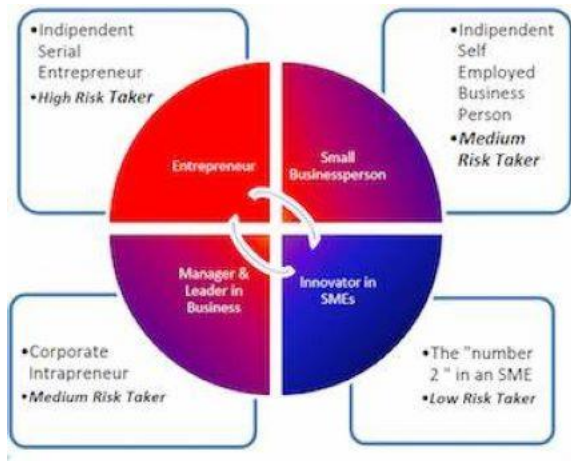
Important Pull factors are :

1. High need for freedom
2. Aspirations for financial Rewards
3. Aspiration for leaving an inspiration for the Society
4. A strong urge to be innovative and creative
5. A passion to be a bossy boss for his own business
6. A desire to provide employment opportunity for others

Important Push factors are:

1. Family situation
2. The entrepreneur is the bread winner of the family
3. Societal factors like non availability of educational facilities at the region.
4. Economical factors prevailing in that locality
5. Job insecurity
6. Inability to cope with the organisation
7. Lack of career prospects
8. Job dissatisfaction
9. Threats and risks of a job.
10. Unemployment problem of the Country.





An independent person can take medium risk and be an self employed business person whereas a highly independent person will be taking high risk and may become a Serial entrepreneur. A corporate intrapreneur will be taking medium risk and always he will be protected with job security whereas Micro, Small & Medium enterprises will also be taking risk in low level.



Source: [Entrepreneurship as a Career \(brainkart.com\)](http://brainkart.com)

