



TAPMI

NURTURING WEALTH CREATOR SERIES

Infusing Entrepreneurial Behaviour: Important for MBA Students

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Entrepreneurship has been considered for long as a process primarily aimed at creating one's own business venture, and contributing to economic development and employment generation. Thus, entrepreneurship education for developing entrepreneurial behaviour among students was considered purposeful and many of the universities and business schools introduced courses on entrepreneurship in their curriculum. However, for the students in general, a formal education in entrepreneurship was not appealing since their objective was seeking employment and not generating employment.

In recent times, globalisation and IT have created fundamental changes in the way businesses have to perform, compete and grow. The resultant forces have greatly accelerated the interest of managers to become entrepreneurial. In an increasingly turbulent global environment, organisations have to create entrepreneurial playing field that facilitates effective entrepreneurial behaviour individually, organisationally, and socially.

Entrepreneurship programmes globally continue to grow and gain academic legitimacy. The learning from entrepreneurship courses is considered as valuable, whether the students plan to become leaders in corporate organisations, run non-governmental organisations, be practicing professionals, or work for the government.

It is imperative for the MBA students, regardless of their career plans, to realize the importance of being able to think from an entrepreneurial perspective. As managers, cultivating a behavioural seed of entrepreneurship from the early school / college days, and nurturing and growing it to a magnificent and sprawling stature, could be highly rewarding. Stake holders are becoming more aware

about the need for entrepreneurial behaviour - for example, engineers, doctors, teachers, social workers, government officials - practically every one in a society. In particular, career opportunities for management students would look brighter, as recruiters may look for more and more of entrepreneurially oriented students.

Originally after World War II, Harvard Business School (HBS) developed an elective course titled 'Management of Small Enterprises' for students eager to start their own business. It was soon realized that entrepreneurship is a particular type of managerial behaviour that can be nurtured by almost all managers in any organisation. These entrepreneurship courses at present are shifting the focus on developing 'Entrepreneurial Managers'. In the Indian context, B-Schools have initiated a modest attempt to design and offer elective courses in entrepreneurship. The IIMs and a few other B-Schools have established Centres for Entrepreneurship. At TAPMI, the importance on infusing entrepreneurial spirit was seen from the mid 90s.

Later on, a set of electives on New Venture Creation, Management and growth were developed. Still, with a high priority for immediate job placements, the number of students registering for these courses has been modest. Nevertheless, considering the importance of entrepreneurial behaviour, in the restructured PGP that commenced from 2004, the essential ingredients of entrepreneurship - creativity and innovation, entrepreneurial behaviour and motivation have been integrated with the programme. The expected outcome is the emergence of global leaders and entrepreneur-managers.

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