The role of entrepreneurship education on the entrepreneurship’s moral of the university students

1A. Sadeghian, 2M. Kazemian, 3M. Hafezian, 1B. Kazemikani, 1SH. Gholizadeh and 1L. Zoleikani

1(M.A), Islamic Azad University, Sari Branch
2(PhD Student), Mazandaran university of medical science, Slamic Azad University, Sari Branch, Educational Management Department.
3(PhD Student), Islamic Azad University, Sari Branch, Educational Management Department

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ABSTRACT

Now, entrepreneurship training has become one of the most important and extensive activities of universities and institutions. In many high educational institutions, today, entrepreneurship training considered as the necessity of human resources growth. According to the role of entrepreneurship in massive economic development level and in the small economy level of satisfaction and personal development and considering to the important of increasing the competency of entrepreneurship by training, it was made main interest to compile educational programs for encouraging and educating entrepreneurship in educational systems. So, this research reviewed the role of entrepreneurship on entrepreneurship spirit of university students. The statistical society of this research are 123 persons of management students of Sari azad university. The size of selected samples are 123 persons that they were selected by simple random method. To collect information was used librarian documents and a researcher-made questionnaire. To determine internal and external validity was used experts views. The amount of alpha coefficient was 0.89. It was used t-test for analyzing data. Findings showed that entrepreneurship training effects on entrepreneurship spirit of students.

Key words: Entrepreneurship, Entrepreneurship education, Entrepreneurship spirit.

Introduction

Nowadays the process of standing and rapid changes is the most major of flux governing on human life and the entrepreneurship is a capability which is the basis and seed-bed of changes to perform crucial role in this connection[9]. The wave of these changes predispose intentionally or unintentionally our life. So, a society will forge ahead towards compatibility with changes and international competence that enjoy the proficient, expert, creative and self-assured manpower. Our society is challenging the proliferation of population and increasing the unemployment rate especially among the graduates of universities. The present experiences in the country show that one way of squaring up to this problem is presenting a new definition of employment and passing from the recruitment to entrepreneurship. The entrepreneurship education with the analysis process of entrepreneurship parts guide the entrepreneurs towards the risk-taking, the creativity and innovation, nationalism and the other related parts with the entrepreneurship. So, the way the individuals reach to it with changing of their morale, point of view and insight and mobilize them with the knowledge and special adroitness is probably very short with the effort, error and long-time passing. Therefore, it makes a potential entrepreneur into a de facto entrepreneur. Many countries basically insist the necessity of training the entrepreneurs by breathing the entrepreneurship into educational system especially in universities. Inasmuch as the employment is changing to a thought-provoking problem, the authorities express some factors following its cause that one of the main factors of this problem is the gap between the current educations and the real wants of the employment. So, giving the suitable educations can come across to fulfill this gap. If they don’t receive the education which is necessary to individual’s success, they are facing the different problems. Besides, such an educations open the individual’s eyes to the forthcoming employment, causing they think more about their forthcoming employment and they seek to obtain the necessary abilities to get a job. [2]. In present conditions, one of the factors causing the industrial, social and economic conditions to change in a country is the entrepreneurship activities,
enjoying the entrepreneurship morale and ultimately the entrepreneurship.

Theoretical basics and the background of research:

The students who have no the individual’s abilities and the necessary adroitness to commence a trade are one of the challenges in front of the different societies. It is a matter which is necessary to prepare the graduates of university by educating them. What is undoubted is that the preparing should not be after the graduation rather it is necessary to fulfill the rudiments during the process of schooling and dissolve the shackles and the restraints. One of the most important of these attempts is to nurture the students’ morale entrepreneurship. The attempt is intensifying to educate and to generalize education and the morale entrepreneurship entirely with appearing the role and effect of entrepreneurship on the process of job creation and the development economics of the developed countries[1].

The educational system and higher education is one of the ways of implanting the development of entrepreneurship in the country. The experts are believed that, for the entrepreneurship, the educational system should move towards to nurture the creative, risk-taking, nationalism, motivated, courageous, bold and daring individuals in deciding and the one who has the confidence and the entrepreneurship morale. Because our graduates have often no the courageous to risk, the confidence and the entrepreneurship and they are seeking for a hireling job opportunity [5].

Today the current worldwide changes put the entrepreneurs in front line of the development technology and economy[1]. The successful experience of the most developed countries and some underdeveloped countries go through the economic crisis by the development of entrepreneurship in that countries have caused the other countries also maintain dignity for the entrepreneurship, entrepreneurs and forming the innovative trade. By the same token, the development of entrepreneurship thinks of various aspects. The education is one of the important aspects to expanse the entrepreneurship which notice specially. The different studies show that the characteristics of entrepreneurship are often acquired but not genetic. So, the entrepreneurship education currently grows into one of the most important and widespread of the universities and educational institutions activities. Nowadays many higher education institutions propose the entrepreneurship education as a development of manpower. Young proposes two reasons in expressing the need and importance of studying the entrepreneurship by the students. First, they may want to start a trade for themselves. Second, they may want to acquire the knowledge until their future jobs benefit in the larger organization[7].

The conspicuousness interest grows up to codify the educational programs to encourage and nurture the entrepreneurship in educational systems, considering the role of entrepreneurship in the development of macroeconomics and microeconomics related to the client’s satisfaction and the individual’s advancement in the light of the importance of increasing the entrepreneurship potential by education. Nowadays the entrepreneurship education grows into the one of most important and widespread of the universities activities. During the decade 80, the universities designed various educational programs for the public and private organizations based on groups which are learning and local, regional and national needs.

Either the innovation or the creativity is the inseparable parts of entrepreneurship. According to Pitter Deraker it is very necessary to create innovation in entrepreneurship that we can claim the entrepreneurship doesn’t exist without it and the creativity doesn’t also perform without innovation.

The main authors who generate the development motivation theory are Mc clelland, Atkinson, Clark and Lowell. They wrote in their famous book titled the development motivation, some individuals are the more ambitious than the others and are attempting for success. When Mc clelland was searching these factors, he noticed the motivation in mind virus framework titled; “need to success”. He believed that this subject is a psychology finding about the economy development. He found this mind virus as a special procedure that is rare but when it grows up in a person, it forces them to persevere in a special form. The mind virus, in this person’s mind, is a diagram of thoughts which is related to do the works or to do better the works than past. It means the character is more effectual, less effort with better result. From the Mc clelland’s viewpoint, the internalization needs success which it should be performs by the sociability from the beginning of life. So, this need should strengthen by the necessary educations[8]. To explore the various studies show that the entrepreneurship individuals indicate on the average more attainment than the others. And the development motivation is one of the most important structures which are explaining the rate of development and entrepreneurship. The thought-provoking point is Mc clelland’s reasoning about the potential of promoting the individuals’ attainment that he (1976) declares that while the need of success is part of the individual’s personality, it can be promote by education[9].

Azizi [11] shows in a research titled “exploring the student’s entrepreneurship characteristics” that there is a meaningful and positive relationship between the internal control source and the student’s entrepreneurship. The research also show that the person who has the internal control source enjoy top confidence and they are following an occasion to use
their earnestness and reason to lead the future events and to control the results.

Around 1700 A.D. Kantilon presented a person as an entrepreneur who accepted the risks of and economy activity. The results of various studies reflect that the entrepreneurs have more risk-taking than the other society’s individuals. But the point comes before is that the entrepreneur both male and female can systematize and commit the logical and calculated risks of an economy activity. In other words, they show the average risk-taking rather than the society norm[1]. From a viewpoint, the entrepreneurship adroitness is divided to the three following areas[2]. 1- Technical adroitness 2- The management adroitness of trade

The individual’s entrepreneurship adroitness. One of these adroitness is divided to components which come before in Table.1

<table>
<thead>
<tr>
<th>Technical adroitness</th>
<th>Interpersonal</th>
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<tr>
<td>Oral relation</td>
<td>Audio</td>
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<tr>
<td>Environment refinement</td>
<td>Management</td>
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<tr>
<td>Technology</td>
<td>Coaching</td>
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<td>Planning and collecting aims</td>
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<td>Make decision</td>
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<td>Human relationship</td>
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<td>Estimate</td>
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<tr>
<th>The management adroitness of trade</th>
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<td>financial affairs</td>
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<td>Management</td>
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<td>Control</td>
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<td>Negotiation</td>
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<td>Starting new effective activities</td>
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<td>The creativity and the innovation</td>
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<td>Risk-taking</td>
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<tr>
<th>The individual’s entrepreneurship adroitness</th>
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<tr>
<td>internal control</td>
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<tr>
<td>Need to success</td>
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<tr>
<td>Domineering</td>
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<tr>
<td>Nationalism</td>
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Tab.1 Triple adroitness for entrepreneurs’ necessary source: [2]

The results research of Keshavarz and Chizeri [13] showed that when it is introduced the effectual entrepreneurship lesson to the students and performing the educational workshops in university, it is caused to strengthen the students’ viewpoint and morale. Saedie and Mehtadi [7] concluded that educating the entrepreneurship has a positive effect on displaying the entrepreneurship behavior and it is caused the learners to motivate about changing their job and trade and attempt to reach in a high level. Badri [6] concluded that the educational entrepreneurship center has affected on nurturing the creativity. Mashayekd [14] concluded that the students who have learnt the entrepreneurship education have the more entrepreneurship morale than the ones who haven’t learnt it. Salimifar and Mortazavi concluded that technical educations have notable success in nurturing the expert labor force (humane asset) and training self-employment manpower (the entrepreneur). Farjadi [12] concluded that the entrepreneurship educations have no feature in the development of small and average businesses. Azizi [11] concluded that there is a meaningful relationship between the variable of believing the internal control, the development motivation, the risk-taking, the nationalism and the creativity of the students and their entrepreneurship. Akbari [5] showed in a research that there is a meaningful and positive relationship between the focal eligibilities and the individual’s entrepreneurship morale. He also concluded that the students’ anticipation in scientific associations is a suitable opportunity for informal nurture and education of the entrepreneurship adroitness.

The development of theories and conceptual model:

The entrepreneurship is not a hereditary and relational characteristic, but it can be an acquisition characteristic to instruct and educate in universities and educational centers by preparing a series of necessary conditions. In other words, the entrepreneurship is a teachable case which can educate it during the courses in different ways. It means that the education is an important device for entrepreneurship and nowadays so many organizations have educated the entrepreneurship to the students and eagers. Regarding to the proposed basics of this research, it has been answered to these questions. (The main question of the research) Do
the entrepreneurship education is affected on the students’ entrepreneurship morale? 1- Do the entrepreneurship education is affected on the tendency of the students’ creativity? 2- Do the entrepreneurship education is affected on the motivation of the students’ development? 3- Do the entrepreneurship education is affected on the students’ risk-taking? 4- Do the entrepreneurship education is affected on the students’ internal control center? 5- Do the entrepreneurship education is affected on the students’ nationalism? Along the same line, the Figure.1 shows the framework of the research.

The entrepreneurship morale
Internal control center
The entrepreneurship education
Nationalism

Fig. 1: The framework of the research.

Methodology:

The research is a descriptive study manner as a kind of finding background. The population of this research is all the students who are girl and boy in Azad Eslami University, Sari department the entrance of the year 1390-1391 in the educational management major. It is based on the current statistics in the university, there are 180 students (95 students are boy and 85 students are girl). The studied sample in this research including 123 students that are chose based on the Kerjsi and Morgan’s table. Sampling is passing in the manner of simple random. The device to collect the data is the questionnaire by the researcher to evaluate by the Likrit scale. The Kronbakh Alfa coefficient was calculated and the questionnaire stability is equal to 0/89 that shows the questionnaire has a suitable stability. The analysis of the current research’s data has done by SPSS software in two levels of descriptive statistics and deductive statistics. In the level of descriptive statistics enter upon to describe the research data by statistical characteristics such as frequency, percentage, mean and standard deviation. In the level of deductive statistics is used the (t) test.

Table.2 the test result (t) single sample of the main question of research

<table>
<thead>
<tr>
<th>Number</th>
<th>sample mean</th>
<th>standard deviation</th>
<th>theoretical mean</th>
<th>different means</th>
<th>t</th>
<th>degrees freedom</th>
<th>L_0</th>
<th>Sig.</th>
</tr>
</thead>
</table>

Based on the outcome results in Table.2, because the calculated t (t=13/52) is bigger than t of critical table (t=1/96), in the level of reliance %95, (a=0/05) and the degree of freedom df=n-1=122. So, we can claim with the reliance %95 that the entrepreneurship education affect on the entrepreneurship morale, because the sample mean (17/11) is higher than the segment point (75).

Question 1. Do the entrepreneurship education is affected on the motivation of the students’ development?

Table.3 the test result (t) single sample of the question.1

<table>
<thead>
<tr>
<th>Number</th>
<th>sample mean</th>
<th>standard deviation</th>
<th>theoretical mean</th>
<th>different means</th>
<th>t</th>
<th>degrees freedom</th>
<th>L_0</th>
<th>Sig.</th>
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Based on the outcome results in Table.3, because the calculated t (t=13/37) is bigger than t of critical table (t=5/29), in the level of reliance %95, (a=0/05) and the degree of freedom df=n-1=122. So, we can claim with the reliance %95 that the entrepreneurship education affect on the entrepreneurship morale, because the sample mean (93/02) is higher than the segment point (75).

Question 2. Do the entrepreneurship education is affected on the tendency of the students’ creativity?

Table.4 the test result (t) single sample of the question.2

<table>
<thead>
<tr>
<th>Number</th>
<th>sample mean</th>
<th>standard deviation</th>
<th>theoretical mean</th>
<th>different means</th>
<th>t</th>
<th>degrees freedom</th>
<th>L_0</th>
<th>Sig.</th>
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</table>

Based on the outcome results in Table.4, because the calculated t (t=13/37) is bigger than t of critical table (t=5/29), in the level of reliance %95, (a=0/05) and the degree of freedom df=n-1=122. So, we can claim with the reliance %95 that the entrepreneurship education affect on the entrepreneurship morale, because the sample mean (19/14) is higher than the segment point (15).

Question 3. Do the entrepreneurship education is affected on the students’ internal control center?

Table.5 the test result (t) single sample of the question.3

<table>
<thead>
<tr>
<th>Number</th>
<th>sample mean</th>
<th>standard deviation</th>
<th>theoretical mean</th>
<th>different means</th>
<th>t</th>
<th>degrees freedom</th>
<th>L_0</th>
<th>Sig.</th>
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</table>

Based on the outcome results in Table.5, because the calculated t (t=5/54) is bigger than t of critical table (t=1/96), in the level of reliance %95, (a=0/05) and the degree of freedom df=n-1=122. So, we can claim with the reliance %95 that the entrepreneurship education effect on the entrepreneurship morale, because the sample mean (17/11) is higher than the segment point (15).

Question 4. Do the entrepreneurship education is affected on the students’ risk-taking?

Table.6 the test result (t) single sample of the question.4
The entrepreneurship morale
Internal control center
The entrepreneurship education
Nationalism

Discussion and Conclusion:

The findings of this research entirely show that the entrepreneurship education has positive effect on the students’ entrepreneurship morale. The obtainable result of this research is accorded with the results of the researchers of Keshavarz and Chizeri [13], Mashayekh [14] and Salimifar and Mortazavi at home and with the results of the researchers of the Harvydin and Pitesgo abroad.

In the development present era, the entrepreneurship effect range is very vast somehow it is included the changes of social merits to increasing economy development. Some cases are involving such as job creation, technology development, recognize and expand the new business, systematization and effectual enlistment of sources, encouragement to investigate and increasing the fortune in society. So, the entrepreneurship education is an important category that the developed countries pay serious attention to it in the process of the economy-social development and nurturing the entrepreneurs comes before their development programs. Considering the entrepreneurship is a main factor of the development and it is the necessary asset to have the entrepreneurship morale to enjoy the creativity, the development motivation, nationalism, risk-taking. As we mentioned before, the entrepreneurship is not only a hereditary and entrepreneurship morale, because the sample mean (19/59) is higher than the segment point (15).

The frequency table.8 is exploring the effect of the entrepreneurship education based on the segment point. So, the testable finds to effect the entrepreneurship education %85 on the tendency to creativity, %68 on the development motivation, %86 on the risk-taking, %60 on the internal control center and %89 on the nationalism.

Table.8 statistical indexes of exploring descriptive variables based on the segment point

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency number</th>
<th>Frequency percent</th>
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<tr>
<td>Entrepreneurship morale</td>
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<td>Development motivation</td>
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<tr>
<td>Tendency to creativity</td>
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<td>Risk-taking</td>
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Number sample mean standard deviation theoretical mean different means t, degrees freedom t, Sig.

Based on the outcome results in Table.4, because the calculated t (t =14/46) is bigger than t of critical table (t =1/96), in the level of reliance %95, (a=0/05) and the degree of freedom df=n-1=122. So, we can claim with the reliance %95 that the entrepreneurship education effect on the entrepreneurship morale, because the sample mean (18/58) is higher than the segment point (15).

Question 5. Do the entrepreneurship education is affected on the students’ nationalism?

Table.7 the test result (t) single sample of the question.

Number sample mean standard deviation theoretical mean different means t, degrees freedom t, Sig.

Based on the outcome results in Table.4, because the calculated t (t =15/54) is bigger than t of critical table (t =1/96), in the level of reliance %95, (a=0/05) and the degree of freedom df=n-1=122. So, we can claim with the reliance %95 that the entrepreneurship education effect on the entrepreneurship morale to enjoy the creativity, the development motivation, nationalism, risk-taking. As we mentioned before, the entrepreneurship is not only a hereditary and
development motivation. Inasmuch as the individuals’ inner emotion excite by the suitable educations and it can be promote the needs of success which is the part of the individual’s personality by milieu, so the entrepreneurship education is affected on the students’ development motivation.

The analysis of the data related to the second question of research has showed that the entrepreneurship education is affected on the students’ tendency to creativity. This obtainable result is the same as the results of researches of Jones and Engelsh, Postigo. As Jones and Engelsh have resulted that the entrepreneurship education increase the individuals’ abilities to create ideas in their research titled the effect of the entrepreneurship education on the creativity. And it is also accorded with the result of research by Badri in the year 1386 titled exploring the students’ potentials entrepreneurship of Esfahan University which is resulted that the education of the entrepreneurship center has affected vis-à-vis the students’ creativity. The creativity and the innovation is one of the basic requirements for entrepreneurship which is prepared the ground of so many vast changes in current society. The main point of this discussion is to pay attention to nurturing these potentials because there is an amount of the creativity and the innovation in all individuals potentially. But when these potentials should be awakened, it is required the suitable educations which is a suitable seed-bed to nurturing the individuals’ creativity. So, the entrepreneurship education is affected on the students’ tendency to creativity.

The analysis of the data related to the third question of research has showed that the entrepreneurship education is affected on the students’ internal control center. The obtainable result is accorded with the results of researches of Azizi [11] at home and Hanig abroad. One of the most important characteristics of the entrepreneurs is that they don’t want to reside with somebody their destiny. The phrase “be your own master” is an important basis, reason and motivation to start the risk-taking trade activities. They are the ones who don’t want to belong to the others from the personal’s point of view. They believe that their success or failure is not by chance, but it depends on their attempt. This research is also showed that the entrepreneurship education cause to increase this belief in the students that the success is depends on their attempt about the schooling or job and not by chance. So, the entrepreneurship is affected on the students’ internal control center.

The analysis of the data related to the fourth question of research has showed that the entrepreneurship education is affected on the students’ risk-taking. The obtainable result is accorded with the results of researches of Azizi [11] at home and Rashid abroad and is conflicted with the result of research of Badri [6] at home. Inasmuch as every new work is accompanied with the problems and risks and it is probably to failure, therefore, it is necessary that the entrepreneurs reckon the present risks and account the chance of success or failure. The entrepreneurs should decide about their new trade based on these estimations (affirmation or reject). If the entrepreneurs don’t reckon or pay attention these estimations in their decisions, the probability of their failure will increase. The risks which potentially threaten the entrepreneurs can be the social, psychological, occupational and financial risks. In these situations, the entrepreneur tries to decrease the risk from the work by using various strategies. The results of this research are showed that the entrepreneurship education can create a suitable groundwork to nurture the students’ risk-taking. Therefore, the students can accept the present psychological and financial risks for their success. So, the entrepreneurship education is affected on the students’ risk-taking.

The analysis of the data related to the fifth question of research has showed that the entrepreneurship education is affected on the students’ nationalism. The obtainable result is accorded with the results of researches of Hezarjaribi [16] at home and Fleming abroad. The nationalism is basically one of the most important characteristics of the entrepreneurship, causing the entrepreneurs plan independently for their works and performs them. The entrepreneurs are the ones who don’t want to work for the others even they gain a big money. The most important motivation for the entrepreneurs is not belong to the others by their job. As we mentioned before, the phrase “be your own master” is forcing the entrepreneurs to the entrepreneurship activities. The other advantage of nationalism, besides not assigning our job destiny to others, is that because the individual is their own master, they feel less tiredness and work more. So, they are more success. The individuals who are nationalism know that they will receive the result of their work. It is meant that the more they try, the more they will gain the advantage. The results of this research are showed that the entrepreneurship education can create a suitable groundwork to nurture the students’ nationalism. The obtainable results of this research are showed that the entrepreneurship education is affected on the entrepreneurship morale. So, to installing the following cases can improve the practical and scientific situation in universities and can guide the managers and officialdom.

- The research is showed that the entrepreneurship is teachable and acquisition and we cannot suppose it as an inborn. So, we can conclude that the individuals from the beginning of their birth are not entrepreneur and regarding to the education obtains the entrepreneurship morale. So, it is necessary to pay attention to educate the individuals and enriching this culture in university. Therefore, it is the
officialdom’s responsibility to include the entrepreneurship educations in university programs especially to educate the students before their graduation and enter to the business which enjoy a top value.

- Performing seminars and educational workshops about the entrepreneurship
- Presenting the successful models and exploring their development
- To educate the entrepreneurship lessons with approaches which is suitable with the entrepreneurship essence. In other words, it should use the overarching-oriented and enterprising teaching procedures instead of the traditional teaching procedures.
- The cooperation between the universities centers with the administrative and generative units will strengthen which the students use the educational atmosphere and call their capacity into play to introduce the entrepreneurship merits.

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