Assessment Iranian youth’s entrepreneurial attitudes Improvement across training for youth entrepreneurs (KAJ)

1Farahnaz Minaipoor, 2Mehdi Kanani

1PHD Student of Education Management, Iran
2Faculty Member of Technology studies Institute, Iran

ABSTRACT
Preparing students today for success and leadership in the new global market is the main responsibility of education system of today. Entrepreneurship education, is an important tool to achieve these goals, and must be available for all students to searching and realizing potential. Choosing entrepreneurship life and development of entrepreneurial culture is requires a "culture and education", training is one of the important aspects of in entrepreneurship development, that special attention is situated. According to various studies is proven that the characteristics of entrepreneurs are often acquired. It is currently teaching entrepreneurship has become one of the most extensive activities. Therefore, this paper examines the impact of educational project of young entrepreneurs (KAJ) on youth attitudes in entrepreneurship. This project has been created in cooperation with the Iran Institute of Labor and MONADIAN TOSE PAIDAR, KAJ has been developed and implemented to entrepreneurship education Topics in the school during the high school level, Before selecting courses by students. The results of this study have examined the benefits and necessity of KAJ project in Iran.

INTRODUCTION
Employment and unemployment, is the fundamental issue in economy of any country, So that increased employment and reduced unemployment, are considered as one of the communities indicators of development. The unemployment rate is one of the indicators used to assess the economic conditions.

Iran's unemployment rate in the labor force survey results in fall of 1390 is 2676178 million. The unemployment rate of population 15 years and more studies show that 8/11 percent of the active population was unemployed. Based on these results, the unemployment rate were more among women than men and in urban areas than rural areas. Incomplete share of Employment, show that 8/1 percent of Employed populations have incomplete Employment [25].

Generation without hope of a fixed job is a once for the entire community. Poor employment in the early stages of career could damage their prospects of career for life. If young people do not move toward efficient (productive) jobs, Government investment in education and training will be lost [12].

In today's circumstances that we have located in transitional phase and we are faced with changes, Tools and entrepreneurial mindset will be needed for students to offer. It is necessary to applying some new methods for students to preparing them in 21st century in competitive skills [11]. Entrepreneurship is a subject that today more attention of policymakers, planners and executives of different countries has attracted. Looking at the global economic situation, we are brought to believe that the growth of entrepreneurial culture is essential to improve the economic situation. Therefore, some believe that "World markets of tomorrow are those companies that value entrepreneurial risk taking". Peter DRUCKER in explaining the importance of entrepreneurship says: "What we need is an entrepreneurial society in which innovation and entrepreneurship, natural, stable and continuous" [18].

Lee and Wong's approach to education and promotion of entrepreneurship, Learning Approach introduced as an effective approach for promoting entrepreneurial spirit among the people and believe this approach emphasizes that the program requires active participation in real life conditions and "Education" Instead of "Learning" in the process of Entrepreneurial environment is attended by people with expertise [14].

© 2013 AENSI Publisher All rights reserved.
KAJ Project (young entrepreneurs) has been designed to educate entrepreneurship topics during the high school level, before selecting courses by students. Students during this project learned the basic concepts of creativity and entrepreneurship is familiar with diverse career opportunities in different industries.

Literature Review:

In today's world there are over a billion young people between the ages of 15 to 24 years, Make that 18% of world population. Youth and kids make up 40% of young people. Worldwide, young people play a significant proportion as citizens, productive workers, entrepreneurs, consumers and members of civil society. Energy and their capacity for innovation are valuable resources, that no country can give it a waste.

Most countries have concluded that for economic success in national and international arena need to develop entrepreneurship as the main agent of change and the main stimulus to develop, initiate movements and will lead to continuous creativity and innovation. Thus, in a broad range of active elements in the economy should pay attention to entrepreneurship and be entrepreneur of their share. What is important in this regard is that despite the growing importance of this phenomenon and its increasing role in the global economy this issue is paid lower attention to training. On the other hand, conducted research, and emphasized that processes special educational programs Insights and attitudes can change and equipping them knowledge and special skills, the way that the people probably try and error in the past with a long time too short to reach it, and quickly a potential entrepreneur will become actual entrepreneurship.

Howard in 2004 in a Research examined the impact of entrepreneurship development capabilities on entrepreneurship of 450 students. And he concluded that there are a direct relationship between entrepreneurial competencies and entrepreneurial ability [6].

Young people who are currently out of public education and are entering to labor market, they hard to find Chances of being hired. Self-employment is often a survival strategy to create income for subsistence. Getting a small business owner can be an option for young that have Entrepreneurial thinking and also some general skills along with basic knowledge have acquisition. Awareness of career options in one side and the ability to create a business environment on the other side plays important support and mutual for success in entrepreneurship and small business.

Stimulate the entrepreneurial spirit in secondary education is not only about business and profitability, But in order to develop healthy communities, poverty reduction and sustainable development. However, in most countries there is still a significant difference between the amount of teaching in secondary schools and rapid changes in today's world. ILO and UNESCO have been considered the importance of entrepreneurial attitude development among young people through entrepreneurship education and entrepreneurial development.

Entrepreneurship:

The term entrepreneur refers to individuals who are involved in independent or entrepreneurial organization [3]. In fact, entrepreneurship is a term that is defined by scientists and experts in different ways. From HAYZRYCH and Peters view, Entrepreneurship is a process of creating any type of new phenomena associated with the risk of financial, psychological, social and rewarding to achieve the desired results, satisfaction and financial independence.

Stevenson and JARYLU is defined entrepreneurship to achieve of opportunity beyond the resources that you currently control (Stevenson and JARYLU, 1991). Also, Peter DRUCKER knows the Entrepreneurship, a behavior not a personality trait in the entrepreneur. Commission for Europe is defined entrepreneurship, individual's ability to convert ideas to work [8].

There are different views about the definition Entrepreneurship and full understanding of the concept of entrepreneurship needs Information of interdisciplinary perspectives. Entrepreneurship in terms of their nature and researchers in different fields of psychology, sociology, economics, industry and even has historically been defined.

- Sociologists define: An entrepreneur is someone who is committed to organized, managed and can afford a perilous economic activity.
- Economists define: Entrepreneur is a person who supplies, labor, materials and other assets to the combined value of more than before.
- Psychologists define: Psychologists believe that the entrepreneur is someone who goes by his own forces, forces such as the need to achieve success or something, to experience, or perhaps to escape the power of doing others.
- Management defines: Management process and organizational leadership and the entrepreneurial environment and atmosphere are called entrepreneurship.
- Entrepreneurship human resource strategy is: Set or collection of human resources methods that likely to increase convert new knowledge into new products or services. In general we can say that entrepreneurship is creation process something worthwhile and new business, that takes risks and has sufficient time and effort is
inevitable. What is there as a reward in entrepreneurial activities, to achieve financial independence and earn money and also Satisfaction of doing business that an entrepreneur.

Common characteristics of entrepreneurship definitions, Leadership and Administration, Responsibility, economically, Risk being, Create new value, use of environmental resources, combination, be rational, Being Productive, Use of their forces, Confidence. Independence in decision making. Being pragmatic, Response to others' behavior and use of environmental forces, leadership and administration, organization, voluntary, being Binding, Be creative, being optimistic, being innovative, being punctual opportunities and Having persistence can be named.

**Entrepreneurship Education:**

Entrepreneurship education is about increasing individual skills and competencies so that people of all ages, knowledge and understanding of the ways in which the economy works and reacts to market factors. This includes the development of attitudes such as creativity, problem solving, teamwork, taking calculated risks, communication skills, leadership, decision making, time management, personal responsibility and other skills that will lead to improved employment prospects. Educational management as an effective way to continually develop small and medium-sized enterprises to grow and develop is a Certified Management. Entrepreneurship education and entrepreneurial roles in the community will identify and identifies the different requirements of Self-employment. Methodology for Such a transfer and educational training package takes place through "action learning" [4].

Jones and English in 2005 during their study stated that entrepreneurship education can increase audience confidence and knowledge and skills and for commissioning they build strong business [9]. GALLOWY et al. also found that entrepreneurship education in higher learning skills in creativity, confidence and communication skills and effective management.

ILO Search for individual entrepreneurship education provides the knowledge, Values, attitudes, skills and competencies necessary to develop a positive attitude to entrepreneurship and business and thereby assist them in enhancing employment. And overall developments in the long run lead to a positive culture for sustainable businesses within the community [8].

The goals of entrepreneurship education and promotion are to motivate people who are entrepreneurial characteristics. Understanding of their own abilities and knowledge in this field and stimulate entrepreneurship education is their main duties [1]. Incentives such as the desire to stimulate wealth, seeking success, Independence, desire to build something new, no accepted methods, a failure of the social status that is really where and So it causes a person to put in the path of becoming an entrepreneur.

Entrepreneurship education in developing human capital is essential for the future of society. Just to add entrepreneurial environment is not enough, it requires training in entrepreneurial activity is being concentrated. Educational institutions at all levels (Primary, secondary and higher education) needed Adoption of methods and tools to develop appropriate learning environment to encourage creativity, innovation and divergent thinking ability to solve problems.

Ron believes in 2006 the knowledge and skills of entrepreneurship can be injected through a curriculum of academic and entrepreneurial concepts and issues in secondary education [6].

For example, Scandinavian countries entrepreneurship education in the educational system in these countries will be taught in all educational levels. Also, based on new EU policies on Europe of entrepreneurship in national educational systems of member countries of the Union has been as a separate course or as subjects of the elementary school to university [10].

Having a meaningful way requires a rethinking of entrepreneurship education in the educational system, both in formal and informal. We need schools and universities and centers to prepare people for the future to be Entrepreneurial [17]. Figure 1 is presented in symbolic gestures of the entrepreneurial ecosystem [13].

Critical component in judgments about the internal and external efficiency of higher education, manpower training quality is in harmony with the needs and changes in labor market [24,23,15,22].

In today's economy and internal and external failures that has been lead to the anomalous situation of unemployment, low GDP, reducing the power of government investment, exports and weakness in the economy of this disease; Looking at the global economic situation, brought us to believe that the growth of entrepreneurial culture, the only way to improve the economy and prevent worsening of disease of tomorrow.

**KAJ Project:**

In industrialized countries like Australia, Canada and the United States, there are many cases of high levels of entrepreneurship education. Necessary resources and entrepreneurship programs are at advanced levels, On the basis of supplementary textbooks, multimedia and Internet, that are specifically designed. Entrepreneurship courses, by a national training system have been design and support (Most cases in Europe) or non-profit institutions apply to necessary measures in entrepreneurial education (These cases are often in the United States).
Unemployment rate 15-24 year old youth suggests that the 26.3 percent of the active population were unemployed in this age group. Survey 15-24 years old Youth unemployment trends shows that the ratio of the season increase 1.6% than the last season [25].

Considering the importance of promoting entrepreneurial culture in Iran, KAJ Project (young entrepreneurs) the purpose of entrepreneurship education in the education topics, has been developed and implemented efforts and cooperation of the Social Security Institute and MONADIAN TOSSEPAIDAR Institute. KAJ Project with respect to the opinions of experts in 4 steps is designed for high school students. Students in KAJ Project learned basic concepts of creativity and entrepreneurship and are familiar diverse career opportunities in different industries. KAJ teachings of their offers in two stages:

- The first stage includes the basic concepts of creativity and entrepreneurship.
- The second stage involves familiarity with a variety of career opportunities in different industries.

Changing attitudes of young from jobs to self-employment and stimulate motivation in adolescents who have entrepreneurial characteristics is a goal of KAJ Project. Entrepreneurial training for school pupils and students, and school is essential; Students of theoretical course need to have these topics because their knowledge is purely theoretical. Graduates of all disciplines should be familiar with basic concepts of entrepreneurship, of these concepts to their future employment opportunities for the business benefit. Purpose of KAJ Project is to help students in order to proposed new ideas and plans with regard to disciplines and fields of interest, and also learned how to make money from their own done.

Due to brilliant results in the KAJ last year and an important mission that has, KAJ Project has been implemented in South KHORASAN province, city Cain in 1390 in addition of TEHRAN. Also academic level of students’ attitudes towards employment and entrepreneurship and scientific analysis has been evaluated. Assessments conducted indicate that KAJ project in achieving the goals and missions of its, has been successful.

**Research methodology:**

The purpose of this study in terms of application and in terms of how the survey is gathers data. Data analysis and statistical methods to test hypotheses will be used for both the descriptive and analytic that initially described using descriptive statistics and demographic characteristics to explain the data and then analytic statistics used to evaluate hypotheses.
To determine the effectiveness of KAJ projects implemented in high school and to ensure that the project has achieved its objectives, Students who have participated in this project have been evaluated in terms of attitude. So attitude of the participants has been measured using statistical techniques and scientific evaluation. Considering that attitude test done in two phases of pre-test and posttest, Results of the analysis was designed to reflect the greatest impact in changing the attitude of students is KAJ.

In order to gather information the questionnaires have been used. In order to construct the questionnaire, first theoretical sources and associated with entrepreneurial attitude were identified and Then issue of bank-related items is formed And After the validity, reliability of the final sample was prepared questionnaire with 40 items and In order to standardize on a total of 205 students (75 female) and (130 male) were administered to high school.

Analysis of data:
The Statistical Society of this study is 205 people from first to pre-university of high school students, including 75 girls and 130 boys. The available sample of students from different schools for entrepreneurship education who referred to MONADIAN TOSSEPAIDAR institute was selected. Study results are presented in Table 1.

<table>
<thead>
<tr>
<th>Number</th>
<th>Percent</th>
<th>The lowest score</th>
<th>The highest score</th>
<th>The average</th>
<th>Standard deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>75</td>
<td>88</td>
<td>146</td>
<td>121.6</td>
<td>11.5</td>
</tr>
<tr>
<td>Male</td>
<td>130</td>
<td>97</td>
<td>150</td>
<td>123</td>
<td>10.7</td>
</tr>
<tr>
<td>Total</td>
<td>205</td>
<td>88</td>
<td>150</td>
<td>122.5</td>
<td>11</td>
</tr>
</tbody>
</table>

The interpretation of results for subjects, assuming a representative sample of the study and with the little negligible of the boys and girls results, the average of the group can be addition and subtraction with standard deviation and Values can be considered as a result of the high and low scores mean that a subject achieved. Therefore, lower scores indicate lower limit of weak subjects and higher grades indicate better situation in the attitude towards entrepreneurship. Obviously for a correct judgment about the test results, Complementary studies and comprehensive standardization is necessary.

Questionnaire measuring attitudes toward entrepreneurship, as already mentioned, in two sessions before providing training and after that run on students and the results are presented in Table 2.

<table>
<thead>
<tr>
<th>Level of Significant differences in averages = 0.001</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard deviation</td>
<td>Average</td>
</tr>
<tr>
<td>13.06</td>
<td>122.5</td>
</tr>
<tr>
<td>11.95</td>
<td>131.2</td>
</tr>
</tbody>
</table>

As you seen, Students score in attitude towards entrepreneurship in Posttest phase is about 10 points higher than pretest phase. Considering that the average difference in the level 0.001 is significant, the efficiently of Education project implementation of KAJ will be approved. Also Implementation of this plan reduces the variance and means that this difference between repeated is low and positive.

Conclusion:
One of the goals of promoting entrepreneurship education is stimulate motivation in people who have entrepreneurial characteristics. Understanding of their own abilities and knowledge in this field and stimulate entrepreneurship education is their main duties. Stimulate incentives Such as desire to acquire wealth, Seeking success, independence, Desire to build something new, no accepted of existing methods, the failure of in social base that is really where and So it causes that has to put person in the path being entrepreneur.

As mentioned features that will be person entrepreneur, is not inheritance; But it is acquired. Therefore it is necessary to develop these traits in different people. Some people grow in environments that stimulate motivation and education of their characteristics is provided.

KAJ education project with Executive field of youth entrepreneurship education, in 1389 and 1390 has been implemented in Iran schools. This study examines the impact on youth attitudes to entrepreneurial success and economic progress of the country and research results indicate this important that KAJ in their mission has been successful and has been lead to change of Attitudes of young people. In fact results of this study show that KAJ has been able to expand and improve the entrepreneurial attitude among young peoples.

Therefore, the results of research done indicate that One of ahead solutions to solve unemployment and Increasing the country's progress is expansion of KAJ project in IRAN. In fact with expand and strengthen the KAJ and Possibility of its implementation across the country can be a big step in building a bright future full of success. KAJ can be improved increasingly success for Iranian youth.
REFERENCES