

## A Study on Influence of academic Specialization on Entrepreneurial Competencies with Special Reference to MBA Students of Chennai

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**Abstract:** Competency is any attitude, skill, behaviour, motive, or other personal characteristics i.e. essential for an individual to perform a job or, more importantly, differentiate “solid” form “outstanding” performance. This present study deals with the variations in the Entrepreneurial Competencies among the MBA students due to their preferred specialization namely finance, marketing and HRM. The study is based on primary source of data collected through the field survey with 152 MBA students. The stratified random sampling technique was adopted and the relevant statistical methodology was adopted for the analysing purpose.

**Keywords:** Out standing, Competency, Specialisation, MBA, Stratified random sampling

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Date of Submission: 02-08-2017

Date of acceptance: 17-08-2017

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### I. Introduction

The business operation is considered to be very complex in a competitive business environment which is constantly changing with fast technological advancements. An entrepreneur should interact with these technological forces which require him to be highly competent. Entrepreneurs are therefore permanently challenged to deploy a set of competencies to succeed in their entrepreneurial endeavours. Competency is any attitude, skill, behaviour, motive, or other personal characteristics i.e. essential for an individual to perform a job or, more importantly, differentiate “solid” form “outstanding” performance. Skill, Knowledge, Self image, Trait and motives are considered as the individual’s competencies in general.

### II. Review Of Literature

The following are the competencies required by an individual for excellent performance.

1. Adaptability
2. Commitment
3. Creativity
4. Motivation
5. Foresight
6. Leadership
7. Independence
8. Emotional stability
9. Analytical reasoning
10. Communication skills

In general the Core Competency means Internal capability which is critical for the success of business that an individual should possess. The core competencies are,

- Technical/Professional/Functional competency- Specific knowledge and skill required to perform a job
- Behavioural competency- Motives, traits and attributes that shape behaviour and reflect how one applies one’s knowledge and skills in order to achieve the results.
- Threshold competency- Characteristics required by a job holder to perform a job effectively.
- Differentiating competency- Characteristics which differentiate superior performer from average performers.

### ENTREPRENEURIALCOMPETENCY

The entrepreneurial characteristics include generic and specific knowledge, motives, traits, self images, social roles and skills that may or may not know to the person. According to Bird (1995) “entrepreneurial competencies can be defined as underlying characteristics such as generic and specific knowledge, motives,

traits, self images, social roles and skills that results in venture birth, survival, and/or growth. The entrepreneurial competency is classified into personal entrepreneurial competencies and venture initiation competencies. The venture initiation competencies are further classified into enterprise launching and enterprise managing competencies. The personal entrepreneurial competency is the personal characteristics of an individual who possess to perform the task effectively and efficiently. The personal entrepreneurial competencies include initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality for work, commitment to the work contract, efficiency orientation and systematic planning. The venture initiation competencies are the addition to the personal competencies that the entrepreneur must possess to launch the enterprise and for its growth and survival. Entrepreneurial competencies are the skills necessary for an entrepreneur to venture into an enterprise, organize and manage an enterprise ably and competently and to realize the goal for which the enterprise is established. Entrepreneurs comes from a wide range of backgrounds and possess a variety of different motivations, networks, and resources. There are a number of demographic characteristics, however, that successful entrepreneurs share.

According to AbgZainoren, AbgAbdurahman (2009) there are eight vital factors for the success of entrepreneurs. They are advancement drive, achievement oriented, commitment, decision making ability, managing risk, tenacity, networking and optimism. J Krithika and B Venkatachalam (2014) found that family background and subjective norms plays a major role and influences on entrepreneurial intension among the business students. The studies of Jensen and Luthan (2006) has witnessed a positive relationship among the entrepreneur, positive psychological capital and their self-perception of authentic leadership. Gartner (1988) focused on the behaviors of entrepreneurs and found that the behavioral approach represents a major change in the study of entrepreneurial behavior. The behavioral approach focuses on what the entrepreneur really does instead of focusing on who the entrepreneur is. Bird (1995) highlights that competency refer to the quality of entrepreneur's action that contributes to venture outcomes. Man et al (2002) identified ten areas of entrepreneurial competencies. They are opportunity, relationship, innovative, analytical, operational, commitment, human strategic, personal and learning competencies. Whereas Martin and Stainess (1994) states personal qualities, self confidence, leadership, innovativeness and risk taking abilities are essential for entrepreneur success. Bruyat and Julien (2001) suggest that entrepreneurial competencies are distinct individual abilities to identify, develop and exploit opportunities and resources. Camuffo et al (2012) highlights in a study that an entrepreneur need to master the technical function role apart from managerial competency. Ahmad et al (2010) explains that entrepreneurs are capable of minimizing the negative impact of the business environment if they always equip themselves with necessary competencies. When we give a special on student's needed entrepreneurial competencies we can list out the below mentioned competencies.

### **INITIATIVE**

An individual's action that begins a process, often done without direct managerial influence. Strategic initiatives are the means through which a vision is translated into practice. Strategic initiatives are collections of finite-duration discretionary projects and programs, outside of the organization's day-to-day operational activities, that are designed to help the organization achieve its targeted performance. A strategic initiative (SI) is an endeavour intended to achieve three interrelated outcomes: 1. A boundary-spanning vision or "strategic intent", 2. Realization of important benefits to "strategic" stakeholders and 3. Transformation of the organization.

### **INFORMATION SEEKING**

Information seeking is the process or activity of attempting to obtain information in both human and technological contexts. It is a meta-competency that encapsulates the generic skills of defining, locating and accessing information. It is an essential and integral competency for both the knowledge worker and effective knowledge management.

### **EFFIENCY ORIENTED**

Efficiency is the (often measurable) ability to avoid wasting materials, energy, efforts, money, and time in doing something or in producing a desired result. In a more general sense, it is the ability to do things well, successfully, and without waste. In general, efficiency is a measurable concept, quantitatively determined by the ratio of useful output to total input.

### **COMMITTEMENT TO THE WORK**

Job commitment is the feeling of responsibility that a person has towards the mission and goals of an organization. When an individual has job commitment, he or she is more likely to perform tasks and responsibilities that will help an organization achieve a goal. It is the strong belief in an idea or system

**PROBLEM SOLVING**

Problem solving is the act of defining a problem; determining the cause of the problem; identifying, prioritizing and selecting alternatives for a solution; and implementing a solution. Diagnose the situation so that the focus is on the problem, not just its symptoms. Solving these problems involves both analytical and creative skills. Which particular skills are needed will vary, depending on the problem and the role.

S.NO.	AUTHOR	YEAR	FINDINGS
1.	AbgZainoren, AbgAbdurahman	2009	Eight vital factors for the success of entrepreneurs.
2.	J Krithika and B Venkatachalam	2014	Family background and subjective norms plays a major role and influence on entrepreneurial intentions among the business students.
3.	Jensen and Luthan	2006	Positive relationship among the entrepreneurs, positive psychological capital and their self-perception of authentic leadership.
4.	Gartner	1988	What the entrepreneur really does instead of focusing on who the entrepreneur is.
5.	Bird	1995	The qualities of entrepreneur's action that contributes to venture outcomes.
6.	Man et al	2002	Identified ten areas of entrepreneurial competencies.
7.	Martin and Stainess	1994	Personal qualities, self confidence, leadership, innovativeness and risk taking abilities are essential for entrepreneur success.
8.	Bruyat and Julien	2001	Entrepreneurial competencies are distinct individual abilities to identify, develop and exploit opportunities and resources.
9.	Camuffo et al	2012	Entrepreneur need to master the technical functional role apart from managerial competency.
10.	Ahmad et al	2010	Entrepreneurs are capable of minimizing the negative impact of business environment if they equip themselves with the necessary competencies.

**OBJECTIVES OF THE STUDY**

1. To study the entrepreneurial competencies among the MBA students in Chennai
2. To assess the influence of academic specialisation on entrepreneurial competencies.

**III. Methodology**

To study the above mentioned objectives qualitative type of research is taken into consideration. The research design used is Descriptive in nature. The sampling technique used is stratified random sampling. The population was divided in to three stratum called finance specialised students, Marketing specialised students and HR specialised students. The well structured questionnaire was used as a primary data collection instrument. The sample size of the study is 152 MBA students. The response of subjects were analyses in this study to understand the influence of specialisation on entrepreneurial competencies among the MBA students.

**IV. Analysis And Discussion**

**Table 1: Mean and Standard Deviation of Management Practices**

Academic specialization	Dependent Variable Entrepreneurial Competencies										
	N	INITIATIVE		INFORMATION SEEKING		EFFICIENCY ORIENTED		COMMITMENT TO WORK		PROBLEM SOLVING	
		MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D	MEAN	S.D
MARKETING	75	4.0453	0.716	3.8933	0.724	3.5147	1.022	3.6747	0.657	4.0640	0.759
HRM	67	4.3364	0.698	4.1333	0.641	3.8394	.0951	3.8545	0.784	4.3091	0.595
FINANCE	10	4.6889	0.318	4.4889	0.530	4.4000	0.656	4.1556	0.654	4.3556	1.019
TOTAL	152	4.2120	0.713	4.0347	0.694	3.7107	0.996	3.7827	0.723	4.1893	0.716

As per the data collected from the students of MBA specialized with marketing, HR and finance .The Finance specialization students are holding the highest mean score value of 4.6889 in terms of competency initiative, which is followed by HR students. In terms of information seeking competency the finance students hold highest mean score value of 4.4889 which is followed by information seeking, where the finance student hold the highest value of 4.400Which is same across the competency commitment towards work. But when we take the competency of problem solving both Hr and finance specialization are possessing the same mean value of 4.30 .The above information indicate that the overall mean score of the competency of also higher in case of finance specialization students.

**Table 2:** ANOVA of Management Practices Micro, Small and Medium Enterprises

		Sum of Squares	df	Mean Square	F	Sig
INITIATIVE	Between Groups	5.151	2	2.575	5.373	.006
	Within Groups	70.467	147	.479		
	TOTAL	75.618	149			
INFORMATION SEEKING	Between Groups	3.998	2	1.999	4.332	.015
	Within Groups	67.822	147	.461		
	TOTAL	71.820	149			
EFFICIENCY ORIENTED	Between Groups	8.251	2	4.126	4.348	.015
	Within Groups	139.471	147	.949		
	TOTAL	147.723	149			
COMMITMENT TO WORK	Between Groups	2.467	2	1.234	2.406	.094
	Within Groups	75.368	147	.513		
	TOTAL	77.835	149			
PROBLEM SOLVING	Between Groups	2.373	2	1.187	2.354	.099
	Within Groups	74.090	147	.504		
	TOTAL	76.463	149			

ANOVA issued to compare the mean response of finance, HR and Marketing specialization towards the Entrepreneurial competency in Initiative, Information seeking, Efficiency oriented, Commitment to work and Problem solving .F value of 5.373 is significant at 0.05 level of significant difference which shows that the competency Initiative is differ between the specialization students. In form of Information seeking the F value 4.332 indicate that the Information seeking competency differ between specialization. But in term of competency towards work competency the F value 2.406 is not significant of 0.05 level which shows that this is same across all specialization students even the competency problem solving also holds F value 2.354 which indicate this is same across all three specialization.

## V. Conclusion

The Entrepreneurship is the process, which needed a support of certain competencies which will make an entrepreneur to sustain in his business or long. The empirical studies were also supported this aspect. The research result shows that the Finance specialization students are possessing higher competency level in general but in terms of commitment o work and problem solving all three specialization students are similar. We can further conclude that the academic specialization detonates can influence the Entrepreneurship competencies among the MBA students

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Midhun K.P. "A Study on Influence of academic Specialization on Entrepreneurial Competencies with Special Reference to MBA Students of Chennai." *IOSR Journal of Business and Management (IOSR-JBM)*, vol. 19, no. 8, 2017, pp. 12–16.