

**ASSESSMENT OF HIGHER EDUCATION STUDENTS MOTIVE
TOWARDS ENTERPRENEURSHIP, THE CASE OF WOLKITE
UNIVERSITY.**



COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

**A Senior Essay Research Submitted To Department Of Marketing
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Requirement for Bachelor of Art (BA) Degree in Marketing Management**

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Abstract

The research was conducted under the title of assessment of graduating students' motive towards engaging in their own business creation in case of collage of business and economics in Wolkite University. The main objective of this study is to motive of graduating students to start new business. For this research purpose both primary and secondary data source were used. The primary data type was drawn through closed ended questions were prepared in the form of questioner, were as secondary data type were taken from document. The study was used stratified sampling technique because of the size of population is large in number, further more data were analyzed and interpreted by using statistical tools like table frequency, and percentage. The maximum number of the population believes that it in a group. They also believe that owning business will help them to use their potential to the maximum as opposed to where working for somebody else.

Finally, researcher forward that not only the government but also other concerned bodies such as nongovernmental organizations, private sector and society has the responsibility for supporting and creating a competitive environment in this sector through different mechanisms to reduce un employment in the country.

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CHAPTER ONE

1 INTRODUCTION

1.1 Background of the Study

It is clear that changed are becoming norm rather than exception what was seen as best strategy yesterday may turn to east in today business environment. It seems risky and erroneous not only to start new business, but also to run existing business in this UN predicable and changing environment, but also existing and leman some risk. The researcher motive to conduct this paper to know the students of Wolkite University College of business and economics willingness to create new own business at it wills after them airing vision of this was on which they may full fill their highest potential. Starting and operation new business involves considerable risk and effort to overcome against cheating something new in creating and running new business venture the enterers of assume the responsibility, risk for it development and survival enjoy corresponding reward. Basically it is only in recent year that entrepreneurship and the role of entrepreneur in entrepreneurship and the role of entrepreneurs in process of industrialization and economic development has been recognized in both developed and developing country. (Hailey 2003)

Entrepreneurship a business Leader and the functions performed him/her in relation to that business entrepreneur ship also the fact that of being an entrepreneur, which can be defined as on who undertake in notation finance and business in an effort to transformation to economics goods .in their area of globalization, the pea of growth entrepreneurship has increased in leaps and it has sky as it limit.(Neeta Baporikar, 2011).

Entrepreneurship has shown drastic change in almost all economics of world providing mankind with new domain of globalization

It has turned the world a better place of live in (DawitArega 2005) in the recent timer a new brand of corporate entre pruner's has come into picture since they emerge with in frontiers of an existing enterprise they are called entrepreneur's it refers to within big organizations a big and top executive in talents are encouraging (peter kill by, 1971).

There are money reasons why I select these case areas rather than other easier because I shall A full of interest in order to recognize how graduate students create their own business. The graduate students must in notate their own occupation by themselves.

After the final time, students generate the business and will increase the capacity of the country economy.

1.2 Statement of the Problem

In most developing countries where the people grows this greater than the level of economics development and to economy is manage traditionally and dependent on agriculture there is always in balance between the number of potential workers and available jobs (jankw, 2009).

The main reasonable development and stability (lute ran word) in addition to puberty most graduating students Expectation work form government is a major change for developing courtiers. Ideally students decide that they become entrepreneur and the owner of small business but practically it is not common in developing country. Because of there is attaints for their business that is need for achievement self-determination, risk taking ability of family background financial problem to start business and other.

Then, those factors are push factors for researcher to decide that creating awareness about the solution of those problems.

Un employment is one of the development problem that face every developing country in 21st century then, this is at least minimize by expanding small business to employment growth and business from everywhere.

To contribution of entrepreneur ship and small business to employment growth and sustainable development is new widely acknowledged. Their development can stress the manufacturing sector and encourage competition's (Engle. Wood, 1977).

1.3 The Research Questions

In this study the researcher would try to answer the following question.

- ✓ What is the way that graduating student to create new business?
- ✓ What type of environment is comfortable to start new business?
- ✓ What kind of support requires for government and society to start new business?

1.4 Objective of the Study

1.4.1 General Objective of the Study

The general objective of this study is to assess the motive of graduating class students in Wolkite University College of business and economics on creating new business.

1.4.2 Specific Objective of the Study

The study has the following specific objective

- ✓ To identify the willingness of graduating students to create their new business
- ✓ To assess conducive environment about creating new business for graduating class students.
- ✓ To identify what kind of support is required form government and society.

1.5 Significance of the Study

The researcher believe that the study has potential contribution by giving information and initiating students and professional sat sectionals to dig out more about that problems and to develop some integration in markets supporting the existing entrepreneurial and small business.

It may serve the society as it motivates students to own the society as it motivates students to own their business which leads to reeducation of the social burden that is unemployment and its consequences.

Most of the time of graduation class students expects job form government, if this is so; the country will face unemployment than the student will minimization of unemployment. It will serve as bench mark for those who are interest to conduct for the study on related topics.

1.6 Limitations of the Study

It is known that any researcher will face constraints. While conducting this study the researcher face material constraints, financials constraint, and source of data collection, unwillingness of the student to answer questions, sample size limitation and shortage of experience limit the generalization of the current study to all graduating students of Wolkite University college business and economics.

1.7 Scope of the Study

It is not simple task to conduct such study in all university of graduation class students in College of graduating class students even all collage of graduating class student all over the countries so this study is restricted to Wolkite University College of business and economics graduating class students.

Fourth chapter deals about conclusion and recommendation and summary of finding

1.8 Organization of the Paper

This research was organized into five chapters; the first chapter will discuss the introduction part which consists of back ground of the study, statement of the problem, research question, objective of the study, scope of the study, and methodology of the study. The secondary chapter will discuss about literature review. The third chapter will discuss about the research methodology. The fourth chapter deals with data presentation and analysis this is the biggest and an important chapter of the study. Finally the last chapter will include conclusion and recommendation of the study.

CHAPTER TWO

2 LITERATURE REVIEW

2.1 Concept and Definition of Entrepreneurship

Entrepreneurship is the process of identifying, devoting, and bringing a vision to life. The vision may be an innovative idea, an opportunity, or simply a better way to do something.

The result of this process is the creation of a new venture, formed under conditions of risk and considerable uncertainty (R.K. Singal, 2007).

An entrepreneur is someone who always searches for change, responds to it, and exploits it as an opportunity. Entrepreneurs are successful to the extent they define risk and confine risk. The entrepreneur sees an opportunity for a new product or service. However, the entrepreneurial

process does something about what is seen. The entrepreneur seeks to have an impact on the system with his/her idea; product or service. More over Joseph Schumpeter is an innovator who brings economic development through new combinations of factors of production. In other words, a person who introduces innovative change is an entrepreneur and he is an integral part of economic growth (Hailey G. Tensae 2003).

2.2 Motivation for Starting a Business

Some of the reasons for the difficulties in classifying those involved in small business management are the wide variety of motives for their involvement in small business firms. The reasons for small firm formation can be divided between pull and push influences.

2.2.1 Pull Influences

Some individuals are attracted to small business ownership by positive motives such as a specific idea which they are convinced will work. Pull motives include:

We find for independent features prominently in several research studies as they key motives or the Bolton report singled out the need to gain and keep independence as a distinguishing feature of small business owner managers.

A study of female entrepreneurs in Britain found that women were motivated particularly by the need for autonomy which had been frustrated by the individuals' prior training and background.

Financial incentive: - the rewards of starting a business can be high, and are well publicized by those selling “hot information” to would-be entrepreneurs. The promise of long-term financial independence can clearly be a motive in starting a new firm although it is usually not quoted as frequently as other factors. (David H. 2010).

2.2.2 Push Influence

Many people are pushed into founding a new enterprise by a variety of factors including:

A/ Redundancy

This has provided a considerable push into entrepreneurship particularly when accompanied by a general hand shake in a locality where other employment possibilities are low.

B/ Unemployment

Job security and unemployment varies in significance by region and prevailing economic climate. A study reported that 25% of business founders in the late 1970s were pushed in this way while later research showed a figure of 50% when unemployment nationally was much higher.

C/ Business Ideology

From an entrepreneur perspective, every venture has an ideology, a philosophy or rationale for existing. Although the ideology may be extremely difficult to quantify, it is never the less important.

A business ideology is defined as a system of belief about how to conduct an enterprise. Their belief includes a commitment to provide consumer with value, the ability to take calculated risk, the determination to slow and control the rate of the business, propensity to elicit cooperation among team members and perspective of creating wealth realistically. A business ideology may not be entirely defined by those notions, but failure is often blamed on one of them. For example, rarely do we hear that a business failed because the product was flawed but more often because the firm cast doubt on its commitment to customers (Mary Coulter 2005).

2.3 Role of Entrepreneurship in Economic Development

✓ So what are the roles? can you mention them as sub topics to have clear explanation

Every country is keen in promoting its economic development.

Economic development essentially means the process of upward change where by the per capita income of country increased over a period. Entrepreneurship plays a vital role in economic development. The economic development largely depends on human resource.

Entrepreneurs serve as the catalysis in the process of industrialization and economic growth.

According to Joseph the rate of economic progress of a nation depends up on its rate of innovation, which in return distribution of entrepreneur talent in the population. Mechanical progress alone cannot lead to economic development unless entrepreneur past technological breakthrough to economic use.

The entrepreneur organized and put to use capital, Labor and technology.

The entrepreneur is the key to creation of new entrepreneur that energize the economic and rejuvenate the established enterprise that makes up the economics (Hay lay 2007).

The roles of entrepreneurship in economic development has a given major thrust to the development of entrepreneurship thus are

1. Employment generation

An entrepreneur provides employment to himself as well as is an agent for direct and indirect employment to others.

He is therefore instrumental in solving employment problem of the country.

1. **Entrepreneurial culture:** -Proper industrial development and growth is possible only by improving the industrial culture in the society.

A qualified entrepreneur is instrumental in creating industrial culture based on high technology innovation productivity and quality of goods and services.

2. Foreign exchange

High quality good and service exported to other country there by earning foreign exchange for the nation

3. Alternative profession

An entrepreneur plays the role model for other people to start b their business and shows the way for alternative profession and means of earning

5. Competitive Price

An entrepreneur starts small business or small scull industry and can provide good and service at competitive price nearest to place of consumption and in time.

6. Development of Rural and Backward Areas

An entrepreneur arrangement finally, village industries which are located in rural and back ward areas. Therefore, contribute to equitable development of all regions he is doing social

Justice by; helping in the balanced economic growth of various legions of the country.

7. Diversification of management

An enterprise set up and manages his own enterprise and utilizes his management skills, therefore there is diversification of management.

8. Distribution of owner ship of business

An entrepreneur setup industry, his own locality and their distribution of owner ship business and dilution in the concentration of wealthy.

2.4 Economic, Social and Political Aspects of Small Business Enterprise

2.4.1 Socialistic Idea (the Equality Argument)

Our goal is a being the establishment of socialist pattern of society our objective are equitable distribution of wealth and decentralization of economic power. The benefits of industrial growth should be shared by among people as possible and should improve the general stand of living.

2.4.2 Less Capital and More Labor / the Employment Argument/

Another problem is the continuous shifting of people from rural to urban areas which cases over crowing incites with slum condition due to lack of social and medical amenities which require heavy investment. They problem can be solved by including peoples to set up small industries in rural areas,

2.5 Creating Self Employment Opportunities

2.5.1 Ancillary Function

Many small care industries units supply parts and accessories digger industries. This a cellar function involves specialization in specific areas and results in greater profitability.

The government has therefore released the ceiling of investment implant and machinery for ancillary

2.5.2 Export Promotion

Small seal industries are new a day's opening up fresh venues in the export market in our world. Realizing the importance of the small scale sector in the economy the Ethiopia government has adopted several measures to speed up growth for small industries.

2.5.3 Supply of Critical Raw Materials

The government has also liberalized the import policy to ensure regular supply of raw material to small industries unit, and demised a more efficient and consist system of distribution of critical raw material (WeretawBezabih 2003)

2.5.4 Small Business Failure Factors

Every tear many small business firm cease operation. The most frequent case is failure to pay debit in which case it is common for the owners to declare bank raptly and to sack to accommodate the creditors.

In other instance, business go out of existence because, the owner realizes that although currently they are solvent if they continue operation they will in cur debts they cannot make.

2.5.5 Some Specific Cause of Failure

Year after year, the major reason that business fail is in competence the owner simple do not know how to run enterprise, they make major mistakes an experienced, well rained entrepreneur would see quickly and easily side step. The second is UN balanced experience. This means owners do not have well rebounded experience in the major activities of the business such as finance, purchasing, selling and production.

2.6 Problems of Ethiopian Small Business

Small scale industries have not been able to contribute substantially as needed to the economic development Pictionary because of financial and production marketing problems. These problems are still major handicaps to their development lack of adequate finance and credits has always; been major problem in Ethiopian small business. Small sealed enterprise finds it difficult to get raw material of good quality and attach operates in the field of production. Very often they do not a raw material as result this enter pries very often fail to produce good in quirked quantities and of good quality of raw cost

(Hailay 2003)

2.7 Management Practice in Ethiopian Small Business

A small care industry occupies a strategic position of unique importance in Ethiopia economy. Industrial is not a major problem in Ethiopia small business and job specialization is not strictly adnoun to them. Titer time employment may not be possible in Ethiopia small growth of employment may not be possible in Ethiopia small business. Because of limited scope they offer for career growth of employees what is more important in Ethiopia business environment is to change attitude of work force Market them disciplined and deity conscious and cultural in them a sense of commitment for wards their organization.

2.8 Advantages of Going in to Small Business

The desire for individual's town and operate their continual creation of new business at the heart of free enterprise system.

For individual pursuing a carrier in business ownership, numerous benefits can be attained personally as well as professionally. These advantages are: -

1. in Dependence

Most small business owner enjoys being their own boss. They like the freedom deal to do things their way.

Although often a great deal of responsibility associated with this indecency, they are willing to assume it

2. Financial Opportunity

Another major reason for going in to business for one self is financial opportunity. Many small business owners make more one running their own company than they would be working for someone see.

3. Community Service

Sometimes an individual will reality that a particular good or service is not available. If the person has reason to be leave the public will pay for such output, hero she will stent a component

4. Job Security

When one owns a business, job security is ensured, the individual can work as long as he/she wants there is no mandatory preferment.

Challenge May small business owners soured by the challenge that a company's going it to business for one self. This challenge gives them psychological satisfaction. (Hailay, 2007).

CHAPTER THREE

3. Methodology of the Study

3.1 Research Design

The researcher was used a descriptive approach and focused on a describing in order to analyze graduating students motive towards engaging in their own business the case of collage of business and economics Wolkite University.

There for this descriptive statistics is an important tool to this study result clearness and consistency.

3.2 Target Group (Study Population)

The target population of the study was 340 graduating students & departments of accounting and finance, management, marketing management and economics in the Wolkite University College of business and economic.

3.3 Data Source and Collection Methods

The researcher was used both primary and secondary data source of information since it has the following merit.

It enriches the researcher with information while making conclusion and recommendation and take advantage of both sources.

Primary data is collected through distributing questioner to the respondent and source from distributing both open ended and close ended questions to them. Open ended question invites them to express their feeling and open-ended questions that provided alternatives to choose.

Secondary data was gathered and recorded by the organization and other experts prior to the current need of the researcher. Therefore, the researcher will use the university books, magazines newspaper and other related documents.

3.4 Sample Size and Technique

The researcher selects Wolkite University College of business and economics graduating class students GC 2012. The analysis bases on simple random samples taken from total population to give equal chance to respondents. The researcher uses this method for to collect necessary information for its simplicity and applicability to the sample element.

The researcher classified departments based on stratified sampling method that is four departments of Economics, management, accounting and finance and marketing management therefore the total population is 340 graduating student will be incorporate. The sample size will be randomly select among heterogeneous population strata. 88 members of the sample size respondent are presented below.

$$n = 77$$

Where: - $n = \frac{N}{1 + N(e)^2}$

n = sample size $n = \frac{340}{1 + 340(0.1)^2}$

N = total population $n = 77$

E = level of precession

Source (Yamane 1990)

No	Department	Total student from each department	Sample size
1	Management	$111 = (111/340)77$	25
2	Accounting and finance	$95 = (95/340)77$	22
3	Economics	$90 = (90/340)77$	20
4	Marketing management	$44 = (44/340)77$	10
total	4	340	77

CHAPTER FOUR

4 Data Presentation, Analysis and Interpretation

This chapter deals with the analysis and interpretation of data gathered from respondents, that is graduating class students in Wolkite University College of business and economics. In order to obtain the necessary information 77 copies of questionnaires were distributed to students of the college out of which 75 were returned. The remaining 2 questionnaires were not returned due to carelessness of the respondents; they fill in appropriately and respond similar response. Therefore, collected data is presented and described as follows.

Table 4.1 Background of the respondents

Item			frequency	%
1	Sex	Male	45	60
		Female	30	40
		Total	80	100
2	Age	20-25	72	96
		26-30	3	4
		Total	75	100
3	Department	Management	20	26.8
		Accounting	20	26.8
		Marketing	15	20.1
		Economics	20	26.8
4	Total		75	100%

Source: own survey, 2020

As shown in table 4.1 above that general characteristics of the respondents in sex, age and department.

The respondent answer indicates that 45(60%) are male and 30(40%) are female. According to age distribution 72(96%) of the respondents are found between 20-25 and 3(4%) found between 26-30 and there is no respondent above of 30. This age distribution indicates the most of graduating students are categorized under young age group.

Table 4. 2 Students plan to start business after graduation

Item		frequency	%
Do you have plan to start your business after graduation?	Yes	62	83.08
	No	8	10.72
	I do not know	5	6.7
	Total	75	100

Source: own survey, 2020

As shown in table 4.2 above 62(83.08%) of graduating class students have a plan to start own business after graduation and 8(10.72%) of the student responded the opposite on the other hand 5(6.7%) of student responded that they do not know whether to start own business or not. As the result show it is clear from the analysis of table 3.2 that maximum of students was having the opinion that they have planned to engage in new own business after graduation.

Table 4. 3 Confidence of students to remain successful in the market

Item		frequency	%
1. Are you confident that the business you are going to start will remain successful in the market?	Yes	61	81.74
	No	6	8.04
	I do not know	8	10.72
	Total	75	100

Source, own survey, 2020

Table 4.3. Indicate that respondents were asked whether they have confidence that the business they plan to start will remain successful in the market 61(81.74%) of the respondents replied that they are confidence that their new business will remain successful in

the market and 6(8.04%) of the respondents respond the opposite on the other hand 8(10.72%) of the respondents do not know whether the business they are going to start would remain successful in the market. As the result shows majority of respondents responded that the business they start would remain successful in the market.

Table 4. 4 Marketing environment to start new business

Item		Frequency	%
What types of marketing environment you prefer to start your business?	Highly competitive	24	32.16
	Moderately competitive	21	28.14
	In new market	30	40.2
	Total	75	100

Table 4.4 shows the above that respondents were asked about the environment they prefer to start a business. Accordingly, 30(40.2%) of the respondents responded that they prefer to start in new market, 21(28.14%) of them prefer to start business in moderately competitive market and the remaining 24(32.16%) of them responded to start in highly competitive market.

Thus a type of marketing environment which is new market is preferred by the student to start their own business.

Table 4. 5 Being in group or being alone to start a business

Item		frequency	%
Do you believe being in group to start a new business in advantageous than starting it alone?	Yes	68	91
	No	7	9
	Total	75	100

As indicated in table 4.5 above respondents were asked whether starting a business by being in group is advantageous than starting it alone. According 68(91%) of the graduating class students responded that being a group is advantageous than being along start business.

7(9%) of the respondents responded that starting business individually in preferable than doing it in group. Thus majority of the respondent student were preferred being in a group to start business than doing it alone is preferable to start new business.

Table 4. 6 Potential exploitation if you start own business

Item		frequency	%
Do you believe that you can exploit your potential effectively and efficiently if you start your own business?	Yes	71	95
	No	4	5
	Total	75	100

As shown in table 4.6 above 71(95%) of the respondents replied that they will exploit their potential efficiently and effectively if they are in apposition of starting own business will 4(5%) of the respondents replied the opposite. Thus it is evident from the analysis of table 3.6 that the majority of students believe they will exploit their potential efficiently and effectively it they start new own business.

Table 4. 7 what motivates to start new business

Item		frequency	%
What motivates you to start new own business?	The reward you expect	21	28.14
	A situation where there is no employment opportunity	31	41.54
	The opportunity existed in the environment	23	30.82
	Total	75	100

Table 3.7 shows 21(28.14%) of respondent's student were motivated by the reward they expect 31(41.54%) of the respond student motivated by situation which create unemployment and 23(30.82%) respondents responded that they are motivated the oppportunity existed in the environment. Thus it is possible to say the majority of the students were motivated to start a business when there is no employment opportunity.

Table 4. 8 Kind of support needed from the society to start new business

Item		frequency	%
What kind of support	Moral support	32	42.88

you need from the society to start your business?	Assisting in providing relevant information	20	26.8
	Well coming product by the new venture	23	30.82
	Total	80	100

As the table 4.8 shows 32(42.88%) of respondent's students were responded that moral support is needed form the society, 23(30.82%) of the respondent responded that well coming product produced by the new venture and the remaining 20(26.8%) of them responded that assisting in providing relevant information is needed from society to start new business. As the result show moral support is more needed from the society to start new business.

Table 4. 9 kind of support needed from the government to start new business

Item	Responses	Frequency	%
2.What kind of support you need from government to start new business?	Clear and practicable bureaucracy	33	44.22%
	Easy access to credit	30	40.2%
	Tax concession during early stage operation	12	16.08
	Total	75	100

As table 3.9 shows 30(40.2%) of the respondents responded that easy access to credit, 33(44.22%) of them responded that clear and practicable bureaucracy, and the remaining 12(16.08%) of them responded that tax concession during early stage of operation is needed from the government to start new business generally easy access to credit is highly needed from government to start new business.

Table 4. 10 what are necessary thing to start new business?

Item	Responses	frequency	%
3.In your opinion what are the necessary thing to start new business?	Land and other physical resources	7	9.38
	Money	20	26.8
	Technology	5	6.7
	Good business plan	20	26.8

	Good business knowledge	10	13.4
	Self confidence	6	8.04
	Good financial management	7	9.38
	Total	75	100

Table 4.10 shows 20(26.8%) of the respondent's students responded that money is needed or necessary thing to start new business 20(26.8%) of the respondent students responded that good business plan. 12(13.4%) of respondent's student responded that good business knowledge, 7(9.38%) of respondent students responded that good financial management 7(9.38%) of responded that land and other physical resource, and the remaining 5(6.7%) of them responded that technology is necessary thing to start new business. As the result shows majority of them replied that money is necessary thing to start new business.

Table 4. 11 Challenges might face in the future to start new business

Item		frequency	%
4.What challenges might face you in the future to start new business?	Lack of sufficient training	18	24.12
	Lack of capital	30	40.2
	Lack of material	13	17.42
	Lack of marketing	14	18.76
	Total	75	100

As table 3.11 shows from the total number of respondent 18(24.12%) of lack of sufficient training 30(40.2%) lack of capital 13(17.42%) of lack of material and the remaining 14(18.76%) of them responded that lack of marketing and there may be other factors that affect starting new business. Generally, lack of materials is the main problems that face in the future to start new business.

Table 4. 12 Source of finance for starting new business

Item		Frequency	%
5. What are source of finance for starting new business?	Gift from relatives	9	12.06%
	Gift form bank	32	42.88%
	From family	11	14.74%
	Own saving	13	17.42%
	Credit from microfinance	7	9.38%
	From NGO	3	4%
	Total	75	100%

As table 4.12 shows the respondents conducted 9(12.06%) of the initial capital from gift relatives 32(42.88%) credit from bank 11(14.74%) of from family, 13(17.42%) own saving 7(9.38%) credit from micro finance and 3(4%) from non-governmental organization (NGO). It can be concluding the most respondent gets their source of finance from credit, from bank, won saving, from family, gift from relatives, credit from micro finance and from non-governmental organization.

Generally, majority of the student replied that credit from bank is source finance to start new business.

CHAPTER FIVE

5. Summary, Conclusion and Recommendations

5.1. Summary

Based on the analysis and interpretation the research was forwarded the following summary about assessment of graduating student's motive towards engaging in their own business in case of FBE College in Wolkite University.

- About 45(60%) respondents were male and the remaining 30(40%) respondents were female.
- Majority of respondents 72 (96%) were age ranges from 20-25 years and the remaining 3(4%) were young are productive.
- About 32(37%) respondent said the course entrepreneur highly contribute, 30(38%) moderately contribute and the remaining 8(10%) were said the course entrepreneur contributes 5 lightly.
- Majority of respondents 61(81.74%) were respond that they are confident business that they going to start will be successful.
- About 24(32.16%) were said type of market environment is highly competitive, 21(28.14%) said moderately competitive and the rest 30(40.2%) said that the marketing environment is in new market.
- Majority of respondents 68(91%) were respond that starting a new business in group is advantageous then alone.
- Majority of respondent 71(95%) were respond that they exposit their potential effectively and efficiently to start their own business.
- About 21(28.14%) were said they motivate by reward they expect, 31(41.54%) by no employment opportunity and the remaining 23(30.82%) were respond that they motivate by the opportunity exist in the environment.
- About 32(42.88%) were respond that they need moral support, 20(26.8%) needed assisting in providing relevant information and the rest 23(30.82%) were needs well coming product produces my new venture.
- Above 33(44.22%) needs clear and practicable bureaucracy, 30(40.2%) needed easy access to credit and 12(16.08%) needs tax conclusion during early stage operation to start a new business.

- About 7(9.38%) were said necessary things in land and other physical resource, 22(26.8%) were said money 5(6.7%) were said technology and the remaining 20(26.8%) were respond that the necessary thing to start a new business is good business.
- About 18(24.12%) were respond that the challenges to start a new business is lack of sufficient training, 30(40.2%) were respond lack of capital, 13(17.42%) were respond lack of material and the remaining 14(18.76%) were respond that challenges to start anew business is lack of market.
- About 9(12.06%) of the initial capital from gift relatives, 32(42.88%) credit from bank, 11(14.74%) of from family, 13(17.42%) own saving, 7(9.38%) credit from micro finance, and 3(4%) from non-governmental organization (NGO).

5.2. Conclusion

- In the analysis section detail investigation and discussion were presented. In this section the researcher has on conclude per the finding as shows.
- This research implied that most of the population (students) responded that they have intention towards creating new business.
- The majority respondents responded that lack of adequate the finance business know how, managerial skill and market fluctuation are the major challenges faced while creating and running business. The method used to avoid those problem is adjusting the business operation to the change in environmental condition, aggressive promotional, effort to increase product or service awareness among customers, practicing good management, accepting feedback and discussion with employee and customer as it were cited by the majority.
- It addition to the students identified that the entrepreneurship course has high contribution on initiating student towards creating new business. Hence it seems there is a gap between what the respondents responded and what theoretically available.
- What motivates the majority to start a business among different factors is a situation where there is no employment opportunity existed in the market to this end they need support from clear and short bureaucracy, ease access to credit, tax concession (from government), relevant information, encouraging the new business (from society) among many others.
- Moreover, land and other physical resources, money, technology good business plan, good business plan, good business knowledge good financial management

popularity of the product in the community and self-confidence is among the vital things to start a business.

- The maximum number of the population believes that it in a group. They also believe that owning business will help them to use their potential to the maximum as opposed to where working for somebody else.

5.3. Recommendations

Based on the conclusion the following recommendation was for warded this research paper attempt to go through to know the idea of starting new business after graduation with target population Wolkite University in college of business and economics graduating class students and finally suggest the recommendation on how to motivate them to create their own business.

- Every year thousands of students graduate from higher institution and start looking for job. Even though this is good course of action for new graduating students. It is possible to say that it is not appropriate thing for larger portion of students. This group of students would benefit more if they create new job for themselves through their course of education.
- Student should be careful while starting the new business, because careful planning is a fundamental to success.
- Most of the small business entrepreneur focused on what they can serve rather than who might buy the product. They have no market skill, knowledge and they have no market place, potential customer and supplier due to their reason market problem become a great constraint for the small business operators. Then the researcher recommended that they should have obtain market chain of their business in order to go on the right track of the business and sold what they have produced or manufactured. As long as these are considered as a pillar or corner stone for developing countries to growth and to become radical change in the country the expansion of this sector should get sufficient and reliable access from government side as a very critical agent of the community.
- Generally, not only the government but also other conserved bodies such as non-governmental organization, private sector and society has the responsibility for supporting and creating a competitive environment in this sector through different mechanism reducing un employment in the country.

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APPENDIX
WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT
QUESTIONNAIRE

Dear respondents,

This questionnaire is designed to collect the data for the research conducted by the graduating class student of Wolkite University department of marketing management the title of the research is assessment of higher education students motive towards entrepreneurship, the case of Wolkite Universty. You are asked to fill this questionnaire with honesty and integrity. The researcher would have taken in to account to keep your response as a secret and only for academic purpose.

Thank you in advance for your precious time and effort.

Instruction: no need to write your name

Please put in the box for close ended questions

Part one. Personal information

1, sex?

A, male female

2, age

A, 20-25 B, 26-30

C, 31-35 D, >36

3, department of respondents;

A, economics B, management

C, marketing D, accounting

4, do you important starting new business on groups rather than starting it alone?

A, yes B, no

❖ What type of environment motivates students to start their own business?

5, what types of marketing environment you prefer to start your business?

A, highly competitive B, moderate competitive

C, in new market

6, do you believe that you can exploit your potential effectively and efficiently if you start your business?

A, yes B, no

7, what motivations to have started a new own business?

A, the reward you expect

B, a situation where there is no employment opportunities

C, the opportunities existed in the environment

❖ What kind of support is required from the government and society to motivate students?

8, what kinds of supper you need from the society to start your business?

A, moral support

B, assisting in providing relevant information

C, well coming product by the new venture

9, what incentives you need from the government to start your business?

A, clear and practicable bureaucracy

B, easy access to credit

C, tax concession during early stage operations

10, in your opportunities what are the necessary things to start anew business?

A, land and other physical resources B, money

C, technology D, self-confidence E, good financial management

❖ What are the challenges to create new business for graduate students?

11, what challenges might face you in future to start anew business?

A, lack of sufficient training B, lack of capital

C, lack of material D, lack of marketing

12, what are sources of finance for starting new business?

A, gift from relatives B, borrow from banks

C, from family D, from NGO E, others

13, have you evidence that the business you are going to start will remain successful in the market.

A, yes

B, no

C, I didn't