



SIES School of Learning and Leadership Development (SIESLLD)

TRAINING NOTE (008/2024-25)

on

**Developing Entrepreneurial Attitude
Among Students**

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SIES School of Learning and Leadership Development (SIESLLD),
SIES Education Complex, Plot 1E, Sector-5, Nerul

Navi Mumbai-400 706

Backdrop:

Entrepreneurial attitude is a key soft skill required of a student at any level particularly in these challenging times. It primarily refers to a mindset that enables an individual to identify opportunities, take calculated risks, and innovate to achieve desired goals. It is about being proactive, adaptable, and resilient in the face of challenges. It helps students immensely in their academic career as well as later in professional and personal life.

Key Benefits of Entrepreneurial Attitude:

Innovation: Entrepreneurial attitude fosters creativity, leading to innovative solutions. These are individuals who are often found to have the traits of curiosity and keen urge to learn new skills.

Risk Taking: Entrepreneurship is always associated with risk taking. This attitude is crucial for success in life as persons with “winning attitude” must have adequate risk-taking propensity as well as ability. Risk taking ability also helps to develop the competency of adaptability which is very much needed for any situation in today’s context.

Resilience: This is an essential trait as it helps individuals to bounce back from failures and setbacks. A high “resilience quotient” is essential for successfully facing the ups and downs of life.

Problem-Solving: Entrepreneurial thinkers develop unique solutions to any given problem. Students with entrepreneurial attitude are often known to have “out of the box thinking.”

Leadership: This attitude prepares students to take charge and drive positive change. This obviously fosters development of leadership traits. All leaders in any setting have the entrepreneurship traits among them without fail.

Career Readiness: Employers often value individuals with entrepreneurial skills. And hence students with such attitude are the first choice in any selection process.

Strategies to Inculcate Entrepreneurial Attitude:

The trait of risk taking cannot be taught in a classroom setting. Students need to consciously practise it on the ground. This applies to both academic tasks like completion of an assignment or group work or general life tasks including family responsibilities.

Some of the strategies that might be of help include the following:

Take Calculated Risks: Students should always learn to step out of the comfort zones and venture in uncharted territories. Risk taking ability is crucial in life as there is a positive correlation between risk taking and success. No one has ever succeeded in life without taking any risk.

Practice Critical Thinking: Critical thinking helps students to look at any problem from a holistic perspective. This enhances their analytical ability, and consequently decision-making abilities which is crucial to succeed in life.

Develop A Growth Mindset: Students should always believe that abilities can be developed, and it is possible to achieve any goal. There is nothing called “impossible” in life.

Seek Feedback: It is always to seek feedback and encourage constructive criticism. This helps to ensure that things are in proper place and the way one is following is the right one.

Network: Students should try to remain connected with entrepreneurs and innovators. It is good to make some successful entrepreneurs as “Mentors” and follow their journey. This helps in imbibing some of their value systems and ideologies.

Role of Educators and Educational Institutions:

Educational institutions and educators at all levels have a great responsibility to ensure that the students develop this critical attitude which is essential for success in life. NEP 2020 also lays substantial emphasis on the same. As stated earlier, entrepreneurship attitude cannot be taught in a typical classroom setting. But educators can adopt some specific strategies that help in imbibing this attitude among students. Some of these include:

Entrepreneurship Course: Students at all levels starting from the school should have an entrepreneurship course built in the curriculum. This course should talk about the practical aspects of entrepreneurial skills and various strategies to be adopted.

Integration In Curriculum: The spirit of entrepreneurship can be integrated in the philosophy of curriculum. These can be through cases of entrepreneurs or allowing students to form their own entrepreneurial ventures for studying different aspects of a venture like manufacturing, operations, sales & marketing, IT support, etc. These endeavours should

bring out the core entrepreneurial skills like risk taking, critical thinking, problem solving, adaptability, etc.

Interaction With Successful And Failed Entrepreneurs: There should be a mechanism wherein there is constant interaction with entrepreneurs at regular intervals. Interactions with failed entrepreneurs is equally important as these will bring out the real-life cases of failures and how the concerned individuals faced them. This will help to build up resilience quotient as discussed earlier.

Entrepreneurship Competitions: At least once a year, there should be entrepreneurship competition (business idea) at each institute level along with liberal recognition system. These competitions should be evaluated by external experts including investors, etc. This will provide students the platform to showcase their business ideas and refine them, wherever needed.

Conducive Ecosystem: It is the responsibility of every educational institution to create a supportive ecosystem where entrepreneurship can survive and flourish. Institutional mechanisms like “incubation center” (like SIES incubator) does help through facilitating the processes of entrepreneurship. Faculty members should be encouraged to collaborate with students to set up “joint entrepreneurship ventures.” Institutions should also create the facility of “deferred placement” whereby the students can avail of placement facility even after a specific number of years after graduating if the candidate is forced to abort the idea of entrepreneurship due to any reason. Each institute should come out with an “Entrepreneurship Policy.”

Moving Ahead:

Entrepreneurial attitude is a powerful tool for students seeking to make a meaningful impact. By cultivating this mindset, they can develop innovative solutions, overcome obstacles, and achieve their goals, both academic as well as life related ones. The students should try to develop this attitude from early days by participating in entrepreneurship conferences or business hackathons or even starting their own ventures. The attitude of entrepreneurship is important as it installs an attitude of risk taking and confidence that is extremely helpful for success in life whether one becomes an entrepreneur or not.
