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SUMBITTED TO

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**COLLEGE STUDENTS AND START-UP
VENTURES – AN EMPIRICAL EVIDENCE FROM
UWTSD BIRMINGHAM CAMPUS AT QUAY
PLACE**

INTRODUCTION

The present level global development cannot be sustained without business. So, starting up of new business have significant role in the rapid growing economy. A startup is a company or project undertaken by an entrepreneur to seek, develop, and validate scalable economic model. Startups refer to new businesses that intend to grow large beyond the solo founder. Startups are founded by one or more entrepreneurs who want to develop a product or service for which they believe there is demand. These companies generally start with high costs and limited revenue, which is why they look for capital from a variety of sources such as venture capitalists. Startups are companies or ventures that are focused around a single product or service that the founders want to bring to market. These companies typically don't have a fully developed business model and, more crucially, lack adequate capital to move onto the next phase of business. Most of these companies are initially funded by their founders. Market research helps determine the demand for a product or service, while a comprehensive business plan outlines the company's mission statement, visions and goals, as well as management and marketing strategies. Startups must also consider where they'll do business and their legal structure.

This project is about the study of start-ups and its empirical evidence among the college students in UWTSD Birmingham campus at quay place.

PROBLEM STATEMENT

Startup venture refers to the overall course of action undertaken by an owner in starting and managing enterprise for profit. It contributes the economic growth and thereby plays a vital role in the development process. Students of today's generation are the future entrepreneurs of the country. It is perceived to bring economic welfare and may contribute significantly in nations' future wealth. Many college graduates are unable to find jobs appropriate with the degree they finished. Startup venture education has been acknowledged by many organizations and even the government as a promising way to improve the work insertion of young people and at the same time, contribute to social and economic welfare. This research intends to identify on how the college students start their

own businesses and to provide empirical evidence from UWTSD Birmingham campus with special reference from Quay place.

RESEARCH AIM

Given the significance of student entrepreneurship in driving innovation and economic growth, this dissertation seeks to explore the dynamics of college students' of UWTSD in Birmingham campus (Quay place) involvement in startup ventures. By examining the factors influencing startups, understanding the constraints faced by student entrepreneurs, and evaluating their awareness of government and college support schemes, this research aims to provide valuable insights for policymakers, educational institutions, and aspiring student entrepreneurs alike.

RESEARCH OBJECTIVES

- To examine the most prominent factors influencing start-ups.
- To understand the constraints that effect the college students to commence and run their own start-ups.
- To realize whether the students are aware about various government and college supporting scheme for start-ups.

RESEARCH QUESTIONS

- What are the primary factors influencing college students to initiate start-up ventures?
- What are the main obstacles preventing college students from starting and sustaining their own start-ups?
- To what extend are college students aware of and utilizing government and college supported schemes designed to facilitate startup ventures?

LITERATURE REVIEW

NGUYEN THI MINH PHUONG, THAI HOANG QUOC, LE VAN CUP, LE THI KIM LIEN “The student’s attitudes and entrepreneurial intention: Evidence from Vietnam universities” (2021): This study aims to analyze the factors affecting students’ attitudes and entrepreneurial intention. Quantitative approach was mainly applied with structured questionnaires directly delivered to 2,141 senior students and newly graduates from twelve universities in Ho Chi Minh City. The empirical results show that social norms, personal traits of openness to new experiences, extraversion, conscientiousness, and positive attitudes directly and indirectly affected entrepreneurial intention. In addition, agreeableness and negative attitudes negatively affected entrepreneurial intention. Based on the findings, discussions and practical implications were suggested for improving educational programs that promote the nurture of talented entrepreneurs for the country.

JACQUES HENDIEH, DANI AOUN, ALFRED OSTA “Students’ attitudes toward entrepreneurship at Arab open university- Lebanon” (2019): The purpose of the article was to study the students’ attitudes toward the entrepreneurial behavior and the importance of university education to their future entrepreneurial career by exploring and analyzing the factors that influence the behaviors and attitudes of university students toward entrepreneurship. The significance of our research is in the fact that it adds to an important literature gap, and it offers a better understanding of the motives and barriers to entrepreneurship in developing countries, focusing on a middle-eastern developing country: Lebanon. This relationship is examined using surveys for students at the Arab Open University Lebanon. Binary logistic regression analysis indicates that entrepreneurial behavior is positively associated with age, gender, family support and negatively with the family expectation. Implications for universities and public policy and future research are discussed.

Hien, D.T.T. and Cho, S.E. “Relationship between entrepreneurship education and innovative start-up intentions among university students”

(2018): This study examined the connection between creative start-up ambitions and entrepreneurial education among northern Vietnamese university students. Three entrepreneurship-related factors—curricular, extracurricular, and societal education—were chosen as distinct variables, and they were evaluated in conjunction with three mediating factors—entrepreneurial capacities, attitude, and self-efficacy. Self-efficacious entrepreneurship courses and extracurriculars, but not social education, had a major impact on inventive start-up ambitions. Additionally, university students' attitudes were unaffected by their level of self-efficacy. It may be concluded that when university students learn entrepreneurship and feel confident in their skills and self-efficacy, they tend to enhance their intention to start a business. An element of success is also an entrepreneurial mindset.

RESEARCH METHODOLOGY

Research methodology is a systematic way to solve the problem. The study is based on primary as well as secondary source of data. Descriptive research design is used for this study.

SOURCE OF DATA

Primary data:

Questionnaire is used to collecting primary data. A structured questionnaire is distributed among 60 college students in UWTSD Birmingham campus(quay place)

Secondary data:

The secondary data is used in some part of the study which was gathered from books, journals and websites.

SAMPLE SIZE

Sample size used for this study is 60.

SAMPLING METHODOLOGY

Sample has been selected by using a simple random sampling.

AREA OF THE STUDY

The samples are collected from college students in UWTSD Birmingham campus(quay place)

TOOLS USED FOR DATA COLLECTION

Tools used for data collection in the research is questionnaire.

TOOLS USED FOR DATA PRESENTATION

Tools used for data presentation is Microsoft Word and Microsoft Excel and IBM SPSS.

TOOLS FOR DATA ANALYSIS

The data were collected from the respondents using the research instruments which were analyzed with the help of statistical tools like graphs, diagrams, percentages, tables, weighted mean, T- test and ANOVA.

An organized and methodical way to look at the dynamics of college students and startup companies is to utilise a descriptive research methodology that emphasises the collecting of quantitative data. Through an objective description of the traits, actions, and mindsets of college students with relation to startup businesses, this design guarantees a precise and understandable presentation of the topic. By employing quantitative data collecting techniques like surveys and questionnaires, information may be systematically gathered and analyzed, making it easier to quantify trends, patterns, and correlations between factors that are important to student entrepreneurship. Furthermore, the conclusions drawn from quantitative data may be applied to a larger group of college students, providing insightful information on the overall environment of student entrepreneurs. Furthermore, this technique allows for the detection of trends over time and the evaluation of variations across different demographic groups through the use of comparative analysis. The utilization of statistical analysis serves to bolster the validity and reliability of research results, providing backing for policy determinations and programmed interventions that endeavor to cultivate an atmosphere that is favourable for student entrepreneurship. Consequently, the descriptive study approach offers a strong foundation for investigating the interactions between

college students and startup businesses, offering insightful information to the academic community as well as policymakers.

RISKS

- There's a chance that the conclusions drawn from this empirical research won't apply as much outside of the particular university or study setting.
- Sample bias
- This research can rely on self-reported information from surveys or interviews, which is prone to social desirability bias or response bias. It is possible for participants to give responses that they feel are appropriate or acceptable in society, which might lead to inaccurate or distorted data.
- The research results might not be applicable very soon because of how quickly entrepreneurship and startup environments are changing.
- Research involving human subjects necessitates close attention to ethical issues, especially when it comes to delicate subjects like personal money or career goals.
- It might take a lot of time, money, and resources to do empirical research since it needs access to individuals and data.

TIME LINE

