

**PROJECT REPORT ON**  
**"A STUDY ON UNLOCKING ENTREPRENEURIAL POTENTIAL:**  
**THE ROLE OF MBA EDUCATION IN MOTIVATING AND**  
**EMPOWERING STUDENTS"**

**Submitted by**

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**Submitted to**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

**In partial fulfilment of the requirement for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

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**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**MIJAR, MOODBIDRI**



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)

Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka

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Date: 09/09/2024

## CERTIFICATE

This is to certify that **Ciona Vilceeta Pereira** bearing USN 4AL22BA017, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "**A Study on Unlocking Entrepreneurial potential: The role of MBA Education in Motivating and Empowering students**", is prepared by her under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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## DECLARATION

I, **Ciona Vilceeta Pereira**, bearing USN 4AL22BA017 hereby declares that the Project Title entitled "**A study on unlocking Entrepreneurial Potential: The Role of MBA Education in Motivating and Empowering Students**" prepared by me under the guidance of **Mrs. Priya Sequeira**, HOD of MBA Department, Alva's Institute of Engineering and Technology.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar

Date: 10/09/2024



Signature of the Student

**Ciona Vilceeta Pereira**

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## ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this work.

I would like to express my sincere thanks to Principal **Dr. Peter Fernandes**, AIET- Moodbidri. And I express my deep sense of gratitude to my Internal Guide **Mrs. Priya Sequiera**, HOD of PG Department of Business Administration, for the constant support and encouragement to carry out my report successful without much difficulty. I express my heartfelt thanks for their constant encouragement and support during the entire report.

I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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## **EXECUTIVE SUMMARY**

This report, titled "A study on unlocking entrepreneurial potential: the role of MBA education in motivating and empowering Students," looks at how MBA programs influence students' motivation to start their own businesses and develop their skills. The study aims to understand how MBA education impacts students' desire to become entrepreneurs while identifying key motivating factors, challenges, and the overall effectiveness of these programs.

The research focuses on different aspects of entrepreneurship education, such as the importance of the curriculum, hands-on learning experiences like internships and business competitions, mentorship programs, and networking opportunities. By analyzing feedback from MBA students, the study examines how these elements help shape their entrepreneurial goals and readiness.

The main findings show that MBA programs significantly boost students' confidence in their entrepreneurial abilities by providing essential skills, valuable connections, and practical experiences that prepare them to start a business. However, the research also highlights several challenges students face, including financial constraints, fear of failure, and a lack of mentorship.

The study emphasizes that while MBA programs play a crucial role in encouraging students to pursue entrepreneurship, there is a strong need for more tailored support, like improved mentorship and a greater focus on real-world business challenges. Addressing these issues could better prepare students to overcome the obstacles of starting and running a business.

In conclusion, MBA education is an effective way to unlock entrepreneurial potential, but it could be much better if financial, personal, and institutional barriers facing aspiring entrepreneurs are addressed. The report suggests recommendations for educators and policymakers to enhance MBA programs to better support future entrepreneurs.