

Formation of Entrepreneurship Culture with Technical University Students

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Abstract: The article discloses the meaning of cultural factor in entrepreneurial activity, analyzes the notion of entrepreneurship culture, gives some examples of familiarization of students with entrepreneurship culture and methods of its active inculcation in future professionals of road-transport sphere.

Key words: Entrepreneurship culture % Economic activity % Economic sphere % Ethic aspect % Moral values % Formation % Architectural-building university

INTRODUCTION

Modern policy of Russian Federation in the sphere of development of science and technologies for the period up to 2020 and strategy of innovative development up to 2020 are aimed for reaching by Russia the world economic level which demands successful integration of science and education with entrepreneurial sector [1, 3]. Inclusion of Russia into world community will demand inculcation of entrepreneurship culture in future specialists and social responsibility of business before the community suggests quite real requirements of higher school in regard to the number of Bachelors and Master's studies graduates with certain level of completely formed culture, social responsibilities.

More and more specialists agree at socio-cultural character of economic life, recognize the importance of the problem "a man-society" for analysis of economic processes. Entrepreneurship can not be regarded any more as purely economic activity, the question about the relationship between culture and management and economy demands the answer. That is why "recognition of the significance of cultural factor is a key resource to win the competition and finally to increase efficiency of national economy" [2, 4]. Entrepreneurial activity can be carried out only through the system of social interrelations which facilitate the use of the best cultural forms of active human activity. And this is evident because in all developed countries the key factor of

efficient development of entrepreneurship is development of high economic culture or the entrepreneurship culture+ [3, 176].

Everybody knows that for long time the notion "entrepreneurship" was associated in public consciousness with negative value mindsets" [4]. Low level of entrepreneurship culture in Russia is a direct effect of insufficient interest in moral and ethic aspects of entrepreneurship. We believe and the experience of developed countries of the world proves our idea, that systematic and deep studying of ethic aspects of entrepreneurship development is a necessary link in research practice of all specialists who are going to interact with business. Culture of human relations in the sphere of entrepreneurship influences greatly the transformation of a man into the management subject. This is connected, first of all, with the fact that it is entrepreneurship culture which forms the highest values of human relationship.

MATERIALS AND METHODS

Formation of the corps (social circle) of professional entrepreneurs who possess optimal technology of personal interaction is a real way to improve human relations in many spheres, including the sphere of management of road-transport economy, which is object of our study. We investigated this issue in Kazan architectural and building university and at the number of

enterprises of road-transport sphere. We found that even at those enterprises where everything is done for satisfaction of people's needs the most part of the respondents believe that improvement of relationship culture in their team, in the culture of the enterprise is of utter importance, is the key to success of their business. It is understood that "development of an enterprise is not possible without simultaneous changes in its culture; change of culture, as a rule, is in high demand; this is a continuous process of formation" [5, 29]. It is not by chance, that some questionnaires contain such phrases as "more respect to specific man in everyday life" But culture of human relations is needed not only by labour teams. The study has clarified that it becomes the key factor of realization of creative initiatives of the members of organization which are ready to go for reasonable risk, the factor of efficiency of socio-economic entrepreneurial activity. Organization "with entrepreneurship culture is such organization where people are so talented and creatively developed that they do not realize the necessity to take risks" [6].

We have studied these issues in student environment of Kazan state architectural and building university in 2010-2012. Below you will find some data from sociological study which was aimed to find out value orientations of students who studied the specialities(y) "road-transport and aerodromes" (340 students); "Organization and security of traffic" (130 students). We shall make clear beforehand that the number of students who participated in the experiment was not stable because of different reasons. The respondents were divided into junior (1-2 years) and senior (4-5 years) groups. In both groups all participants were, as a rule, young men (79-91%). Though development of culturological values does not lead automatically to high level of entrepreneurship culture, but practice shows that finding out of true principles, educational technologies and methods of their inculcation in university students leads to success.

Main Part: It is understood that the key task in modern conditions is achievement of entrepreneurship corporative culture which must maximally correspond to innovative type of management culture. But what is entrepreneurship culture?

There are a lot of interpretations of this term but almost all of them are restricted to the idea that culture is a notion which integrates different aspects of life, activity, behaviour of people, their associations, the whole society

at a certain historical stage of its development [7]. Longman Dictionary of Modern language gives such definition of entrepreneurship culture: "Society or relationship which makes people to initiate new business and be successful" [8].

In other words, entrepreneurship culture is not only following the rules of cultural behaviour. "Entrepreneurship culture is intrinsic element of entrepreneurial activity organization. It is based on general notions of culture and is closely connected with it" [9]. I. Zolotarev agrees that the key element of entrepreneurship culture and entrepreneurial activity is its *loyalty to law (legality)*. The second element-*strict commitments* to fulfill obligations and duties, which are stated in regulatory acts, contracts and conditions of bargains, understood from the traditions of business practice which is manifested in non-infliction of harm to partners, consumers, employees not only material but moral damage. The next important element of entrepreneurship culture is *doing business honestly* [10].

All said above signalizes that since entrepreneurial activity is intended for systematic making profit we have to strive for making it not by any means but only legal ones.

Also it is important that entrepreneurs must follow general ethic norms, including professional ethics, ethic codes, common rules of doing business, have high level of culture and education, appropriate knowledge, necessary for doing legal business etc.

Entrepreneurship culture, as specialized sphere of material culture, is directly connected with reproduction of relations which are forming between subjects in the process in regard to their entrepreneurial activity. It includes: culture of production technology, culture of management and organization, culture of labour conditions, culture of exchange and distribution, etc. In the end entrepreneurship culture reflects general level of development of entrepreneurial activity.

Therefore the contents of the notion "entrepreneurship culture" is defined by 3 components: 1) understanding of *business values* by an entrepreneur: he sees them in his own way and evaluated against his own scale, in accordance with which he assesses consumers, clients, needs for his road-transport services (product), quality of services (product), expected profits; 2) *rules and norms of behaviour* while planning and performing entrepreneurial activity which are based on business values. For example, the rules of service of desirable clients of road-transport enterprise who bring

big profit include being in touch with them, finding out their wishes, active supply of necessary transport services or products, after-sale service; 3) *specific behaviour of an entrepreneur* in the process of which he realizes in practice norms and rules of cultural behaviour learned by him.

In our country most of entrepreneurship courses are organized in business organizations or similar institutions. But it is very doubtful that they are best place to teach business. Business theorists claim that since innovative and able-to-survive ideas in business sphere originate from technical-scientific research work the entrepreneurship must be taught in the appropriate universities. Finnish scientist Yukho Kopio writes: "Technical and scientific universities are potential source for teaching entrepreneurship, for its start-ups and spin-offs" [11,6].

Today universities are actively operating in the market of educational services, they realize joint programs with business structures. But inculcation of entrepreneurship culture in students is of utter importance; formation of entrepreneurship culture can be completed after solution of following tasks: mastering the system of economic knowledge; development of critical thinking, creativity, tolerance, communicative skills, inculcation of most important moral qualities of modern entrepreneurs: purposefulness, honesty, self-control, courage, humanity, initiative, self-sufficiency, organization and confidence, forming of key business competences.

Solution of the tasks pointed out in our study was achieved by means of different didactical tools covering learning, scientific and out-of-class activity of students. Special course "Modern entrepreneurship culture" provides all necessary information for them. Having mastered this program, improving general erudition and economic knowledge students can form in their mind an ideal model of modern entrepreneur, it infuses them with public responsibility, legal consciousness, creative initiative. This course is based on competence approach and therefore is oriented to mastering of professional functions and competences by the students.

Theoretical analysis of scientific works studied by us and our own experience allow to conclude that entrepreneurship culture is forming more intensely if a person becomes a co-owner of some material assets, a company, production or, at least, if he works at these structures. But this condition is not real for many

students that is why we have to stimulate in learning process situations similar to real professional situations which will allow them to get practical experience (in our case they obtain experience of working in one of the road-transport structures).

It must be mentioned that students attend different classes in amateur associations (amateur talent groups, technical, choreography, sports groups, construction circles). 24% of students do not plan their free time at all, they spend it by principle "anything which happens will do". This group of students is characterized by smoking habit (33,5%), 2% of them tried drugs.

Percentage of working students is higher at full-time department: it changes from junior group (20%) to senior (65%) and their motives range from "help to parents" to "I wish to be independent from parents at least in money". 35% of students consider work as opportunity to obtain experience, that is why they prefer work by specialty even if they have enough money support; 51% of students in both groups would like to improve their money conditions. Material incentives become prioritized in life of students. They are quite prepared to use legal ways of making money. Absolute majority of students, both in junior and senior groups put employment, part-time work or creation of their own business on the first place; asking parents for money, re-sales of goods are in 2nd and 3rd places accordingly with the representatives of junior group; with senior group - on the 3rd and 2nd. In the same time re-sales of goods is considered by students as "indecent business" - 14% in both groups. They certainly prefer production of services and goods.

Those with philosophy "take things if you see that they can be stolen" and "use force in order to obtain what you want" amount only to 1% and 5% accordingly. Use of cunning tricks and cheating for making money in some circumstances is approved by 23% of students.

Avoiding taxes, riding public transport without payment is not considered by students as something bad. They believe that taxation is not always fair, it demands spending much efforts and time, that is why if you have opportunity to avoid paying taxes you should do that, which of course is a mistake and this can lead to negative effects.

78% of students would not like to live as their parents do and want to change their material situation. 56% of students consider relations with parents as "rather good" but in case of troubles they address friends or solve problems on their own.

Study demonstrates that young men have ideas of moral and immoral behaviour in regard to making money. Absolute majority agrees that the way to achieve material well-being is work and part-time work.

Some students intend to make money by illegal means, they are ready to commit crime-this is quite impossible for future directors as well as for entrepreneurs at enterprises and facilities of road-transport economy. The entrepreneurs work in the sphere of increased risk. They often balance on the edge of what is allowed and what can lead to punishment. It is quite easy to cross the line of what is allowed - and in this case you become a cheat, swindler. At all classes the students are taught the idea that entrepreneurs of road-transport sphere must be guided by the principle of mutual civil respect, accord between personal interests and the interests of the team and the whole society, finding compromises and not by egoistic targets. But in order to make this idea a "guiding light" in behaviour of students they must get appropriate experience.

Therefore, learning and cognitive activity at university must be organized in such a way that there would be conditions to learn positive, altruistic and compromise actions, since development of personality happens as it is described in people's saying: "Sow an deed - you will reap a habit, sow a habit - and you will reap a character, sow the character - and you will reap your destiny".

We also investigated the ability of student squads to work with people, their organizational skills. About 70 senior-years students (mainly they are organizers of all events at the university) of 500 respondents can be given leader's positions after graduation from university. They emphasized their leaders' rude behaviour, non-comprehension of people, personal non-organization, inability to cooperate as key disadvantages. This coincides with the results obtained by scientists who point out that workers highly evaluate business features of young leaders, but estimated very low such features of character as tactfulness, modesty, self-criticism.

Inference: So, entrepreneurship culture is a combination of behaviour patterns, the system of values, social norms, fundamental principles which orientate subjects to some forms of economic activity in entrepreneurship system and facilitate the stability of entrepreneurship in time. In one word, "culture reflects "soul" of organization and stands for generation of human energy" [12].

We share the opinion of UK Lester University experts that "not all students will be interested in entrepreneurship activity to a full extent" [13, 12]. In the same time we believe that the technical university graduate must possess not only professional knowledge and skills (technical side) but entrepreneurship culture as well, he must have moral values which can improve market economy. This was confirmed by the results of our study which demonstrated that the directors of road-transport enterprises with more developed spiritual-moral needs have more flexible system to influence the team members, demonstrate creativity while interacting with people, can use effect of "good word" to form mood of the team members and have higher management culture. That is the reason for reinforcement of humanitarian component in the programs of technical universities. Today most senior students read fiction less regularly than a young worker does-this certainly will not facilitate culture growth.

As for entrepreneurs at enterprises of road-transport economy the efficiency of their work depends on moral, ethical and culture-creating potential, his adherence to panhuman values and moral norms, wish to see social result of his activity rather than economic one. Therefore professional entrepreneurship culture is an integral multi-dimensional value with its components-moral, ethic, aesthetic, ecological, managerial-economic etc.

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