

**ENTREPRENEURIAL DEVELOPMENT ACTIVITIES AND BUSINESS SKILLS ENHANCEMENT OF BUSINESS ADMINISTRATION STUDENTS OF CAVITE STATE UNIVERSITY- TANZA CAMPUS**

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**ABSTRACT**

The study focused on determining the entrepreneurial development activities and their significant effect on business skills enhancement of business administration students of Cavite State University- Tanza Campus. This also determines the sex, age, and the number of attended entrepreneurial development activities. Moreover, it will determine the attended entrepreneurial development activities. It employed a descriptive research design using a survey questionnaire administered using Google Forms. For this study, the researchers used a total enumeration sampling technique to gather all 87 responses from third-year business administration students of Cavite State University- Tanza Campus. Data were tabulated and analyzed using SPSS. Results shows that entrepreneurial development activities have a high significant effect to the business skills enhancement of the students

**Keywords:** Entrepreneurial development activities, business skills enhancement, and business administration students

**1.0 INTRODUCTION**

Entrepreneurial development activities are provided by the institution mainly to develop and enhance the business skills of the students. It also helps students to develop skills and knowledge that is valuable to personal and professional lives (Sastri, 2022).

Entrepreneurial development activities have proven its significance in enhancing student's business skills. Through entrepreneurial development activities, students can enhance their mind in thinking creatively and critically at all times. Moreover, they can learn how to recognize and solve business issues. In addition to that, entrepreneurial development activities can provide both knowledge and abilities at the same time (Sastri, 2022).

The education system has improved and let students innovate products from generating new ideas to selling the actual product to the customers. Thus, entrepreneurial development activities allow them to gain experience first handedly, which has high impact on student's business skills. Therefore, through entrepreneurial development activities, they can either deteriorate or enhance the business skills of the students (Singh, 2023).

Yet, some authors do not believe that entrepreneurial development activities can enhance the business skills of the students. To enhance the business skills of the students, it needs discipline, drive, and passion. Thus, the enhancement of the student's business skills highly depends on their discipline, drive, and passion to attend and perform entrepreneurial development activities (Gwale, 2021).

With that, the researchers wanted to determine the entrepreneurial development activities attended by the participants and the significant effect of entrepreneurial development activities to business skills enhancement of business administration students, due to the existence of entrepreneurial development activities in Cavite State University-Tanza Campus dedicated for business administration students.

In view of the preceding statements, this study was conducted to:

1. Determine the demographic profile of the business administration students in terms of:
  - a. Sex;
  - b. Age; and
  - c. Number of attended entrepreneurial development activities;
2. Determine entrepreneurial development activities attended by the participants: and
3. Determine the significant effect of entrepreneurial development on business skills enhancement as perceived by business administration students in terms of:
  - a. Marketing management skills;
  - b. Financial management skills;
  - c. Human resource management skills;
  - d. Strategic management skills; and
  - e. Operations management skills;

## **2.0 METHODOLOGY**

This study used the descriptive research design. The descriptive design was used to describe the demographic profile, attended entrepreneurial development activities, and its significant effect to business skills enhancement. For this study, the researchers used total enumeration sampling technique to obtain responses from all third- year business administration students of Cavite State University- Tanza Campus. The researcher used self- administered survey questionnaire thru Google Forms to collect the data from online the third- year business administration in Cavite State University- Tanza Campus.

Data were analyzed using statistical tools such as frequency counts, percentages, and weighted means to describe the participants' demographic profiles, determine the attended entrepreneurial development activities. The researchers used the descriptive method to describe the significant effect of entrepreneurial development activities to business skills enhancement of third- year business administration students of Cavite State University- Tanza Campus using their level of agreement on the statements based on a 5-point Likert scale. The following conversion scales were used in interpreting the data.

**Table 1. Descriptive interpretation of the business skills enhancement**

NUMERIC RANGE	VERBAL INTERPRETATION	DESCRIPTIVE INTERPRETATION
4.21 - 5.00	Strongly Agree	The entrepreneurial development activities have high significant effect to business skills enhancement
3.41 - 4.20	Moderately Agree	The entrepreneurial development activities have moderate effect to business skills enhancement.
2.61 - 3.40	Slightly agree	The entrepreneurial development activities have slight effect to business skills enhancement.
1.81 - 2.60	Slightly Disagree	The entrepreneurial development activities have low significant effect to business skills enhancement.
1.00 - 1.80	Disagree	The entrepreneurial activities have extremely no significant effect to business skills enhancement.

### 3.0 RESULTS AND DISCUSSION

#### 3.1 Demographic Profiles of the Participants

Table 2 shows that most participants (87.36%) belong to the age bracket of 20-22 years old and are female (71.26%). Majority (72.41%) of the participants attended 2-4 entrepreneurial development activities.

**Table 2. Distribution of participants according to demographic profiles.**

DEMOGRAPHIC PROFILE	FREQUENCY (n=87)	PERCENTAGE
<b>Age</b>		
20-22	76	87.36
23-25	6	6.90
29 and above	5	5.75
<b>Sex</b>		

Female	62	71.26
Male	25	28.74

**Number of Attended Entrepreneurial Development Activities**

2-4	63	72.41
5-7	19	21.84
8-10	4	4.60
11 or more	1	1.15

**3.2 Entrepreneurial Development Activities Attended by the Participants**

Table 3 presents the entrepreneurial development activities attended by the third- year business administration students. As a result, the study revealed that marketing management seminar is the most attended entrepreneurial development activity attended by the students of Cavite State University- Tanza Campus.

Attending marketing management seminars is important for students who want to improve their marketing understanding. Enhancing their public speaking and time management abilities also makes a significant impact on an individual's overall marketing proficiency. Students who want to improve their understanding of business and strategies for marketing must attend seminars on social media, school programs, and other marketing- specific topics. With this targeted strategy, students are certain to acquire the skills they need to succeed in the marketing aspect of educational management (Ibay & Pa-Alisbo, 2020).

**Table 3. Entrepreneurial Development Activities Attended**

<b>ENTREPRENEURIAL DEVELOPMENT ACTIVITIES</b>	<b>FREQUEN CY</b>	<b>PERCENTAG ES</b>
Entrepreneurial Day	24	27.6
Entrepreneurial Seminar	37	42.5
Entrepreneurship Development Program (EDP)	3	3.4
Financial Management Seminar	22	25.3

Human Resource Management Seminar	24	27.6
Marketing Management Seminar	63	72.4
Operations Management Seminars	8	9.2
Product Exhibition	28	32.2
Product Pitching Seminar on how to create and conduct business research	29	44.8
Seminar on how to create and conduct market research	23	26.4
Seminar on how to create and conduct market research	21	24.1
Seminar on how to create business plan	32	36.8
Seminar on how to create marketing plan	25	28.7
Strategic Management Seminar	9	10.3

### 3.3 Significant Effect of Entrepreneurial Development Activities to Business Skills Enhancement

Table 4 shows the significant effect of entrepreneurial development activities to marketing management skills of business administration students. Overall, the study revealed that entrepreneurial development activities help students to develop their marketing management skill, understand changing market, develop their understanding in marketing strategies and it helps them to understand the market trends.

Akeke et al. (2022), strengthened the study's results by mentioning that marketing management skills of business administration are greatly improved by entrepreneurial development activities. Engaging in entrepreneurial activities not only improves marketing management skills but also develops essential skills like verbal, writing, and public speaking proficiency. Moreover, James (2017), provide in his study that integrating marketing management skills into the business curriculum can ensure students' success in achieving their future goals.

Moreover, Wei et al. (2019), suggests that engaging in entrepreneurial activities, students provide insights to develop innovative and creativity for prospective solutions and future development (Wei et al., 2019). Entrepreneurial development activities taught students on how to manage/ navigate business, promoting for broader view of international trade and global perspective to keep up to the constant changing in markets

Furthermore, Peltier & Scovotti (2010), who found out that on participating in entrepreneurship activities, students have acquired a more mature way of thinking, learned about marketing, and contribute to their overall skills development, that help them in the future risk or opportunities. With the practical learnings, students enable to learn how to use marketing and how to modify

their marketing strategies to the changing trends allowing them to know their target audience and building a strong customer base

In addition, the study of Boce (2020), found that Entrepreneurial development activities expose students to real-world market dynamics, allowing students to understand consumer purchasing pattern, market demands, how to develop unique solutions that align with market needs and trends and how to adapt and take advantage of changing market trends that is crucial skill for any business endeavor.

Overall, entrepreneurial development activities assist students in improving their marketing management skills by developing a proactive orientation, innovativeness, and customer focus which essential for entrepreneurial marketing success (Durant, 2023). Any thriving entrepreneurial endeavor is powered by marketing, and it's important to comprehend how marketing contributes to a company's success. Additionally, through entrepreneurial development programs, students can hone their networking skills, branding, and marketing skills which are crucial for effective management (Al-Shaikh & Hanayasha, 2022).

**Table 4. Significant effect of entrepreneurial development activities in terms of marketing management skills**

STATEMENTS	WEIGHTE DMEAN	REMARKS
1. It helps me to develop my marketing management skill.	4.61	Strongly Agree
2. It helps me to develop effective marketing communication skill.	4.55	Strongly Agree
3. It helps me understand the changing market.	4.61	Strongly Agree
4. It helps me to develop my understanding in marketing strategies.	4.61	Strongly Agree
5. It helps me to understand the market trends.	4.61	Strongly Agree
<b>OVER-ALL</b>	<b>4.60</b>	<b>Strongly Agree</b>

Table 5 presents the significant effect of entrepreneurial development activities to financial management skills of business administration students. As a result, the study revealed that entrepreneurial development activities help students in understanding savings and investment.

The result of the study was justified by the study of Alshebami, A.S. & Al Marri, S.H. (2022), suggests that entrepreneurial development activities have been found to influence the financial management skills of business administration students, which in turn affect savings and investments. Furthermore, they stated that understanding saving and investing leads to strengthening financial literacy. Moreover, fostering a saving and investment mindset through entrepreneurial development activities contributes to financial well-being and positions individuals or students for successful ventures.

Engaging in entrepreneurial development activities in higher education is important because it develops a variety of viewpoints among students. Furthermore, such activities have a significant positive impact on improving financial management skills. The development of these financial skills becomes important when students engage in entrepreneurial development activities, as it enhances their ability to make wise financial decisions and ensures the success of their ventures (Asnawi, Loppies, & Leasiwal, 2023).

**Table 5. Significant effect of entrepreneurial development activities in terms of financial management skills**

STATEMENTS	WEIGHTED MEAN	REMARKS
1. It helps me to deal with financial risks in operating a business.	4.38	Strongly Agree
2. It helps me to enhance my financial literacy.	4.44	Strongly Agree
3. It helps me to enhance my financial problem-solving skill.	4.39	Strongly Agree
4. It helps me to improve my budgeting skill. It helps me to understand the market trends.	4.44	Strongly Agree
5. It helps me in understanding saving and investment.	4.56	Strongly Agree
<b>OVER-ALL</b>	<b>4.44</b>	<b>Strongly Agree</b>

Table 6 presents the significant effect of entrepreneurial development activities to human resource management skills of business administration students. Overall, the results of the study revealed that entrepreneurial development activities help students in understanding effective recruitment and selection process.

The result of the study was reinforced by the study of Karim et al. (2021), found that it is apparent that entrepreneurial development activities significantly enhance students' human resource skills, especially in the area of recruiting and selection processes. These activities help students develop a strategic mindset that will enable them to effectively negotiate the employment environment. Moreover, being exposed to entrepreneurial development increases one's understanding of the challenges associated with recruiting qualified applicants. This strategic mindset about the recruitment and selection process gives students the ability to identify the best candidates for particular positions, which helps them become better at making decisions.

Entrepreneurial development activities significantly enhance students' human resource management (HRM) skills in educational settings. By integrating entrepreneurial development activities, students gain practical experience in HRM practices such as planning, recruitment, and selection process. This leads to their overall skill development and readiness for the changing business landscape in along with providing an engaging learning environment and preparing them for effective workforce management (Ezeh & Amaechina, 2022).

**Table 6. Significant effect of entrepreneurial development activities in terms of human resource management skills**

STATEMENTS	WEIGHTED MEAN	REMARKS
1. It helps me to develop my human resource planning skill.	4.44	Strongly Agree
2. It helps me to improve my human resource organizing skill.	4.41	Strongly Agree
3. It helps me in staffing the right person on the job.	4.48	Strongly Agree
4. It helps me in understanding the importance of employee motivation and engagement strategies.	4.52	Strongly Agree
5. It helps me in understanding effective recruitment and selection process.	4.53	Strongly Agree
<b>OVER-ALL</b>	<b>4.48</b>	<b>Strongly Agree</b>

Table 7 shows the significant effect of entrepreneurial development activities to strategic management skills of business administration students. Overall, the study revealed that entrepreneurial development activities help students in strategic decision-making.

The result of the study can be justified by Feng et al. (2022), who found out that entrepreneurship development activities are believed to contribute to the performance and wealth development of students. With the rapid expansion of the information economy, strategic decision-making is seen as a crucial tool for the success and prosperity of young entrepreneurs. Furthermore, entrepreneurial development activities and other components assist students in improving their strategic decision-making and entrepreneurial performance.

Entrepreneurial development activities have proven to be instrumental in enhancing the strategic management skills of students. According to a study conducted by Angulo et al. (2022), actively engaging in entrepreneurial endeavors provides students with valuable hands-on experience in managing various aspects of business operations. They gain practical knowledge and develop critical skills such as problem-solving, decision-making, and resource allocation. Furthermore, as discussed in Mohamad (2023) study, entrepreneurial development activities play a crucial role in equipping students with practical operations management skills. By combining theoretical knowledge with real-world experiences, these activities empower students to become effective managers capable of driving operational success in various business contexts.

**Table 7. Significant effect of entrepreneurial development activities in terms of strategic management skills**



STATEMENTS	WEIGHTED MEAN	REMARKS
1. It helps me in developing my strategic management skill.	4.52	Strongly Agree
2. It helps me in understanding strategic planning and execution.	4.49	Strongly Agree
3. It helps me on how to adjust the strategies based on changing market dynamics.	4.54	Strongly Agree
4. It helps me in strategic decision-making.	4.55	Strongly Agree
5. It helps me in formulating effective business strategies.	4.52	Strongly Agree
<b>OVER-ALL</b>	<b>4.52</b>	<b>Strongly Agree</b>

Table 8 presents the significant effect of entrepreneurial development activities to operations management skills of business administration students. It can be seen that most of the participants strongly agreed that entrepreneurial development activities help them in understanding supply chain management and logistic.

This finding was strengthened by Beeka (2023), who found out in his study that Entrepreneurial development activities help students understand operations and procedures of businesses, wherein through significant learning activities, they apply classroom knowledge to assist students in solving intricate business challenges. Furthermore, there are experiential learning activities, like the early-stage project exchange at tuck, offering students practical experience that complements their academic studies. Aside from that, it also develops the skills that employers or business owners are looking for and that contribute to personal and professional development of the students.

Entrepreneurial development activities have proven to be instrumental in enhancing the operations management skills of the students. According to a study conducted by Angulo et al. (2022), actively engaging in entrepreneurial endeavors provides students with valuable hands-on experience in managing various aspects of business operations. They gain practical knowledge and develop critical skills such as problem-solving, decision-making, and resource allocation. Furthermore, as discussed in Mohamad (2023) study, entrepreneurial development activities play a crucial role in equipping students with practical operations management skills. By combining theoretical knowledge with real-world experiences, these activities empower students to become effective managers capable of driving operational success in various business contexts.

**Table 8. Significant effect of entrepreneurial development activities in terms of operations management skills**

STATEMENTS	WEIGHTED MEAN	REMARKS
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1. It helps me to enhance my operations management skill.	4.41	Strongly Agree
2. It helps me in understanding efficient resources allocation.	4.48	Strongly Agree
3. It helps me in understanding operation and procedures of business.	4.53	Strongly Agree
4. It improved my ability to optimize processes and workflows.	4.46	Strongly Agree
5. It helps me in understanding supply chain management and logistic.	4.52	Strongly Agree
<b>OVER-ALL</b>	<b>4.48</b>	<b>Strongly Agree</b>

#### 4.0 CONCLUSIONS AND RECOMMENDATIONS

The study determined entrepreneurial development activities attended and its significant effect to business skills enhancement of business administration students of Cavite State University-Tanza Campus. Based on the findings, the following conclusions were drawn:

1. Most of the business administration students are female and 20-22 years old. Also, most of them attended 2-4 entrepreneurial development activities.
2. Marketing management seminar is the most attended entrepreneurial development activities of third- year business administration students.
3. The students have strong agreement on how entrepreneurial development activities enhance the business skills, particularly to marketing, financial, human resource, operations, and strategic management. Therefore, entrepreneurial development activities provided by Cavite State University- Tanza Campus are sufficiently enough to enhance the business skills of business administration students.

Based on the above conclusions, the following recommendations are made:

1. Cavite State University-Tanza Campus should require students to attend all entrepreneurial development activities provided by the institution to continuously enhance the business skills of the students.
2. This study shows a positive effect of entrepreneurial activities to business skills enhancement. Therefore, Cavite State University- Tanza Campus should continue to offer entrepreneurial development activities to the students to continuously enhance their business skills enhancement.
3. The researchers recommend to conduct more operations management and strategic management activities, since it got the lowest frequency entrepreneurial development activities attended. Therefore, providing more operations and strategic activities will further enhance their operations and strategic skills.

4. The researchers recommend to have a pitch- competitions, wherein students can take part in pitch competitions within the college or externally, presenting innovative business ideas to panels of judges.
5. Students should join or establish a club focused on entrepreneurship to network with like-minded students, attend workshops, and collaborate on projects.

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