



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## Entrepreneurship Development And Information And Communication Technology

**Dr.Madhukar Pandharinath Aghav**

Associate Professor, NSSR's Arts, Commerce College Parli Vajinath.

### ABSTRACT:

The current era is known as the computer age. Persons who couldn't read or write used to be regarded observers; currently, however, people who can't handle a computer are termed observers. Humans have invented several technologies for their survival from the dawn of time. Man has always attempted to make human existence more comfortable by overcoming human behaviour by meeting needs as they arise. Human life evolved as a result of discovery. "Need is the mother of innovation," as the saying goes. Computers in education have grown increasingly popular in recent decades. Computers have dramatically altered our lives. Today, computers are employed in practically every field. A PC is an electronic device that is widely used in areas where human intervention is limited, and the education sector is a significant area where it is efficiently used. This time period is now known as the IT era or the age of data innovation. Nobody now can imagine a world without a computer. A computer has become quite useful in secondary and higher secondary education since it is incredibly accurate, quick, and can easily handle various jobs, such as PowerPoint presentations and E-content.

**KEYWORDS:** Entrepreneurship, ICT,teaching

### INTRODUCTION:

Nowadays, ICT is adequately employed in schools and universities. The teacher may be accessible to provide tutorial assistance through the Internet .

Innovative software and hardware innovations are presented, new computer industries are built, and jobs are created as a result of entrepreneurship. As a result, including computers into the growth of entrepreneurship is a wise move. B.Com Computers is a three-year undergraduate study that combines the academic disciplines of Commerce and Computer Applications to provide students with advanced learning in the field of Commerce, specifically incorporating the application of software technology for professional purposes. The biggest educational advantage of information technology is that it allows you to create incredibly lively immersive multi-sensory learning environments with nearly limitless potential options for both teachers and students. In contrast to conventional technical teaching aids, information technology not only provides students with a wealth of knowledge but also fosters intellectual growth, creativity, and students' capacity to learn new knowledge individually and interact with various information sources. Higher education systems have evolved enormously over the last five decades to meet the challenge of providing a quality education to all. This specific component has grown

in prominence as a result of fast improvements in data and communication technology, Higher education has experienced a remarkable transition as a result of recent technological advancements.

The usage of computers proves to be an everyday occurrence. Computer education is also a helpful instrument for numerous activities in the field of education, thanks to the remarkable progress in computer science. Today, some beneficial application software that can be used as a tutor, a tool in the field of education, to use the computer intelligently and with appropriate care is required. The emphasis of student-centered learning with the educator as a learning facilitator is on the student's needs, abilities, interests, and learning styles.

The teacher is an important part of the total process, and in the case of ICT-based education, numerous ICT technologies are used to make the teaching-learning process more efficient. Blended learning can help to minimise the amount of time spent on teaching. The computer assists universities by making instructors more effective and productive, as well as freeing up vital time for other learning programmes. Audio visualisation is assisting students in better understanding basic topics through the use of computers in classrooms. Computer academics and researchers in higher education institutions assist them in doing their work more quickly, efficiently, and effectively, and in achieving this level of expertise. Computers play an essential part in a variety of fields.

The following are examples of ICT uses in colleges for teaching Enterprenuer education.

- aids teachers in creating electronic material such as e-content, practical sheets of Accounting books, subsidiary books, ledgers etc,
- online admittance in order to preserve and track data on student academic growth, it is useful to match with 21st centry era.
- Softwares like Microsoft Office i.e. Excel, Word, Powerpoint enhance the abilities of student to become more perfect in enterprenership skills.
- Self-study will be efficient and simple for UG and PG students.
- To develop a new perspective in the teaching industry, the Government of India created courses such as MOOC and Swayam (An Online Learning Platform).

### **Conclusion:**

Many colleges make great use of current computer systems and internet platforms while teaching students about entrepreneurship. Students in the commerce faculty can make the most progress by using a computer. Students are using their minds to establish new sectors and make a significant difference in the world. Education has undergone a significant transformation as a result of advances in information technology. All of them have such a broad reach that digital marketing has evolved as a new field. The science of how entrepreneurs may utilise information technology to market and advertise their products and services throughout the world has progressed and is now an important aspect of the business. Those that employed this technology correctly grew at an increasing pace. Because every entrepreneur is now utilising digital marketing, competition has intensified. Naturally, many concepts must be applied in order for your products and services to stand out in a crowded digital area full of such adverts. As a result, the use of computers for commerce education has proliferated in colleges.

**References:**

Clow, J. E. (1998). Entrepreneurship teaching strategies. National Business Education Association.

Faber, B., Weinhardt, F., & Sanchis-Guarner, R. (2015). Ict and education: Evidence from student home addresses. National Bureau of Economic Research.

Information and Communication Technology and space technology. (2017). Information, Communication, and Space Technology, 221–224. <https://doi.org/10.1201/b11648-6>

Marolla, C. (2018). Information and Communication Technology and Sustainability. Information and Communication Technology for Sustainable Development, 23–82. <https://doi.org/10.1201/9781351045230-3>

Martin, E. W., & Perkins, W. C. (1973). Computers and information systems; an introduction. Irwin.

Miles, R. E. (2006). Collaborative entrepreneurship. Kantola Productions.

Jones, P., Apostolopoulos, N., Kakouris, A., Moon, C., Ratten, V., & Walmsley, A. (2021). Universities and entrepreneurship: Meeting the educational and Social Challenges. Emerald Publishing.

Wischhusen, M., Scales, A., & Snell, J. (2000). Information and Communication Technology. Heinemann Educational.

