

Study on the mechanism of entrepreneurship education on college students' entrepreneurial intention

Chang Lijia

Yili Normal University, Yining, Xinjiang, 835000, China

Abstract: *As an important engine for the development of modern society, innovation and entrepreneurship have a non-negligible impact on economic growth. However, there are still a series of restricting factors of college students' entrepreneurial intention. This study explores the influencing factors of entrepreneurial intention from the four dimensions of entrepreneurial attitude, entrepreneurial knowledge, school factors and professional value education. Through literature review and analysis, this paper puts forward strategies such as strengthening entrepreneurship education, practical activities, and career-oriented education to promote the improvement of college students' entrepreneurial intention. The results of this study are of great significance for universities and educational institutions to design more targeted entrepreneurship education programs, stimulate students' enthusiasm for innovation and entrepreneurship, and promote the sustainable development of economy and society.*

Keywords: *Entrepreneurship education; College students; Entrepreneurial intention; Mechanism of action*

1. Introduction

In the context of "mass entrepreneurship and innovation," the innovation and entrepreneurship activities of college students have great potential and benefits for fostering emerging industries, promoting the vigorous development of regional economies, and advancing the transformation and upgrading of economic structures. However, at present, the overall entrepreneurship rate of college students in our country is relatively low, and the survival rate of entrepreneurial enterprises is not satisfactory, which is still affected by many restricting factors, restricting the overall development of this entrepreneurial group. Innovation and entrepreneurship education has therefore become one of the powerful tools to drive comprehensive reforms in higher education, with profound and significant practical implications for enhancing students' entrepreneurial aspirations, promoting economic progress, and facilitating social employment^[1].

2. Entrepreneurship education goals

The core goal of entrepreneurship education is to cultivate students' innovative thinking, entrepreneurial consciousness and practical entrepreneurial ability in an all-round way to meet the challenges of the increasingly changing modern society. Through entrepreneurship education, students will not only acquire a range of business knowledge and skills, but also develop comprehensive literacy such as problem-solving, critical thinking, teamwork, and risk management through heuristic learning. Entrepreneurship education aims to stimulate students' interest in innovation and entrepreneurship, and equip them with the ability of the whole process from idea to actual business operation, so as to promote the prosperity of innovation and entrepreneurship. In addition, entrepreneurship education also emphasizes ethics and social responsibility, and guides students to uphold core values such as integrity and sustainable development in entrepreneurial practice to create a positive impact on society. The goal of entrepreneurship education is not only to pave the way for personal career development, but also to inject vitality into social innovation and economic progress. It aims to cultivate students with pioneering spirit and creativity, so that they can adapt to change, seize opportunities and meet challenges in various environments^[2]. This kind of education mode can promote the inheritance and development of entrepreneurial culture, promote the formation of business ecosystem, so as to promote innovation in a broader range, increase employment opportunities, and create economic value. In short, the goal of entrepreneurship education is not only limited to the development of individuals, but also to build an

important platform for the society to cultivate innovative talents and promote sustainable development. The goal of entrepreneurship education is not only to provide support for future personal career development, but also for the social innovation and economic prosperity, cultivating creative and bear the spirit of a new generation of entrepreneurs.

3. The mechanism of entrepreneurship education on college students' entrepreneurial intention

3.1 The influence of entrepreneurial attitude education on entrepreneurial intention

As an important part of entrepreneurial education, entrepreneurial attitude has a profound impact on college students' entrepreneurial intention. Entrepreneurial attitude is not only an individual's positive or negative feelings towards entrepreneurship, but also covers their attitudes towards risks, challenges and unknown fields. Through entrepreneurship education, creating a positive entrepreneurial attitude is helpful to stimulate students' innovation potential and enhance their entrepreneurial intention. First of all, positive entrepreneurial attitude can change students' perception of risk. Entrepreneurship inevitably accompanied by uncertainty and risk, however, a positive attitude towards entrepreneurship can make students more willing to face challenges, so as to reduce the pressure brought by the risk. Through entrepreneurship education, students can learn how to assess risks and develop coping strategies, so that they can meet various challenges in the process of entrepreneurship with more confidence. Secondly, a positive attitude towards entrepreneurship helps to improve students' innovation ability. Innovation is a key factor for the success of entrepreneurship, and a positive entrepreneurial attitude can stimulate students' innovative thinking and make them more willing to try new fields and explore new opportunities. Entrepreneurship education can guide students to think outside the traditional mode of thinking and cultivate keen market insight and creative problem-solving skills. In addition, a positive entrepreneurial attitude helps to build students' self-confidence. All kinds of pressures and difficulties need to be faced in the process of starting a business, while a positive entrepreneurial attitude can cultivate students' self-confidence and make them more able to overcome difficulties and maintain a positive attitude. Entrepreneurship education can provide students with practical experience and psychological support to enhance their entrepreneurial confidence through case sharing and entrepreneurial mentors^[3]. To sum up, the entrepreneurial attitude in influencing college students' entrepreneurial intention has the effect that cannot ignore, through entrepreneurship education to cultivate students positive entrepreneurial attitude and able to change students perception of risk, innovation and its own ability, for their entrepreneurship more power and confidence. This further emphasizes the importance of entrepreneurship education in shaping students' overall literacy and positive mindset^{[4][5][6][7]}.

3.2 The influence of entrepreneurial knowledge education on entrepreneurial intention

Entrepreneurial knowledge not only provides them with deep insights into the industry, but also provides strong support for decision-making in the entrepreneurial process. By learning entrepreneurial knowledge, students are able to better understand the market needs, competitive situation and risk factors, thus becoming more confident in the development and implementation of entrepreneurial plans. The mastery of entrepreneurial knowledge also gives students the ability to solve problems. In the process of starting a business, it is inevitable to encounter various challenges, and having relevant knowledge can make students more flexible to deal with problems, formulate practical solutions, and reduce the risk of starting a business. In addition, entrepreneurial knowledge cultivates students' innovative thinking. By learning about successful entrepreneurial cases in different industries, students are able to draw inspiration for innovation, develop keen market insight and a unique sense of competition, and inject new elements into their entrepreneurial projects. Most crucially, entrepreneurial knowledge provides students with practical guidance. Study of the authors of the business plan, marketing strategy formulation, such as knowledge, their entrepreneurial practice provides specific guidance, enabling them to more leisurely into business practice^[8]. In a word, entrepreneurial knowledge plays an important role in shaping college students' entrepreneurial intention. It not only provides a rich theoretical knowledge for them, the more they dream provides a solid foundation for the practice of entrepreneurship. Entrepreneurship education should pay attention to the practical application of knowledge, help students to transform knowledge into practical action, so as to guide them more firm strides toward business goals.

3.3 The influence of school factors on entrepreneurial intention

As a place of learning and growth, school environment and policies can directly affect students'

entrepreneurial attitudes and behaviors. Entrepreneurial culture and atmosphere of the school can subtly influence students' entrepreneurial intention, encourage innovation, respect entrepreneurs can stimulate students' entrepreneurial zeal of school culture, making them more willing to try innovative thinking, actively pursue entrepreneurial opportunities. Entrepreneurial resources and support provided by the school also can affect the student's entrepreneurial decision-making, for example, the guidance of mentors, startup laboratory set up, the support of venture fund, and so on all provided valuable business opportunity and platform for the students, thus reduce the difficulty and risk of entrepreneurship. In addition, the content and methods of entrepreneurship education in schools can also have an impact on students' entrepreneurial intention. Providing a variety of entrepreneurship courses and practical teaching activities can help students better understand the entrepreneurial process and skills, thus enhancing entrepreneurial confidence. At the same time, the school's alumni network and cooperation opportunities also play a key role in cultivating entrepreneurial intentions. Successful alumni cases can provide examples for students, and inter-school cooperation expands students' entrepreneurial vision and resources^[9]. In general, the school factor has a non-negligible effect on the entrepreneurial intention of college students. Entrepreneurial culture, entrepreneurial resources, school education factors such as content and inter-school cooperation are intertwined, and mutual influence students' entrepreneurial attitude and behavior. Therefore, schools should actively create a business atmosphere, provide rich business resources, design practical entrepreneurship education, thus to provide strong support for the students' entrepreneurial dream, to cultivate more innovative spirit and consciousness of entrepreneurs^[10].

3.4 Vocational education value of the role of entrepreneurial intention

Professional value education plays a significant role in influencing college students' entrepreneurial intention. By guiding students to examine their own professional values and life goals, it is helpful to train them to more actively pursue entrepreneurial opportunities and realize their entrepreneurial dreams. First of all, professional values education helps students to have a deep understanding of their professional interests and value orientation. Through self-evaluation and reflection, students can more clearly understand their own strengths and intentions, so as to find entrepreneurial opportunities that fit their interests in the field of entrepreneurship. Secondly, professional value education cultivates students' sense of responsibility and social responsibility. Through courses and activities, schools can make students realize that entrepreneurship is not only a way to pursue personal interests, but also a way to create value for the society, thus stimulating them to actively participate in innovation and entrepreneurship. In addition, professional values education emphasizes autonomy and creativity. Students are encouraged to uphold the principle of independent thinking and autonomous decision-making in their career choices, so that they can more boldly pursue their unique innovative ideas in the entrepreneurial process^[11]. Most importantly, professional value education can encourage students to more firmly pursue their personal career goals and work hard to realize their entrepreneurial dreams. It cultivates students' long-term vision and goal orientation, making them more motivated and patient to pursue entrepreneurial success. In conclusion, professional value education plays an important role in influencing college students' entrepreneurial intention. By guiding students to explore their professional values, cultivate the spirit of bear and autonomy, vocational values education for students not only to create more meaningful career path, also provides a more solid innovation entrepreneurship inner driving force. Therefore, schools should integrate professional values education into the entrepreneurship education system to help students become entrepreneurs with a sense of social responsibility and a sense of mission.

4. Practical ways of entrepreneurship education in colleges and universities based on entrepreneurial intention

4.1 Strengthen the education of entrepreneurship theory

First of all, the theory of entrepreneurship is deeply integrated into the teaching content through a variety of entrepreneurial courses, which can cover many aspects such as entrepreneurial opportunity identification, business model innovation, marketing strategy and risk management, so that students can systematically understand all aspects of the entrepreneurial process. Secondly, based on case teaching, students can learn the lessons of entrepreneurial success and failure from actual cases. By analyzing real business cases, students can gain a deeper understanding of the complexity of the entrepreneurial environment and develop keen market insight and problem-solving skills. The entrepreneurship practice program is also an important way to strengthen the education of entrepreneurship theory. Colleges and

universities can cooperate with enterprises and entrepreneurial bases to organize students to participate in real entrepreneurial projects. This kind of practical operation can not only help students apply theoretical knowledge to practice, but also cultivate their entrepreneurial practice ability and teamwork spirit. In addition, inviting entrepreneurial mentors and industry experts to give lectures and share experiences can expose students to the insights and stories of actual entrepreneurs and stimulate their innovative thinking and entrepreneurial passion. At the same time, entrepreneurship education should be integrated into the interdisciplinary curriculum system, so that students can understand entrepreneurship from the perspective of different fields and cultivate their comprehensive quality and innovation ability. By strengthening the education of entrepreneurship theory, colleges and universities can provide students with a solid foundation for entrepreneurship, so that they can more easily cope with various challenges when starting a business. The combination of theoretical knowledge, practical cases, mentor guidance and practical projects can help cultivate students' entrepreneurial thinking and decision-making ability, so as to significantly improve their entrepreneurial intention and the possibility of success.

4.2 Organizing and carrying out entrepreneurial practice activities

By organizing various entrepreneurial practice, can significantly enhance students' entrepreneurial intention, practice is the entrepreneurship theory applied to the actual situation of the bridge, so that the students can experience the entrepreneurial process in the real environment, entrepreneurial skills, and develop their self-confidence. Entrepreneurship competition is an effective practical activity, such as business plan competition, entrepreneurship simulation competition, etc. These competitions provide a platform for students to show their innovative ideas and business ideas, and stimulate their ability to continuously optimize and improve their entrepreneurial plan in the competition. For example, when students participate in business plan competitions, they need to make detailed plans for market positioning, competitive strategies, financial forecasts, etc., which exercises their comprehensive analysis and problem solving abilities. Business practice is also a kind of important form, and the startup or enterprise cooperation, the students can actually involved in the entrepreneurial teams, understand the whole process of entrepreneurship, this experience will not only make students feel directly business challenges and opportunities, also help them to accumulate practical experience, enhance team collaboration and project management skills. In addition, entrepreneurship lectures and industry seminars are also effective ways to promote entrepreneurial intention. By inviting successful entrepreneurs to share their experiences, students can learn from their entrepreneurial journey and experience of overcoming difficulties, thus benefiting greatly on the road to entrepreneurship. Furthermore, schools can actively establish cooperative relationships with enterprises to provide students with practical entrepreneurial platforms. For example, cooperating with business incubators to provide students with office space and resource support, so that they can practice and grow in a real entrepreneurial environment, so that students have a deeper understanding of the entrepreneurial process, and thus have more confidence and motivation to pursue their entrepreneurial dreams^[12].

4.3 Improving the support system for entrepreneurship education

Colleges and universities should build a comprehensive system of entrepreneurship, entrepreneurial knowledge through various subject areas. At the same time, entrepreneurial practice activities such as entrepreneurial competition and entrepreneurial training should be continuously expanded, so as to put students in the real entrepreneurial environment and exercise their entrepreneurial skills. The establishment of entrepreneurial mentor system is an important part of improving entrepreneurial education. Excellent entrepreneurial mentors can provide students with valuable experience guidance and industry insight, help them avoid risks in entrepreneurship, and accelerate the success of entrepreneurship. At the same time, colleges and universities should also actively promote the cooperation with enterprises, venture capital institutions, students establish entrepreneurial resources sharing platform, provide students with more practice opportunities and venture capital support. In addition, in order to cultivate students' innovative and entrepreneurial spirit, colleges and universities should set up courses such as innovative thinking and teamwork to cultivate students' creativity and leadership ability, and regularly hold entrepreneurial experience sharing meetings and industry seminars to closely connect successful entrepreneurs with students and stimulate students' entrepreneurial inspiration. In a word, it takes many efforts to improve the support system of entrepreneurship education. By constructing comprehensive entrepreneurship courses, establishing entrepreneurship mentor systems, expanding entrepreneurial practice activities, and promoting school-enterprise cooperation, colleges and universities can provide students with more abundant entrepreneurial resources and opportunities, train a new generation of entrepreneurs with more innovative consciousness and entrepreneurial ability, and

make positive contributions to the sustainable development of society^{[13][14]}.

5. Conclusion

This study explored the influence mechanism of entrepreneurial education on college students' entrepreneurial intention, and revealed the important role of entrepreneurial attitude, entrepreneurial knowledge, school factors, and professional value education. Entrepreneurship education plays a positive role in cultivating students' willingness and ability of innovation and entrepreneurship. However, the enhancement of only one factor may not achieve the best effect. Therefore, colleges and universities should take multi-dimensional entrepreneurship education strategies as the support to build a rich and diverse entrepreneurial ecosystem. In addition, schools should strengthen the cooperation with enterprises and social resources, to provide more practical value entrepreneurial opportunities and platforms, help foster more entrepreneurship and innovation ability of a new generation of entrepreneurs, injected constant power to the social and economic development.

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