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PROFILE OF UNIVERSITY STUDENTS' ATTITUDE TO ENTREPRENEURSHIP

Laura Leticia Gaona Tamez

``Universidad Autónoma de Coahuila``
Monclova, Coahuila- Mexico
ORCID 0000-0002-8411-830X

Gabriel Aguilera Mancilla

``Universidad Autónoma de Coahuila``
Monclova, Coahuila- Mexico
ORCID 0000-0002-0128-9155

Arnulfo Luévanos Rojas

``Universidad Autónoma de Coahuila``
Torreón, Coahuila- Mexico
ORCID 0000-0002-0128-9155

María Mayela Terán Cazares

``Universidad Autónoma de Nuevo León``
Monterrey, Nuevo león- Mexico
ORCID 0000-0001-5089-3909

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Abstract: The objective of this research is to know the profile of the entrepreneurial attitude of the students of the degree in Business Administration and International Business of the Faculty of Accounting and Administration of `` *Universidad Autónoma de Coahuila*``. The methodology used was quantitative and cross-sectional where the information was generated through the application of surveys to a sample of the aforementioned students, through a questionnaire called "The entrepreneurial profile of university students in Mexico." The results to evaluate the variables of the entrepreneurial attitude profile show the following: improvement 75.93%, creativity with 74.07%, initiative 74.69%, efficiency 72.84%, practicality 74.69% and decision making 74.69 %. Some proposals are: a) take advantage of the high perception of improvement and progress to motivate students' intention to undertake so that they are able to develop creative businesses and face new challenges, b) The institution holds events for students to present their entrepreneurship projects before the community or possible investors, c) Higher Education Institutions, redesign their educational programs to provide students with the knowledge, skills and attitudes necessary to develop a profile with entrepreneurial intention.

Keywords: Entrepreneurial profile, attitude to undertake, entrepreneurship in women.

INTRODUCTION

In this increasingly globalized world, one of the challenges that currently arise is the lack of employment, mainly for recent university graduations in Mexico, although more and more spaces are being opened for women, they are not enough, for this reason this situation represents a challenge for Higher Education Institutions, since they must

redesign their educational programs in which students are provided with skills, attitudes and knowledge to develop entrepreneurial capabilities to be competent and contribute to the creation of companies, forging the culture of self-employment and economic growth for its environment.

Almanza (2017) point out that "The greatest challenge of entrepreneurship in Mexico is faced by universities, which host millions of students in whom the concern of developing economically viable and socially responsible projects must be instilled." In such a way that education, experience and skills are factors that motivate entrepreneurial behaviors. Entrepreneurship is understood as a dynamic process (Baron & Shane Scott, 2008). Therefore, entrepreneurs are essential in the company creation process since they are the ones who venture to discover, evaluate and explore new business opportunities (Morales, 2010). With the purpose of converting a project into a real company, this represents transforming the entrepreneurial intentions of students into entrepreneurial attitudes (Sánchez Cañizares S.M., 2015)

With the economic situation so complicated and the lack of employment to face the crisis, new opportunities need to be generated through entrepreneurship, which would generate jobs. Due to the above, the objective of this research work is to know the profile of the entrepreneurial attitude of the students of the degree in Business Administration and International Business of the Faculty of Accounting and Administration of `` *Universidad Autónoma de Coahuila*``.

DEVELOPMENT

To achieve the objective of this work, it is necessary to know the concepts of different authors about entrepreneurs, entrepreneurship and entrepreneurial attitude, which will provide a broader vision of the topic.

ENTREPRENEUR

The entrepreneur is the one who takes risks in creating a company, carries out and organizes his tasks, seeks financing to obtain resources and takes the risks that are generated, as well as the profits obtained (López & Montilla, 2012).

According to the economic encyclopedia, the technical definition of an entrepreneur is: "A person who has the ability to discover and identify some type of business opportunity. Thus, based on this, he or she organizes a series of resources in order to start the business. a business project" (Sánchez Cañizares S.M., 2015).

The word entrepreneur is French-speaking, derived from 'entrepreneur', whose meaning is precursor and today it is used, primarily, to designate that person who gives genesis to a company, project or idea, with an innovative, flexible, dynamic, risk-taking and committed to progress in order to turn their vision into reality (Alvites-Huamani, 2020) (Gutiérrez-Mora, 2021).

PROJECT

The Green Book of the Commission of the European Communities (2003.), defines entrepreneurship as a technique to create and develop an economic activity that combines management skills, risk, creativity and innovation, in an organization. Entrepreneurship is related to enrichment, companies, change, employment, value, growth, but probably what most represents or is associated with this concept is innovation" (Toca, 2010).

Entrepreneurship is understood as the event that leads to turning into reality the ideas and opportunities identified by people in a given environment. Within this it can be said that the essential actor of entrepreneurship and financial progress is the entrepreneur.

ATTITUDE TO UNDERTAKE

The entrepreneurial attitude can be defined as a permanent behavior of managing resources to generate results according to the activity in which it is carried out (Quintero, 2007).

Cabellos (2006) refers to the university entrepreneur as an individual with superior capabilities and extensive knowledge, who is motivated to start and develop his dreams proactively, assertively and innovatively, assertively and proactively in various economic or social scenarios and sectors. and that they have the skills that identify them as a special individual, chosen for their own characteristics to be efficient and stand out from others, leading them to produce impacts in the productive branch that seduces them.

METHODOLOGY

The present research is quantitative and cross-sectional, where the study population is the students of the degrees in Business Administration and International Business at the Faculty of Accounting and Administration North Unit of ``*Universidad Autónoma de Coahuila*`, the sample is determined using the general formula for finite samples, the study universe corresponds to female students enrolled in courses in the 2021-1 semester, in Business Administration 191 with a sample of 76, in International Business 223 with a sample of 85.

The data was collected through the survey technique, using a questionnaire called "The entrepreneurial profile of university students in Mexico", and was provided in electronic format through a survey administration software called Google Forms®, recording at the cut a total of 162 responses, of which 85 corresponded to the students of the Bachelor's Degree in International Business and 77 corresponded to the students of the Bachelor's Degree in Business Administration, achieving

a representative sample.

SOCIODEMOGRAPHIC DATA OF THE STUDY POPULATION

Of the total of the students surveyed, 48% completed a degree in Business Administration and 52% a degree in International Business, 100% are women, of which 42% have worked in a position in their own family business where they support the development of entrepreneurship attitudes and 58% in private companies and 45% took or are taking some subject where entrepreneurship skills and attitudes are developed.

VARIABLES

To evaluate the Attitude Profile for Entrepreneurship, the following variables were considered: improvement, creativity, initiative, efficiency, practicality and decision making.

RESULTS

The results show that, according to the perception of the students at the Faculty of Accounting and Administration of Monclova, there is an area of opportunity where efficiency is encouraged and encouraged since it was the least perceived variable in the survey with 72.84%, and The most perceived was the improvement variable with 75.93%. Table 1 shows the perceived percentages of the variables for the Entrepreneurial attitude factor.

Item	Variable	Perceived Percentage of Students
E1	Overcoming	75.93
E2	Creativity	74.07
E3	Initiative	74.69
E4	Efficiency	72.84
E5	Practicality	74.69
E6	Decision making	74.69

Table 1: Perceptions of the Attitude Profile for Entrepreneurship

Source: own elaboration

The least perceived profile is shown in figure 1.

During their time at university, students must acquire and develop their abilities and skills that allow them to forge an entrepreneurial profile. During the training process, the students shape their entrepreneurial attitude by identifying the skills they acquire during their university career, which shows that the knowledge acquired at the university is the correct one to achieve their objectives.

In relation to the result obtained for the students, the least perceived profile is: that they have the necessary skills to efficiently manage an organization. Focused on the profile of the attitude to undertake, their perception is that they lack efficiency.

The most perceived profile is presented in figure 2.

For the students, the most perceived variable is I always think about my improvement and progress, which means that the students want to improve themselves within a business organization that is not their own.

CONCLUSIONS

Entrepreneurship is a fundamental part of professional training in the country's universities, which is why, for the Faculty of Accounting and Administration of Monclova, within its study programs in the different degrees it offers, it considers assertive, leadership orientation, holistic that leads its graduates to obtain comprehensive training, for the benefit of society; Considering the above, it is important to generate knowledge about adequate and necessary skills to achieve successful and quality training.

This research is limited to female students at `` *Universidad Autónoma de Coahuila* `` of the Faculty of Accounting and Administration North unit who are pursuing a Bachelor's Degree in Business Administration and International Business.

I HAVE THE NECESSARY SKILLS TO EFFICIENTLY MANAGE A COMPANY

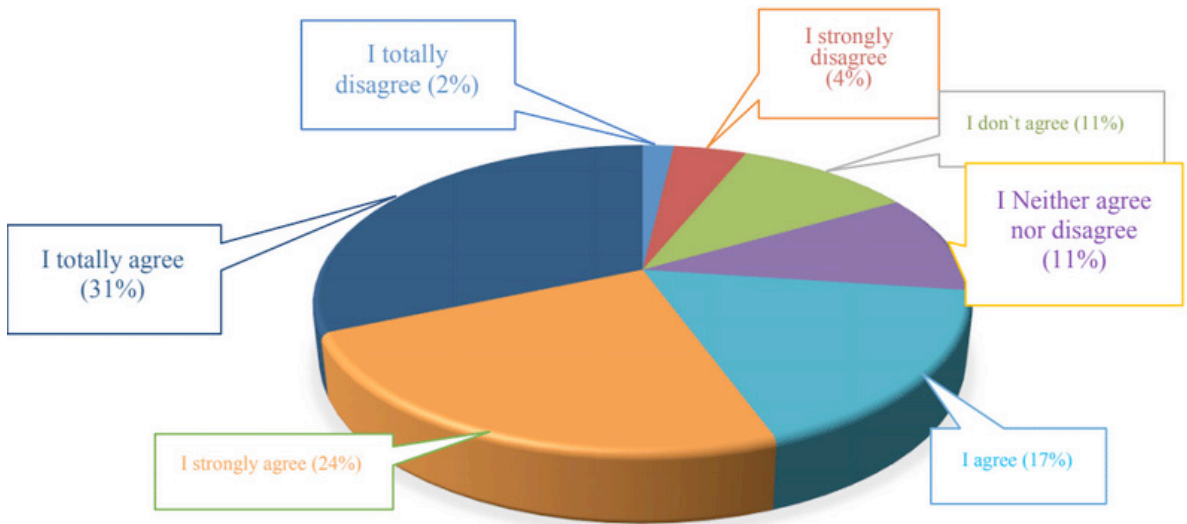


Figure 1: Least perceived profile

Source: own elaboration.

I ALWAYS THINK ABOUT MY IMPROVEMENT AND PROGRESS

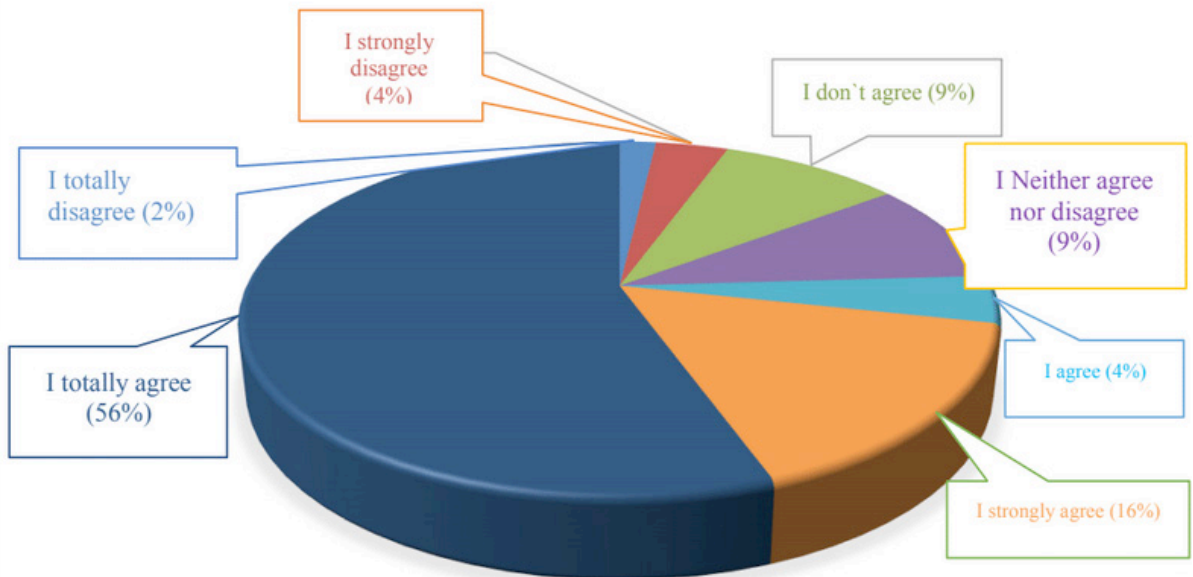


Figure 2: The Most Perceived Profile

Source: own elaboration.

According to the objective, the least perceived and most perceived factors that influence the profile of the entrepreneurial attitude are identified. It was found that there is an area of opportunity where efficiency is encouraged and encouraged since it was the least perceived variable in the survey with 72.84%, and the most perceived was the improvement variable with 75.93%. With these results it is observed that the students perceive that they do not have the necessary skill to efficiently manage an organization and this is the reason why they feel insecure about undertaking, but at the same time the highest perception is that they think about improvement and progress.

The proposals to solve this situation that is occurring are:

- a) That Higher Education Institutions redesign their educational programs to provide students with the knowledge, skills and attitudes necessary to develop a profile with the attitude to undertake.
- b) Take advantage of the high perception of improvement and progress to motivate students' intention to undertake so that they are capable of developing creative businesses and facing new challenges.
- c) The institution holds events for students to present their entrepreneurial projects to the community or potential investors.

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