

The Mechanism of Entrepreneurship Education on College' Entrepreneurial Intention

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Abstract. Now, the research on entrepreneurial intention is gradually becoming the focus of the academic research, and the entrepreneurship education is very important for college students. The article studies form the acquisition of entrepreneurship education effect, and use the aid of attitude-intention to prove the influence of the entrepreneurship education in colleges and universities for students' entrepreneurial intention. The results of the survey show that entrepreneurship education does help to improve students' entrepreneurial attitude and entrepreneurial intention. Entrepreneurial ambition inspiring and innovation consciousness awakening is the most apparent to the promotion of entrepreneurial intention .And innovation consciousness awaken indirectly influence the entrepreneurial intention through entrepreneurial attitude. This thesis put forward that entrepreneurship education in the future should departure from the students' innovative spirit and personality, inspiring their achievement motivation and cultivating the students' entrepreneurial spirit.

Introduction

In 2014, Premier Li Keqiang put forward "Bring about public entrepreneurship, grassroots entrepreneurial new wave "in the world economy BBS in Davos, the slogan improve the innovative point of view. Continued economic growth need more entrepreneurs involved in the business, creating "a guest of the classic era". Entrepreneurship is not only alleviating the pressure of the college students' employment but also can promote the university students' employment. And this is important for innovation and economic development. [1]

Entrepreneurial intention as a kind of potential subjective attitude, is a description for their entrepreneurial activities engaged in entrepreneurship. In this context, our country also established the development strategy that "high capacity for independent innovation, building an innovative country". [2]The realization of the innovation is based on entrepreneurship. And entrepreneurship can also lead to the development of employment. College students are not only the one of the most creative potential crowd but also the most potential business group. So, if you want to achieve "to create industry to create more employment opportunities" goal, researching the entrepreneurial intention of college students is a very important task. Entrepreneurship education of college students can promote the formation of entrepreneurial culture in social life and improve college students' entrepreneurial initiative, enthusiasm, and promote business potential in the future. [3]

Research Background and Hypothesis

College Students' Entrepreneurial Attitude and Entrepreneurial Intention. College students' entrepreneurial attitude refers to the overall view the college students hold about entrepreneurship. The intention can reflect a body' motivation that is put into consciously plan or action. Entrepreneurial intention is a state of mind that characterized by individual attention and behavior for self-employment, rather than the organization employs. [4] In entrepreneurship education

research category, many scholars at home and abroad view entrepreneurial attitude as important entrepreneurial intention model to constructs. The empirical research data also further proves that the entrepreneurial attitude on significant role in the formation of entrepreneurial intention. Thus, put forward the assumption 1:

Hypothesis 1: College students' entrepreneurial attitude has a positive role for students' entrepreneurship. [5]

The Effect of the College Students' Entrepreneurship Education. Foreign entrepreneurship education, not only limited to the curriculum, but rather refers to a series of activities associated with business combinations, including the curriculum, business plan competition, the practice interaction and supportive school project, etc. But, now, the entrepreneurship education is still in the initial stage of development, and theory and practice is not enough. From the point of the research of entrepreneurship education, the abroad is also at the exploration stage, aiming at course description or trend summarized, rarely describe from the aspect of empirical test of entrepreneurship education effect. [6] And entrepreneurship education in our country is grafted from the abroad research, still staying in the curriculum, training objectives, lacking further theory ascension and empirical data. Therefore, test college students' entrepreneurship education from the aspect of the empirical the profit students can get and these results impacts on college students' entrepreneurial attitude and entrepreneurial intention is very necessary. Through research the American university MBA students, found that the management of the student elective course number is related with their entrepreneurial enthusiasm .So, put forward the hypothesized 2.The hypothesis 2: The higher the degree of knowledge acquisition, the better entrepreneurship ascend the students' entrepreneurial attitude. [7]

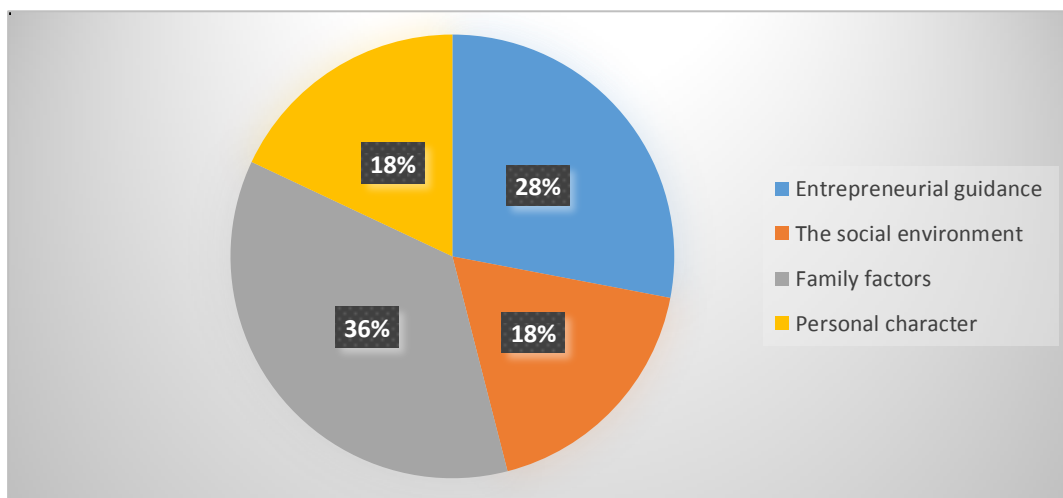


Figure 1. The influence factors on college students' entrepreneurial intention

The Research Methods

This investigation uses the form of random questionnaire. In order to ensure the questionnaire is scientific and effective, the author has repeatedly solicited opinions of the teachers in entrepreneurial management teaching team. We discussing the questionnaire, and select some students who just received entrepreneurship education to participate in forecast. We modify the part of the item, ensuring the questionnaire a high validity. We distributed 500 questionnaires in five universities. We take 400 effective samples, the effective rate was 80%. The sex ratio of boy is 53.7% and the girl is 46.3%.

The Empirical Result Analysis

The Influence Factors of Entrepreneurial Intention. The questionnaire survey result show that the factors that affect college students' entrepreneurial intention is entrepreneurial guidance , social environment, family factors, personal character, etc. ^[8]We concluded that the following result by using single factor analysis. As is shown above, the effects of family factors on college students' entrepreneurial intention is first, accounting for 36%. Effect of employment guidance for college students' entrepreneurial intention is at the second place, standing at 28%. Environmental factors and the influence of entrepreneurial intention of college students for the college students personality effect is the same, at 18%.

Common Method Bias (CMB). This research use HARMAN single factor test to check whether there is a common method bias. Put all measurement items into factor analysis. ^[9]Under the conditions of the characteristic root is greater than 1 and do not making any rotating conditions, obtained the five factors. Transpose these and obtained minimum factor contribution rate of 13.739%.The result is smaller than 30%.The most major factor contribution rate is 63.022%, more than 60%. You could suggest that this study does not exist larger common method biases.

Model Fitting. Table 1 shows that the role of knowledge acquisition on the influence of entrepreneurial attitude and entrepreneurial intention is very weak. The direct impact on the entrepreneurial attitude at $p < 0.05$ just can get through the significance test. And the indirect influence to the entrepreneurial intention was not significant while remaining in (0.03).But the effect that knowledge acquisition has a positive effect to the promotion of entrepreneurial attitude (0.17). Ambition has directly impact on entrepreneurial intention. The influence coefficient is 0.32, and, there is no significant relationship with entrepreneurial attitude. [9] Consciousness awakening in three endogenous latent variables affects entrepreneurial attitude and entrepreneurial intention. The biggest impact coefficient was 0.39. The consciousness awakening that has direct effect on entrepreneurial intention. [10]

Table 1 effect coefficient between variables

Entrepreneurial attitude		Entrepreneurial intention		
Directly affect indirectly affect the total effect		Directly affect indirectly affect the total influence		
KA	0.17	0.17	0.03	0.03
IA		0.32		0.32
CA	0.39	0.39	0.21	0.07
EA		0.19		0.19

NOTE: KA: Knowledge acquisition IA: inspired ambition CA: Consciousness awaken
EA: Entrepreneurial attitude

Summary

Theoretical significance of the article is to verify Attitude and intention that the external factors (entrepreneurship education) for a particular behavior (self-employed). [4]At the same time, the article first proposed the localization environment acquisition effect of students' entrepreneurship education, providing theoretical support for the development of entrepreneurship education and

empirical basis. The empirical result shows that entrepreneurship education for students' entrepreneurial intention affected considerably by encouraging students' entrepreneurial aspirations, enhancing the innovation consciousness of students, especially for the cultivation of their innovative consciousness and edification. The biggest difference that entrepreneurship education and traditional education is cultivating college students' independent personality and spirit. The development of entrepreneurship education in the future not only aim at the students' employment, and shape students' innovative spirit.

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