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## THE PROMOTION OF ENTREPRENEURSHIP IN THE PUBLIC UNIVERSITY

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**Abstract:** The reduction in job offers is increasingly frequent, in the 20th century it was possible to inherit positions from your relatives or have a stable job after graduating with a degree, this scenario has remained in the past. Now, the only option is self-employment and entrepreneurship. This research is documentary and analyzes the actions carried out to encourage gerontology students to be entrepreneurs, at a public university in the City of Campeche, Mexico. The main results are: inclusion in the curriculum of the learning unit called Entrepreneurs' Workshop, complemented by a cycle of conferences with the participation of local entrepreneurs. It is recommended that the topics of fiscal commitments, permit procedures at the City Council, in other words the paperwork and payment of taxes to be carried out, be included in the thematic content; It being a priority that the business simulation is linked to the academic training received.

**Keywords:** Higher education, Entrepreneurship, Fiscal commitments.

## INTRODUCTION

Public Higher Education Institutions that offer their services from the Mexican Republic are having problems having an educational offer that satisfies the social needs of the 21st century. It is a reality that it is an obligation to have educational programs that are of interest to the population group that will enter to pursue their professional studies, a feasibility study is carried out to be certain of the interest of the educational offer.

The word entrepreneur comes from French: *''entreprendre''* evolving into English *''entrepreneurship''*, it does not have a literal translation into Spanish but is presented as: entrepreneurship, entrepreneurism, businessmanship, entrepreneurial spirit and entrepreneurial spirit. An entrepreneur is an associate who is a person who has his own

company, directs, evaluates the challenges and probable risks, is aware of opportunities to improve and introduce innovations in the production processes as well as in the goods and services they produce (González, 2001), The businessman has a role as an agent of economic and social change with revolutionary overtones.

Situational, social, cultural and economic factors intervene in business activity, in addition to personal ones. Experts see entrepreneurship as a key phenomenon for economic development, as do Spinosa, Flores and Dreyfus (2000), Klisberg (2000), with his contribution to visionary development, and Dolabela (2003) with his theory of dreams and pedagogy. entrepreneur.

At the *'' Autonomous University of Campeche''*, for more than ten years the learning unit (subject or subject) called: Entrepreneurs' Workshop has been integrated, which is taught from the high school level and at the higher level, it is about of the theoretical bases and as a final activity, present their companies at an institutional event. In the first years it was well focused, sustainable and sustainable companies were really presented that solved a social problem; Unfortunately, the spirit of the activity is being lost. In recent years, companies focused on the sale of food and beverages have been presented, which are not related to their professional training, which are carried out and presented with the intention of only fulfilling the activity.

The purpose is to promote entrepreneurship among the student community, so that they are equipped with skills and knowledge that favor their possibilities of generating businesses, jobs and well-being to increase their standard of living, their families and their community. In addition, creative thinking, innovation and the development of technologies are promoted, which allows them to face the challenges that their locality faces, so that

they have the elements to act in favor of the transformation of the scenario that is close to them, forming true chains of development with the broadest social sense.

In this regard, Suárez (2017) points out that:

The most convenient and appropriate space for this purpose is the educational institution, since it is the one that has the greatest representation throughout the national territory and to which the largest number of children, young people and adults in the training process have access with a better attitude and disposition to the change (p. 3)

The inclusion and promotion of an entrepreneurial culture is important, a space where students are given the tools and knowledge to develop entrepreneurial potential, applying creative talent.

Say or Sen (cited in Armijos, 2020) highlight in their publications that there is a relationship between the concept of entrepreneurship and the concepts of education, unemployment and local development; It follows that entrepreneurial skills can be forged and enhanced through education.

The promotion of entrepreneurship

through vocational training contributes to the reduction of unemployment. That is to say, the greater the promotion of the entrepreneurial attitude, the more feasible the creation of small and medium-sized businesses. In Mexico, these companies that contribute positively to the development of the region are known as SMEs.

It is necessary to review the program of the Entrepreneurs' Workshop learning unit, which is taught in the Bachelor's degree, so that it integrates topics such as: fiscal commitments, permits at the City Hall and all the paperwork that has to be carried out in real life, so that know the bureaucratic and administrative burden that must be carried out; In addition, you must ensure that the company you are going to create as a final activity is in accordance with the professional profile of your degree.

It should be a requirement that all bachelor's plans and study programs, in all their learning units, encourage ingenuity, creativity and being an entrepreneur, in this way ideas will emerge naturally and they will not be afraid to face the world, they will feel more secure and have better opportunities to perform at work.

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