

ASSESSING THE CURRENT STATUS OF STUDENTS' TRAINING NEEDS ON
ENTREPRENEURSHIP AT HANOI INDUSTRIAL TEXTILE GARMENT UNIVERSITY

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Abstract: Entrepreneurial spirit is a prerequisite for forming a nation's business force. Universities are places to discover and nurture the entrepreneurial spirit of students and equip students with knowledge and skills about entrepreneurship during their time studying at universities. This study addresses the current situation of entrepreneurship training needs of students at Hanoi Industrial Textile Garment University, including: (i) activities to support student entrepreneurship of the University; (2) training needs of students on entrepreneurship for free and paid programs; (3) training time for entrepreneurship courses and (iv) proposed solutions to improve the entrepreneurial spirit of students at Hanoi Industrial Textile Garment University.

Keywords: startup, entrepreneurial spirit, HTU's student startup

1. Problem statement

Currently, the policies and action programs of the Government, Ministries, Departments and Branches in Vietnam have had a positive impact on creative start-up activities, which are the source of the country's science and technology enterprises. Universities in Vietnam are forming a start-up ecosystem to enhance the entrepreneurial spirit of students. This is a key task of strategic significance in the sustainable development of universities. In particular, training knowledge, skills and attitudes for students to confidently start a business requires a team of experienced lecturers and consultants to convey enthusiasm, spirit and fighting spirit to future start-ups. To promote the entrepreneurial spirit, universities have created an environment for students to experience, participate in activities, organize seminars, exchanges between successful entrepreneurs, and organize startup clubs for students to share and support each other in implementing business ideas from the simplest ideas (Du Thi Ha et al., 2018).

Regarding the role of entrepreneurship education on students' intention to start a business, (Hoang, 2021) said that entrepreneurship education was found to be a factor that positively affected students' intention to start a business. This is because students have the opportunity to interact with many successful entrepreneurs and listen to their sharing and exchange of practical experiences. These courses themselves also provide knowledge of business planning for young businesses and build entrepreneurial confidence for students to boldly start a business. In addition, the effectiveness of entrepreneurship education has the greatest positive impact on the following characteristics of students: need for achievement; perceived behavioral control, meaning the individual's ability to carry out planned actions; entrepreneurial attitude and passion; willingness to do business. Therefore, entrepreneurship education contributes to enhancing students' entrepreneurial spirit.

2. Current status of student start-up support activities at Hanoi Industrial Textile Garment University

In recent years, to form a core team of startup consultants who are lecturers, Hanoi Industrial Textile Garment University has sent a number of lecturers to attend training courses, seminars, and training courses under Project 1665 and Project 844 held at Hanoi University of Science and Technology, National Economics University, etc. In particular, the school sent 02 lecturers to attend a startup training course sponsored by the British Council and

received certificates from the British Council.

In 2018, Hanoi Industrial Textile Garment University launched the contest "HTU Startup Student Ideas". This is the first year the startup movement was launched among students. Six startup groups entered the final round. Lecturers of the Faculty of Economics were assigned to be startup advisors for students and the final round had 01 student winning third prize; 02 students winning consolation prizes. The attention of the Board of Directors is the premise to promote the entrepreneurial spirit among students. In 2019, during the internship week of students in the garment technology and fashion design industry, 02 topics on entrepreneurship are taught.

In general, HTU's student startup support activities are being gradually implemented to support students with a startup ecosystem to promote the entrepreneurial spirit of students.

3. Current status of training needs on entrepreneurship of students at Hanoi Industrial Textile Garment University

Currently, there are two approaches to entrepreneurship (Dang Minh Tuan, 2017):

From the perspective of career choice, entrepreneurship is a personal career choice between working for someone else or creating a job for yourself by those who are not afraid of the risk of running their own business and hiring others to work for them. Working for someone else is understood as an individual working for a business or organization owned by someone else. Thus, entrepreneurship is understood as creating a job for oneself in the opposite sense of working for someone else.

From the perspective of creating a new business, entrepreneurship is when an individual accepts the risk to create a new business and be their own boss, or entrepreneurship is the act of starting a new business by investing capital or opening a store.

Entrepreneurship training programs are courses on entrepreneurship, creative competitions in business creation, extracurricular programs on entrepreneurship or conferences, discussions, and entrepreneurship clubs for students to promote entrepreneurial spirit, enhance awareness and knowledge, experience, and skills necessary for entrepreneurship activities organized by universities (Nguyen Thu Thuy, 2015).

The research team conducted a survey: sent the survey link to the Zalo group of the university classes Course 1, majoring in Garment Technology and Industrial Management with a total of 346 votes, sent the survey form to the Board of Directors, heads and deputy heads of some departments/faculties/centers, lecturers, homeroom teachers, and academic advisors to assess the level of influence of some factors on the entrepreneurial spirit of students. The research team built a questionnaire and evaluated it on a 5-level Likert scale to assess the entrepreneurial spirit. In which, the factor "leaders' awareness of the role of entrepreneurial spirit" was assessed as a factor with a very large level of influence on the entrepreneurial spirit of students (score: 4.6)

According to the survey results, the factor "Entrepreneurial training" is assessed to have a great influence on the entrepreneurial spirit of students at Hanoi Industrial Textile Garment University. Therefore, the research team conducted a survey on the needs of students for entrepreneurial training. The results of the student survey on the needs of free entrepreneurial training activities are shown in Table 1 and Figure 1 as follows:

Table 1. Student training needs on entrepreneurship

CONTENTS	PARTICIPATE		NOT PARTICIPATE	
	Number (students)	Percentage (%)	Number (students)	Percentage (%)
Free Startup Training	249	72%	97	28%
Free Startup Workshop	236	68%	110	32%
Free Startup	221	64%	125	36%

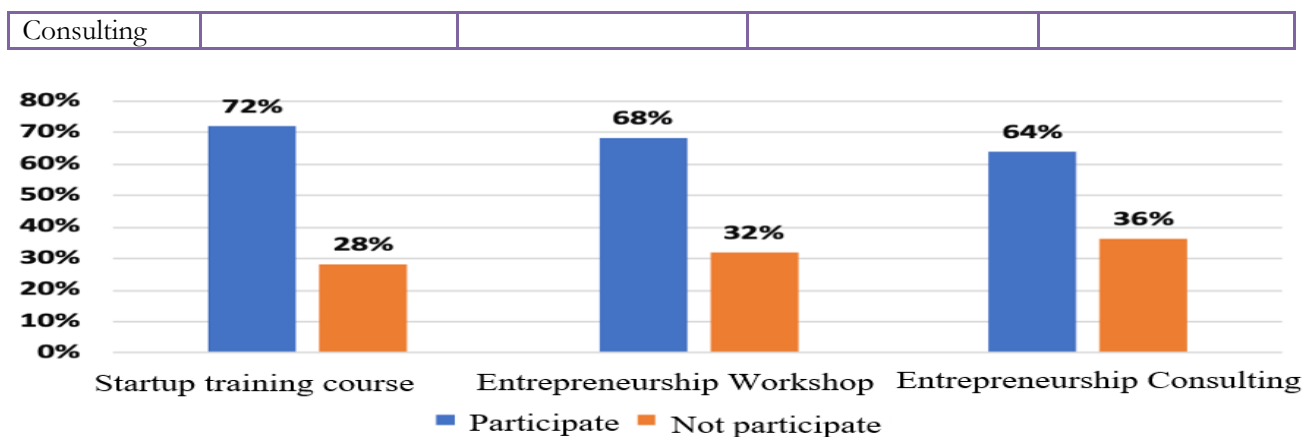


Figure 1. Student training needs on entrepreneurship

The above table shows that: over 60% of students have a need to participate in training courses on startups, seminars on startups, and receive consulting on startups. This proves that the need for training on startups is quite high. Many students do not intend to start a business but still want to participate in training courses and seminars on startups. Because students themselves are still vague, do not have an understanding of startups, there is a need for consulting so that students can more clearly define their goals.

The results of a student survey on paid startup training activities are shown in Table 2 and Figure 2 as follows:

Table 2. Student training needs on entrepreneurship (Fees)

CONTENTS	PARTICIPATE		NOT PARTICIPATE	
	Number (students)	Percentage (%)	Number (students)	Percentage (%)
Fee-based Startup Training Course	68	20%	278	80%
Feed-based Startup Workshop	66	19%	280	81%
Feed-based Startup Consulting	56	16%	290	84%

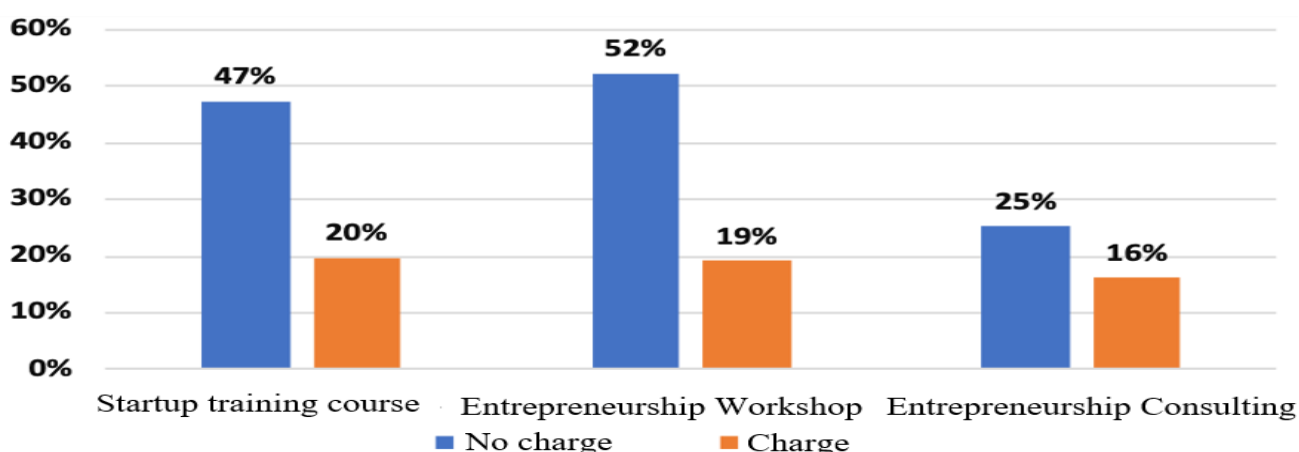


Figure 2. Student training needs on entrepreneurship (Fee-based)

Survey data shows: The percentage of students willing to pay for startup training activities accounts for nearly 20%. Specifically, they are willing to pay for startup training courses (20%); participate in paid seminars (19%); pay for startup consulting (16%). Dr. Truong Ha - Hanoi National University said: "When students are willing to

spend their own money to buy a service, it proves that they really need it". This means that about 20% of students at Hanoi Industrial Textile Garment University are really in need of participating in startup activities. The survey results on the appropriate time to organize startup training courses are summarized in Table 3 as follows:

Table 3. Time to organize training courses on entrepreneurship

CONTENT	QUANTITY (STUDENTS)	PERCENTAGE (%)
Weekday	151	92%
Weekend	10	6%
Other	3	2%
Total	164	100%

The survey results show that out of 164 students who want to take part in a startup training course, 151 students want to study on weekdays, accounting for 92%. Only 6% of students want to organize a startup training course. The survey results show that the most suitable time to arrange a startup course is during the week. On weekends, some students work part-time, or go back to their hometowns, rest or spend time completing homework to start a new week of study.

The survey results on the needs of students in entrepreneurship training show that entrepreneurship training in universities is an inevitable trend in the current context. A large number of students want to be trained in entrepreneurship, participate in activities, seminars, even a number of students are willing to pay for this training service.

4. Proposed solutions to improve the entrepreneurial spirit of students at Hanoi Industrial Textile Garment University

Firstly, to improve the entrepreneurial spirit of students, universities need to form an entrepreneurial ecosystem so that students have a playground, conditions to learn, exchange and experience while still in university. Therefore, the research group proposed to form an entrepreneurial ecosystem at Hanoi Industrial Textile Garment University is shown in Figure 3 as follows:

Second, when students are equipped with knowledge, skills, and attitudes about startups, students have a living environment, team connections, and the startup movement in the school is interested and promoted. That is when the school needs to implement the next solution including:

Establishing a startup incubator in a university.

Startup projects that win prizes in the "startup idea" competition continue to be nurtured in the startup incubator. The incubator supports projects from the idea stage until the product of the idea is released. To connect resources to promote the success of startup ideas and projects, it is necessary to establish a Startup Support Fund in the university. Currently, there are a number of funds or a number of businesses, banks... that have sponsored a number of startup competitions in schools, but in the long term, for the startup incubator in the school to operate well and promote the effectiveness of business incubation, the university needs a fixed source of funding to invest regularly/periodically in this activity.

Forming a center for science and technology transfer

The establishment of a science and technology transfer center connecting with domestic and foreign enterprises to bring products and research in the university to the market. The university needs to issue regulations on the operation of the science and technology transfer center. The products must be able to be commercialized. At the same time, it is necessary to strengthen the relationship between universities and enterprises in technology transfer activities on the basis of mutual benefit.

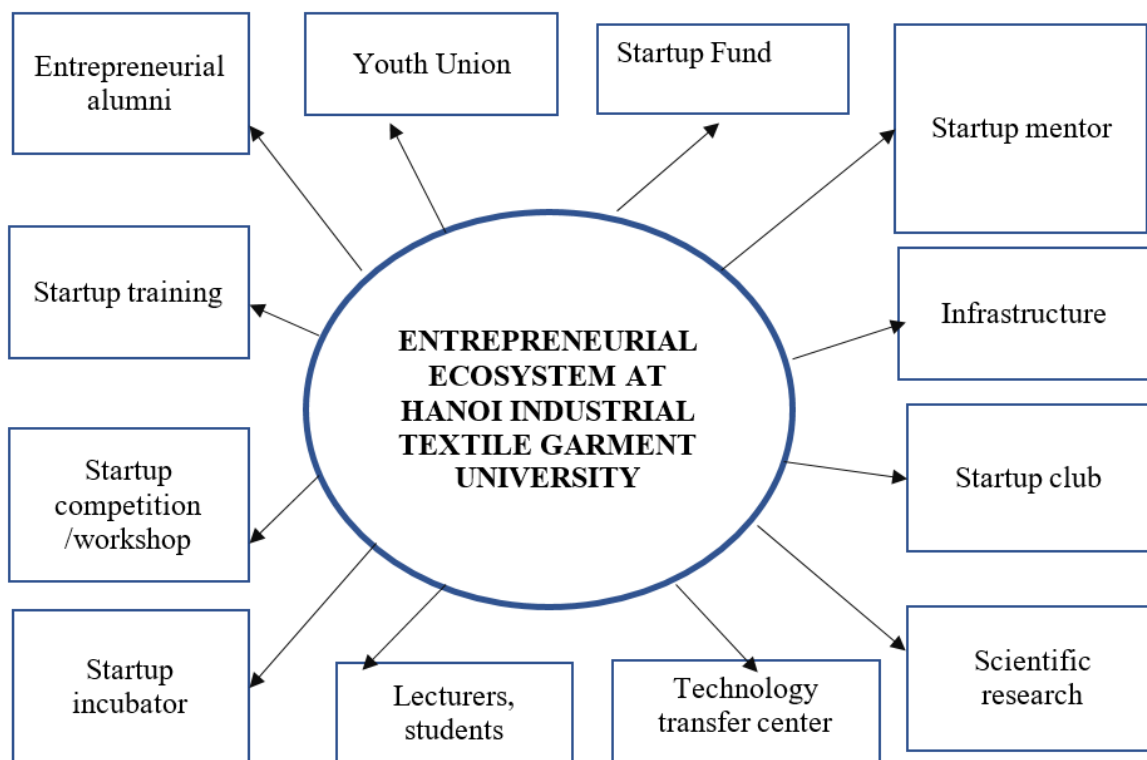


Figure 3. Startup ecosystem of Hanoi Industrial Textile Garment University

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