

## Strategies to Promote Entrepreneurship Among University Students: A Case Study from Al Akhawayn University

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**Abstract :** The emergence of an entrepreneurial culture within academic institutions is increasingly seen as essential for preparing students for contemporary economic challenges. This study examines the effectiveness of educational programs and interventions aimed at promoting entrepreneurial spirit at Al Akhawayn University. The central issue explores the types of programs most efficient in instilling the necessary entrepreneurial skills and attitudes in students. The primary question about the 'types of educational programs and interventions that are most effective in cultivating and reinforcing the entrepreneurial spirit among students at Al Akhawayn University' is broken down into sub-questions detailing the characteristics of current programs, factors influencing their success, the evolution of students' entrepreneurial skills, the role of teachers and mentors, best practices from other institutions, and the long-term impacts on graduates' entrepreneurial careers. To address this question, a mixed-methods approach, combining quantitative and qualitative methods, was adopted. Quantitative data collection includes questionnaires and surveys designed to evaluate students' attitudes, skills, and perceptions before and after participating in entrepreneurship programs. Simultaneously, semi-structured interviews, focus groups, and participant observations provide in-depth qualitative data on the experiences of students, teachers, and administrators. Quantitative data analysis employs descriptive and inferential statistical techniques, while qualitative analysis uses a thematic approach to identify key perceptions and experiences. This triangulation of data ensures robust and comprehensive results.

**Keywords :** student entrepreneurship, pedagogical interventions, Al Akhawayn university, entrepreneurial culture, entrepreneurial skills

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