

**Abstract**

It is important to know the interest that both male and female university students have in starting their own business; for this, a quantitative study was carried out that allows to analyze how the variables of entrepreneurial education, attitude, subjective norms, behavior control, gender, the intention to undertake and how these variables influence the subject of study for your business. The objective of this study is: to analyze through empirical research the impact that entrepreneurial education has on the intention to undertake considering the gender of the students at the Universities of Cajeme, Sonora, which allows determining which gender has greater interest or influence by the study variables. An instrument of 27 questions with a 5-level Likert scale and an electronic format elaborated in google forms was applied to 325 university students of the Bachelor of Administration career who studied an entrepreneurship course. The statistical analysis was carried out in the SPSS version 21 software, obtaining the following general results: it can be determined that 85% of university students express their preference for being entrepreneurs and students with a slight difference of 74%, since they perceive that being an entrepreneur has more advantages. The female students in 82% state that they have more skills to be entrepreneurs, very followed by the men in 76%. However, the intention of entrepreneurship remains on par among male and female students 74% and 85% respectively. It can be concluded that the intention to undertake in this study does not have to do with gender, it has to do with the educational training and safety of the student to generate their own businesses. The significant importance that universities have with business education is the motivation for entrepreneurship.

Keywords: Norms, Control, Attitude.