

Our project is a follow up research of a feasibility study for entrepreneurship center at universities. The object of our project is to identify how to increase students' entrepreneurial thinking in universities and colleges and what are the factors influencing each others in the system. Fuzzy Cognitive Maps (FCMs) is used in our study for scenario planning and model building. FCMs can integrate the qualitative and partial knowledge and help us to overcome cognitive and information-processing limitations through formal, quantitative analysis. The DMUs are extracted from the interviews with faculty and student entrepreneurs and the departments which are involved in offering support for potential or current entrepreneurs at university. The mental model was captured in casual cognitive map based on these interviews with a probing question "What cause an increase/decrease in students' entrepreneurial thinking at school?" 23 DMUs are identified in total. The DMUs are generated from both entrepreneurs' demand side and the universities' offering side, including students' motivation, marketable ideas, relevant courses offering, and so on. In addition, culture influence is another important branch of the factors.