

Research on Entrepreneurship Education of College Students

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Abstract: The employment of college students has always been an important concern of social development, and entrepreneurship education occupies a very important position in the employment process. This paper expounds the significance of entrepreneurship education for college students, and on the basis of analyzing the current situation of entrepreneurship education in China, summarizes some problems existing in the development of entrepreneurship education in Chinese colleges and universities, and puts forward several suggestions on how to carry out entrepreneurship education for college students.

Keywords: College Students; Start a Business; Education.

1. Definition of Entrepreneurship Education

Entrepreneurship education refers to the educational activities to cultivate students' entrepreneurial quality, including the cultivation of entrepreneurial consciousness and entrepreneurial behavior. Some scholars believe that entrepreneurship education is the education of cultivating entrepreneurial talents; Some people think that entrepreneurship education is to teach students to do business and create businesses. What these understandings have in common is that they all separate entrepreneurship education from professional education, as if entrepreneurship education is only the mastery of certain skills or techniques. Of course, the design, establishment, operation and management of an enterprise or company is undoubtedly an important content of entrepreneurship and entrepreneurship education, but it is far from covering the entire content and profound connotation of entrepreneurship education. Entrepreneurship education is a kind of idea, which should run through the classroom teaching and extracurricular activities in colleges and universities. To cultivate students' innovative consciousness, creative spirit and entrepreneurial ability, so that students can boldly go to the society after graduation and start their own businesses, and educate students to learn self-development, the key is the cultivation of students' innovative ability.

2. The Significance of Entrepreneurship Education for College Students Entrepreneurship Education for College Students Can Effectively Promote the Smooth Realization of Employment for College Students and Promote Economic and Social Development

At the same time, the change of the concept of employment education has expanded the vision of the theoretical research and practice of higher education.

First of all, carrying out entrepreneurship education and cultivating students' entrepreneurial ability can not only solve

the problem of graduates' difficult employment, but also is one of the most effective ways to prosper the economy and ease the employment pressure. The reform of the personnel system of government organs, the structural adjustment of enterprises, the re-employment of laid-off workers, the expansion of college enrollment and the continuous growth of the labor force every year have made the contradiction between labor supply and demand increasingly prominent. In such a severe employment situation, relying solely on traditional employment guidance and traditional employment methods is difficult to alleviate the contradiction of graduates' employment, and from the perspective of the fundamental way out of employment, crowding out the existing limited employment positions is only a temporary solution, if students can start their own businesses or work for a period of time after graduation. When conditions are mature, entrepreneurship can be realized, which not only fundamentally solves its own employment problem, but also generates new jobs for the society, thereby creating more economic value for the society.

Secondly, economic globalization and the increasing changes in social needs have created a broad space for entrepreneurship education and entrepreneurial activities. In the past, entrepreneurship made more use of human, material, financial resources and existing technical methods, while in the new economic era, knowledge, information and technology have become the most important entrepreneurial resources. The network era has endowed universities with a new historical mission, and at the same time, it also provides a new broad platform for college students to start their own businesses. Entrepreneurship education for college students is in line with the needs of social development.

3. The Shortcomings of Entrepreneurship Education in Our Country

It should be said that there are still many defects and deficiencies in the development of entrepreneurship education for college students in our country, which are mainly manifested in the following aspects:

1)The discipline foundation of entrepreneurship education

in China's higher education is weak. Entrepreneurship education has a long history in universities in western countries. Universities attach importance to cultivating students' entrepreneurial spirit and teach entrepreneurial knowledge and skills by setting up a series of courses. For example, courses such as "Business Planning" are offered in some American universities. Some universities in France have courses such as "entrepreneurship". However, China has not set up a series of entrepreneurship education courses in colleges and universities, and only some colleges and universities have carried out pilot programs. The pilot also mainly stays at the level of employment guidance, and there is no systematic entrepreneurship education course, it is difficult to comprehensively improve the entrepreneurial quality of students, and it is impossible to form a strong atmosphere of innovation and entrepreneurship on campus.

2) Lack of guidance of entrepreneurial education ideas. In the process of training college students, there is a lack of education of entrepreneurial thinking and innovative spirit, and a unified rigid education plan is adopted in the education mode. In the content of education, it focuses on the profession, takes the industry as the goal, and has a single knowledge structure; In terms of educational methods, teachers are the center, teachers talk and students listen, not based on the cultivation of students' learning ability, resulting in a serious shortage of talents with good entrepreneurial ability, distinct personality and creative thinking needed by the society. Most of the existing graduates can only passively find jobs and lack the ability to start their own businesses.

3) College students lack entrepreneurial practice. From the situation of college students' business plan competition in the last two years, the vast majority of college students do not know how to write business plan, lack of understanding of the target market, and the data used in the analysis can not stand scrutiny and is not convincing. In the process of entrepreneurship, in addition to being able to "talk on paper", they lack experience and relevant knowledge for specific market development, and lack the ability to integrate resources and manage from the perspective of occupation.

4. Improve the Way of Entrepreneurship Education

1) Strengthen the setting of entrepreneurship courses

The curriculum, teaching content and teaching methods should be reformed accordingly. Colleges and universities should study the needs of the market and the trend of social development, so that the choice of major, curriculum and teaching content can meet the needs of future development. Courses, like any other product or service, should be conceived and designed to meet the needs of the market, and "entrepreneurship education" should be offered as a course. Since entrepreneurship education is difficult to classify into a single major, this course can be offered as a public (elective) course for all students. The teaching contents of "Entrepreneurship education" course can include the following aspects: First, the legal and financial knowledge related to the establishment of enterprises or companies, such as the relevant contents of the Constitution, contract law, company law, intellectual property rights, patent technology, tax payment, etc.; Knowledge and skills related to the internal operation of the enterprise or company, such as entrepreneurial planning, capital operation, financing, asset management, cost control, market analysis, product

development, marketing, product services, etc.; The third is the basis of management, such as the decision-making, organization, leadership, control, and quality management system of the management process.

2) Strengthen entrepreneurial practice activities of college students.

Entrepreneurship is a practical activity, only through their own exercise to improve the ability. In the course teaching process, teachers should pay attention to the fact that entrepreneurship courses should not stop at theory and writing, but should emphasize the practical application of students, so that students can really do practical operation and personal experience, including but not limited to school-enterprise cooperation development projects, joint declaration and completion of projects, or organize diversified entrepreneurial practice education activities. Such as enterprise exchange learning, field research, and advanced scientific and technological achievements observation and learning, so that students can understand the actual situation of entrepreneurship, in the landing, feasible and reliable entrepreneurship education, truly improve the comprehensive quality of students, lay a solid foundation for innovation and entrepreneurship practice exploration, and improve the success rate of entrepreneurship.

Internship is an essential part of higher education teaching and an important means to cultivate students' ability and quality. The process of internship is the process of internalizing theoretical knowledge. Through solving practical problems, it can improve students' practical ability, innovation ability and coordination ability. Colleges and universities should adopt appropriate forms to establish close and stable relations with enterprises, expand the content of industry-university cooperation, let enterprises get involved in teaching practice, and establish a new model of industry-university cooperation education. Colleges and universities should cooperate with enterprises to establish a number of industry-university-research cooperative education workstations, workstations are responsible for collecting topics provided by enterprises, and schools are responsible for arranging suitable students to work in the station to solve the problems of enterprises. In this way, as a workplace for the concrete implementation of industry-university-research cooperative education, the workstation can achieve the purpose of guiding theory to practice. To establish a joint-stock school-running entity, teachers can adopt on-site teaching methods according to the needs of teaching content, give full play to the operability of enterprise production equipment, so that theory and practice are closely linked, so that brain and hands can be completed at the same time in the first time. Giving full play to the educational function of the university science Park, as an excellent internship base, the University Science Park not only has inextricably close ties with the university, such as asset relationship, superior and subordinate relationship, but also has a good atmosphere of innovation, entrepreneurship and advanced technology samples.

3) Strengthen the construction of campus entrepreneurial culture

Campus entrepreneurial culture refers to the ideological ideology of all teachers and students who dare to start a career, as well as the corresponding values and social psychology encouraging entrepreneurship as a combination of entrepreneurial culture as an ideological culture, which is a dynamic reflection of social existence and a huge driving

force for the comprehensive development of social economy, politics and society. The Silicon Valley entrepreneurial culture, which plays an important role in promoting the economic and social development of the United States, is a model for us to learn from. Although success and failure coexist in entrepreneurship, entrepreneurship and risk, but human wisdom and creativity in the process to play the most incisive. Such a cultural atmosphere, the attraction to talents and the creativity it implies are very great. Facing the challenge of knowledge economy, our universities also need this kind of strong entrepreneurial culture atmosphere.

4) Cultivate students' entrepreneurial awareness

For college students themselves, they should change the traditional employment concept, pay attention to the cultivation of their own entrepreneurial spirit and entrepreneurial ability, and have the courage to practice. Facing the severe employment situation, college students should jump out of the limitation of the traditional employment concept that graduation is equal to employment, and dare to realize self-value in entrepreneurship. Nowadays, many students' parents arrange everything according to their subjective wishes for their children in order to enable them to achieve their ideal goal of being a talented person -- going to college, going abroad, or having a dream job. From birth, the child has been put on the "ideal" track by the parents, to be strictly controlled, do not allow the possibility of derailment, in order to let the child have more time to learn "knowledge", the parents have all the housework in life, some of the things that must be done in the child's growth process, but also become the exclusive power of the parents, "read only the sage book" phenomenon is widespread. This excessive arrangement makes students lose many good opportunities to form a sense of daring and daring. As a result, there is a serious dependency mentality among college graduates and a lack of active job selection and entrepreneurial consciousness. In addition, the current management of college students often emphasizes the importance of unified management and discipline, and ignores the development of students' personality, which is not conducive to the formation of college students' entrepreneurial consciousness. Therefore, first, we should strengthen the psychological quality education of college students, so that they can not only see their own strengths and weaknesses, but also meet any difficulties and challenges without fear; It is necessary to have outstanding courage, but also to have a strong will, open-minded mind. At the same time, the typical deeds of successful entrepreneurs should be introduced to encourage college students to dare to start their own businesses.

5). Cultivate students' creative thinking

In the teaching process to cultivate students' creative thinking, creative thinking is very important for innovation ability, training creative thinking to do the following tasks: First of all, the traditional teaching mode that emphasizes the combination of knowledge dissemination and ability training is infuse, which hinders the play of students' creativity. It is necessary to change the teaching mode that focuses on textbook dissemination to one that increases experience and develops ability, and change the teacher-centered mode to student-centered one. In the teaching process, extensive discussion and exchange activities are carried out to improve the flexibility of students' thinking. In the discussion, we should try to use heuristics, must not hinder the students' thinking, so that students can form creative thinking in the process of independent exploration. Secondly, attaching

importance to the development of non-intellectual factors Human's creative ability is the result of the comprehensive effect of intellectual factors and non-intellectual factors. In a sense, creativity is more influenced by interests, hobbies, emotions, will, motivation, etc., than by intelligence. Therefore, we should attach great importance to the influence of non-intellectual factors on the cultivation of creative talents, and pay more attention to the development of students' non-intellectual factors while developing students' intellectual factors, cultivating students' cognitive ability, life ability and creative ability. In the teaching process, attention should be paid to cultivating students' imagination, stimulating their passion and confidence to dare to doubt authority and dare to challenge, so as to cultivate scientific boldness and innovative ability. Newton famously said, "No great discovery can be made without bold imagination." Encouraging students to imagine boldly will help develop their creative thinking. Only by having the courage to imagine and being good at imagination can we open our minds and create something. Finally, to enhance the ability of students to withstand setbacks, to educate students to realize that entrepreneurship is not smooth sailing, in the process of entrepreneurship, Will encounter such difficulties and setbacks, we must have a certain psychological preparation, and to treat correctly, to prevent halfway. Help students gradually establish self-reliance, indomitable confidence, life on the road to all kinds of difficulties, setbacks as the baptism of life. Unique personality is the basic quality of innovation and entrepreneurship, and personality training should be a banner and a task for the development of higher education in the future. Education must take it as its duty to awaken students' self-awareness, encourage innovation and excellence, encourage independent thinking and independent exploration, and abandon one-sided consensus and obedience.

5. Conclusion

The 21st century will be a period of rapid development of high-tech entrepreneurship in our country, and our national conditions, and we must vigorously strengthen entrepreneurship education. Therefore, colleges and universities must change the concept of education as soon as possible, strengthen the reform of education and teaching, establish the mechanism of entrepreneurship education, and provide the necessary environment and conditions for students to start their own businesses. Only by receiving systematic entrepreneurship education and growing into innovative entrepreneurial talents can college students grasp the opportunity tightly and succeed through their own efforts. Speaking in small words, it can solve self-employment and realize its own value; In a word, it can create more jobs, relieve social employment pressure, and contribute to the national economic development and realize the great goal of building a harmonious society.

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