

Research on the Improvement of College Students' Entrepreneurial Ability in the University Entrepreneurship Education

BaoSheng Guo

College of History and Culture, Beihua University, Jilin 132013, China.

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Abstract. Developing the entrepreneurship education in colleges and universities is the need of the times, by which we can improve college students' creative ability, which is to cultivate innovative talents, to build an innovation oriented by country's needs; which is to encourage and guide students to start their own businesses, to achieve high quality employment needs; which is the need to achieve higher school sustainable development and to improve the quality of personnel training. In this paper, by analyzing the status quo in colleges and universities, the writer puts forward the importance of enhancing the ability of students in business, finally puts forward effective way to enhance the ability of students in business with the help of entrepreneurship education in order to realize "the grand goal of public entrepreneurship and innovation".

Introduction

Entrepreneurship education, it is to develop and improve the students' basic quality of entrepreneurship as the goal, to train the students to possess the feelings, knowledge and skills required to engage in entrepreneurial practice activities and promote it with pioneering spirit and creative ability of education. In the rich atmosphere of national public entrepreneurship and innovation, the state promulgated a series of preferential policies to encourage students to start their own businesses. Today, entrepreneurship has become an outway that cannot be ignored for college students after graduation.

However, in the new historical period and background, college students venture is not so simple as we imagine, not only need to teach the university entrepreneurship awareness of training and entrepreneurship theory, policy, service, insurance and other support and assistance of society provided by the government for entrepreneurship practice activities and family environment, what's more important is the accumulation of college students' awareness of entrepreneurship and entrepreneurial knowledge literacy. Therefore, to cultivate and improve students entrepreneurial ability is not only the key to entrepreneurship education, but also the key to future university personnel training quality for the reform and development.

The present situation and problems of entrepreneurship education in Colleges and Universities

In order to meet the needs of the development of innovation oriented country and higher education, the development of entrepreneurship education in colleges and universities has gradually developed. But entrepreneurship education in colleges and universities in China started late, compared with the representatives of the business activities in "the Internet +", the development level and adaptability is lagging behind, far from being able to meet business practice of entrepreneurship education needs, which affects the improvement of college students' creative ability. Mainly in the following aspects:

The misunderstanding of understanding entrepreneurship education

A lot of college leaders and teachers have not changed the idea that students should learn professional knowledge and job skills. After graduation to employment, entrepreneurship should be autonomous behavior, is not to teach, there is no need to carry out the special entrepreneurship

education. The education target is narrow. The concentration of entrepreneurship education in colleges and universities focuses on strong innovation ability, entrepreneurial aspirations of students, and ignores to pay attention to most of the students and involves in the study of entrepreneurship education, the narrow scope of education hinders more students to accept the entrepreneurial education. Some colleges and universities are passive to carry out entrepreneurship education, rely more on employment guidance department to carry out entrepreneurship education, just start as to enhance the employment rate of a form, and not in accordance with the talent training standards of entrepreneurship education, positioning and guiding fuzzy.

The theoretical and practical ability of teachers in colleges and universities is unbalanced. The colleges and universities teachers engaged in employment guidance and teaching personnel employment serve personnel or management of students' work mainly, mostly without training and learning system; few entrepreneurial experience, rich experience in the theory and practice ability, unable to carry out in-depth entrepreneurship education. Mentors, enterprise responsible persons, government departments related to the field of personnel are capable of teaching related courses on entrepreneurship education in colleges and universities, but the talent management system and financial management system of universities lack the corresponding mechanism, which is also limited to the report, lectures and other "shallow", difficult to carry out long-term system entrepreneurship education. Minority entrepreneurship education in colleges and universities can teach business practice, simulating experience in the traditional classroom, but there is no business of ideological education and students' practical teaching content combination, the lack of active participation and practice of entrepreneurship opportunity, coupled with the current entrepreneurship education materials do not make a system in most of the colleges and universities, which also greatly affects the development of entrepreneurship education.

Curriculum is not systematic. In the public business, innovation and people's background and entrepreneurship education in colleges and universities should carry out entrepreneurship education and guidance in the face of different grades, different majors, students with different characteristics. But the entrepreneurship education in colleges and universities in China does not take into account these differences, the blindness of "mess", ignores the students' levels and types of the subjects, in view of the lack of leading to the effectiveness. Supporting the shortage of funds is the bottleneck of the incubator of entrepreneurship students, although Beijing University of Aeronautics and Astronautics, Shenzhen University, Fudan University and other colleges and universities each year will come up with millions of funds to support students to start, in the face of growing students entrepreneurial team, lack of funds and the lack of ability of operation incubator, incubation base construction is not perfect, which makes the follow-up support for entrepreneurial students slightly less.

The importance of strengthening entrepreneurship education in colleges and universities to enhance the entrepreneurial ability of college students

Strong University entrepreneurial education academic atmosphere and good campus entrepreneurship education can stimulate students to carry out entrepreneurial activities enthusiasm, light hidden in the passion of students in the heart of innovation and entrepreneurship, entrepreneurship education can also train and enhance students to create a strong starting point for the ability of innovative talents in colleges and universities. Entrepreneurship education can cultivate students' pioneering consciousness, and then promote the development of college students' entrepreneurship, and ultimately improve the entrepreneurial orientation and entrepreneurial rate. Awareness of entrepreneurship is proved to be the most important factor affecting the entrepreneurship of college students, many entrepreneurs, entrepreneurial stories can reflect their difference from ordinary people's awareness and ability of starting an undertaking, which can assume that the level of entrepreneurial skills and entrepreneurial consciousness is related, the entrepreneurial activities of development has a positive effect, so entrepreneurial consciousness in understanding of entrepreneurship education and entrepreneurship practice plays a great role.

Entrepreneurship education can enhance the entrepreneurial skills of college students. Entrepreneurial skills include the ability of the entrepreneur's professional knowledge, enterprise management ability and comprehensive ability; entrepreneurial skills are the basic quality that the entrepreneur should possess. In the process of the implementation of entrepreneurship education in colleges and universities, one is from a theoretical point of view, training students' awareness of entrepreneurship, to establish the ability of the company; practical skills taught in founding and managing enterprise, mainly focused on the development and operation of the enterprise, which do have a definite object in view, enhance practical ability.

Effective ways to enhance the entrepreneurial ability of college students

Colleges and universities will take an overall consideration to entrepreneurship education on the talent cultivation of the strategic height, educational content, practice link, supporting measures and so on, change the entrepreneurship education into a set of classroom teaching and extracurricular practice, business simulation, policy choices, career guidance, consulting services, celebrity demonstration of comprehensive education system, in order to enhance the entrepreneurial capacity of the students. In order to improve the students' self-employment, self-employment ability for entrepreneurship education training objectives, complete with passive employment talent training to active entrepreneurship, so that more college graduates become the creators of jobs. Therefore, we should pay attention to the following aspects:

School should form a correct understanding of the concept of entrepreneurship education. School leaders should pay more attention to the entrepreneurship education, and will be included in the routine teaching activities of the school, and carry out the idea of entrepreneurship education in the school's work. To fully realize the importance of entrepreneurship education, from the ideological education, so as to strive for the development of entrepreneurship education to provide conditions, including human, material and financial support. The first is to improve the comprehensive quality of college students, to enable students to obtain the full scale development; the second is to train students' creative force as the main content of entrepreneurship education, guide students to entrepreneurial and adventurous and pioneering entrepreneurial awareness, students explore the potential, training students and extension ability and entrepreneurial spirit; the third is a personal teaching, for pioneering consciousness and ability of students should pay attention to the correct guidance and special training, to have pioneering consciousness but the entrepreneurial ability in low level of students to pay attention to the entrepreneurial ability and skills training of entrepreneurial consciousness of students through lectures, forums and other forms to enhance students' awareness of entrepreneurship.

One is to construct a composite type principle to follow the talent training; content specialization principle; raise individual difference principle; principle of practice for developing entrepreneurial; entrepreneurship case study heuristic principles; the second is the organic integration of the curriculum and the content. Theory curriculum and practice curriculum organic integration teaches students feelings and the experience of the entrepreneurial process in complex environment; basic courses and professional courses of organic integration and the subjects professional characteristics into entrepreneurship education can better promote students based on their professional knowledge background to find entrepreneurial approach and opportunity; stealth and dominant courses of organic integration, cross of the dominant curriculum and hidden curriculum integration cultivate students' entrepreneurial ability and cultivate students' characters and feelings, and help them to develop good habits of entrepreneurial behavior.

The goal of entrepreneurship education is to improve the college students' creative ability, so business curriculum design must meet this goal, such as the pioneering consciousness training, opportunity recognition, resource utilization and integration, enterprise management, risk control and other content should be reflected in the curriculum design. College Students' entrepreneurial practice activities are the process of testing the theory knowledge and the practice education in practice. Only grasping the educational theory of entrepreneurial knowledge is not the only perfect business

knowledge, only through the test of the entrepreneurial practice can gradually form perfect business knowledge. College students' entrepreneurship park is able to provide a good business environment for college students, high standards of business services, through college students entrepreneurship park outstanding achievements of students will be changed into a practical value of the product. Studies have shown that in undergraduate pioneering garden of entrepreneurship, students generally have a "reasonable knowledge structure, strong hands-on ability, high quality, rich characteristics of the spirit of innovation and entrepreneurship awareness". Therefore, it is necessary to pay attention to the role of college students' pioneering park. Establishing a system of teaching and learning in the classroom, the practice base of the students in the course and the practice system of the college students' pioneering park is the core of the system. Through classroom teaching to enhance the entrepreneurial quality of college students and the theory of knowledge accumulation, the classroom and outside practice base improve students' entrepreneurial ability, through the business park practice system to test students' entrepreneurial ability.

The cooperation between colleges and universities is an important means to improve the effectiveness of the business education. The entrepreneurial base is the material basis of college students' entrepreneurship incubation, and will provide a good environment and effective carrier for the students. The coalition government, enterprises, social institutions for college students to start a business to provide office space, industrial and commercial registration, taxation, venture capital, market development, investment etc. full range, multi-level services, innovation and entrepreneurship remarkable studio or project can apply for entry students entrepreneurial base and incubation and enhance. The universities can also use "production, learning and research, combining the opportunity, through and business cooperation in the establishment of entrepreneurship education advisory body to provide guidance for the project design and the practice.

Summary

Present situation is the time when entrepreneurs realize their ambition, achieve pioneering ideals, entrepreneurial activity is source of power for the economic development, in line with the country's strategic direction, on one hand can create new wealth for the society; on the other hand can continuously inject new vitality for the market. College students, as a special group, in the business have unique advantages, which is an integral part of business groups in fresh strength, it is suitable for business students who have gradually formed, a series of encouraging entrepreneurship measures and policies are gradually introduced, these are students who start to create the condition, provide the opportunity. Therefore, colleges and universities have actively carried out entrepreneurship education, take effective ways and methods of cultivating the students' knowledge, skills, thinking and entrepreneurial spirit, and constantly improve the entrepreneurial capacity of the students, promote the full employment of college students, bring a driving force for social adjustment of economic structure and industrial upgrade, to realize the construction of an innovative country into a powerful force.

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