

Appeal for and Establishment of Entrepreneurship Education in Colleges and Universities

Bao Jianmei

School of Economy and Management

Shenyang Aerospace University

Shenyang City, China

Abstract-With the promotion of China's reform and opening up as well as social and economic development, the current society has diversified demand for talents. Entrepreneurship education in colleges and universities, which has already become a new direction of higher educational reform in China, is not only a practical education, but also demonstrates the quality-oriented education, realizing the close connection between higher education and social demands, and effectively cultivating students' values, outlook on the world and practical ability. Entrepreneurship education and training in colleges and universities provide a platform for students to conduct practices and establishes a cultural atmosphere advocating entrepreneurship and tolerating failure. Entrepreneurship education is realized based on the educational system and combined with the cultural atmosphere in colleges and university to create an environment suitable for entrepreneurship education.

Keywords-Social economy; Entrepreneurship education; Higher education; Social demands; Practical ability

I. INTRODUCTION

Although college and university culture is not directly connected to entrepreneurship education in colleges and universities as well as college students' entrepreneurship, it is always affecting the dimension and mode of entrepreneurship education in colleges and universities as well as college students' entrepreneurial behaviors. Nowadays, entrepreneurship education in colleges and universities has already become an important part in college education, so its cultural appeal should be scientifically analyzed and constructed to give full play to the leading and motivating role of culture in entrepreneurship education of colleges and universities.

II. DEVELOPMENT AND CHANGES OF ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

Since the end of 1990s, the word "entrepreneurship" has already become a focus of social attention, followed by an endless stream of entrepreneurial activities. At this time, each college and university also began to set up business parks and establish platform for college students to start their own business so as to further promote the reform and development of entrepreneurship education in

China. However, entrepreneurship education at that time only focused on improving students' employment skills and easing the pressure of employment with little attention paid to cultivating students' entrepreneurial achievements, and even targeted at those few students with the idea of starting their own business, thus misunderstanding the entrepreneurship education, so the relatively ideal entrepreneurship education effects cannot be achieved [1].

In 1989, the "International Seminar about Education in the 21st Century" held by the UNESCO in Beijing emphasized the importance of entrepreneurship and cultivating pioneering skills in entrepreneurship education. Nine years later, it was proposed at the World's Higher Education Conference in Paris that the basic goal and important contents of cultivating higher educational talents to cultivating students' entrepreneurship spirit.

In 2002, the business forum on education pilot of the Ministry of Education pointed out entrepreneurship education is an important aspect of quality education, entrepreneurship education for all students in the school. Then in 2010 issued "on vigorously promote innovation and entrepreneurship education colleges and college students start their own businesses work opinions" that the core of entrepreneurship education is to cultivate students' social responsibility, entrepreneurship, entrepreneurial awareness and entrepreneurship [2, 3]. In recent years, China's increasing emphasis on cultivating and strengthening the quality of college student entrepreneurship, entrepreneurial qualities will be incorporated into the concept and talent cultivation practice.

III. CULTURAL APPEAL FOR ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

Culture and education itself is closely linked and inseparable, their relationships mainly in the following aspects: First, education is a cultural transfer process; second, people are living in the culture, human development is an acceptance of cultural transfer and adapt to their changing course; thirdly, cultural and educational changes are consistent. Whether the theory or practice, the social environment and cultural traditions have a serious impact on education [4]. Universities entrepreneurship education in higher education has become one of the important part, which has a comprehensive and innovative practice requirements of

quality, and therefore, can not only support system technical skills, but also need the support of culture, the quality of the system, it the human spirit, the quality is closely linked.

A very important role of entrepreneurship education can form a creative consciousness, thinking and methods. The innovation and creativity is the core of entrepreneurship, innovation process not only need to have a sense of innovation, creative thinking and innovative approaches, as well as those who need to create innovative elements of personality and emotion and so on, which is the outward manifestation of humanistic quality. As a scientific innovation, he not only has a wealth of scientific knowledge, but also must have the humanities accomplishment, because, humanistic culture and the arts, including the training included scientific innovation activator. Humane Quality can guide people on the basis of a positive affirmation of reality, generated expectations beyond reality, with self-denial and self-criticism sense. Therefore, innovation is also inseparable from the support of Humane Quality [4, 5].

Entrepreneurship is a dynamic process, but also the realization of a drive innovation process that focus on diversity, practicality and individuality, but also emphasizes self-expectations and realize the value of unity, therefore, as the entrepreneur must have the spirit of innovation, awareness and creativity translate into the ability of social practice. Many people believe that entrepreneurship is not simply the founder of an own business, but a passion for exploring the unknown and a series of comprehensive ability. The essence of entrepreneurship education is not only to cultivate the so-called entrepreneurs, but a training and education of its overall quality and ability of entrepreneurs. This not only refers to the overall quality of professional knowledge and skills, but also includes the attainment of culture. Therefore, we should also recognize that entrepreneurship education in universities is not just a practical education, it is more a comprehensive education, not only professors professional knowledge and skills, but also focus on training the humanities education, so that students start are able to have the ability to identify social things, the ability to coordinate social life and good social behavior [5].

To sum up, we can see the importance of literacy for the entrepreneur, the entrepreneur can say it is an essential foundation, while the humanities education in entrepreneurship education is also essential, a good cultural environment as if it were business Like soil, with this environment in order to promote entrepreneurial behavior healthy, stable and sustainable development [6,7].

IV. ESTABLISH CULTURE OF ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

A. *Create Good Social and Cultural Environment*

Although entrepreneurship education in colleges and universities are part of higher education, but it is different from the general university education because it deeply social and cultural environment and constraints. A positive impact to encourage entrepreneurship good social and cultural environment for entrepreneurship education is very far-reaching, not only can affect the effectiveness of

entrepreneurship education in colleges and universities, but also affect the majority of students' pioneering consciousness and entrepreneurial behavior.

Under the current economic development, we want to maintain the sustainable development of economy and social undertakings have to build an environment that encourages entrepreneurship, cultural environment conducive to entrepreneurship and effective mechanism. On a scientific basis related to advanced practices from abroad, the government should carry out an objective analysis, to reduce unnecessary administrative intervention, and promote the vitality of independent schools, while colleges and universities, but also to increase the appropriate supportive policies, laws and regulations and other safeguards implementation, thereby creating a suitable enterprise education and entrepreneurship Students practice good social and cultural environment [8].

Then, how should China establish good cultural environment for entrepreneurship education in colleges and universities? Aiming at this problem, it should be handled from the several specific points:

- First, a country should have an integral basic goal and long-term planning about establishing entrepreneurship culture, and establish entrepreneurship culture and its inheritance mechanism on the basis of clarifying relevant scientific connotation and element system about entrepreneurship culture.
- Second, enhancing policies, laws and regulations. To develop some encouraging measures and policies to support entrepreneurship can guarantee the healthy, orderly and effective development of social entrepreneurial activities.
- Third, establish and improve the leading organizational mechanism and comprehensive coordination mechanism of establishing entrepreneurship culture, which is also one of the important guarantees for the establishment of entrepreneurship culture.
- Four, Increase input in establishing entrepreneurship culture, including investment in manpower, materials and properties, and establish symbolic entrepreneurship culture research and communication base so as to form a team with strong quality and research capacity and effectively spread results of entrepreneurship culture.
- Five, The correct guidance of public opinion propaganda, through a variety of channels, including TV, Internet, telephone, radio, etc.) are related knowledge entrepreneurship, entrepreneurship and entrepreneurship policy and related content of the publicity, efficient use of these public opinion means to help people establish correct concept of entrepreneurship, view of employment, unemployment and Outlook of value, adjust state of mind, mental health, learn to deal with risks and challenges, enhance capacity of the corresponding. This will also help in the community to form a kind of encourage entrepreneurship, respect for

entrepreneurship, and support the health of the entrepreneurial process [9, 10].

B. *Establish Connection System of Entrepreneurship Educational Culture within Education*

It is not enough to rely on the college education. It needs to lay the foundation for the education of the University before the stage of the university education. That is, the education in the elementary and middle school education. Therefore, entrepreneurship education is not only the university stage, should start from the basic education, should be oriented to the University, middle school, elementary school and even kindergarten stage, establish a sound business knowledge and culture system, with the growing age of students gradually form a positive entrepreneurial consciousness, entrepreneurial ideas and values. That is to say, entrepreneurship and entrepreneurial skills training is not only the university stage can be completed alone, the need for the entire education system and the common support of all stages of education and effective and covered street [10].

Therefore, the government and the relevant education departments should carry on the design, the plan and the promotion from the whole, and the institutions of all levels should deepen the quality education, the moral education content as well as the development talented person resources, promotes the social harmony and so on to further understand and realize the significance of entrepreneurship education. Through continuous learning and foreign advanced practice, to further promote entrepreneurship education and entrepreneurial culture. Because of its unique nature, all levels of colleges and universities should be based on the actual situation, to carry out scientific and systematic teaching content and practical training, so as to lay a good foundation for entrepreneurship education and cultural atmosphere. For example, colleges and universities can according to different majors and levels, to carry out the corresponding quality of entrepreneurship quiz, through multiple stages and multiple channels of propaganda, education and guidance, effective training and improve the students' awareness of entrepreneurship, entrepreneurial ability and comprehensive quality.

C. *Establish Service System Guiding Entrepreneurship Education in Colleges and Universities*

The university can be said to be the last cradle of the students into the society, but also the growth of entrepreneurial education personnel, its cultural traditions and cultural atmosphere directly affect the entrepreneurial education in Colleges and universities. Therefore, it is necessary to play a leading role in the construction of entrepreneurial culture, and should be from the hard environment and soft environment in the two major aspects of efforts.

Hard environment refers to the material conditions provided by colleges and universities for entrepreneurship education and students to start their own business, based on which to provide guidance system and service platform. Colleges and universities should be based on the actual needs of entrepreneurship education and the students to provide the corresponding venture funds, practice bases, entrepreneurial platform as well as entrepreneurial practices, in order to encourage teachers and students to

carry out innovation and entrepreneurship practice. At the same time, accelerate the construction of science and technologic park in universities is extremely derivative enterprise, so that it can effectively promote the transformation of scientific research results into market value, and thus promote the development of regional economy and social undertakings.

Soft environment mainly refers to a system that guides the entrepreneurship education and students entrepreneurship. Different types of colleges and universities should develop their own characteristics according to their own characteristics to create a strong entrepreneurial culture atmosphere, at the same time strengthen the concept and spirit of entrepreneurship, to help the majority of teachers and students to form a correct concept of entrepreneurship, improve the support of the majority of teachers and students.

In addition, to do a good job in the construction of enterprise culture, we must combine the above-mentioned soft environment and hard environment, strengthen the comprehensive utilization of the medium of hard environment and soft environment. In the middle of the combination of the medium is the subject, specialty, curriculum and teachers, as well as the carrier of educational activities. Therefore, the university should carry out the integration of entrepreneurial culture in the subject culture, professional culture, the integration of the relevant business culture in the content of the professional curriculum, the formation of an entrepreneurial ability oriented or a permeable curriculum system, and only this can build a good university entrepreneurship education guidance service system [11, 12].

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