

Preliminary Analysis for Optimization of Entrepreneurship Education

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Abstract. At present, entrepreneurship education gets the attention more and more by the society from all walks of life. A lot of college students walk toward the road of entrepreneurship actively or passively. Colleges and universities is the cradle of cultivating high-quality talents. With promoting the development of entrepreneurship education, university is the main force of training to have entrepreneurial quality talents with high-quality entrepreneurship education and to improve efficiency for reducing the pressure on employment of college students. That has a great significance to social economic development. This paper analyzes the concept, environment, content and form of entrepreneurship education. Through literature review and case analysis, this paper makes an in-depth understanding of all aspects of entrepreneurship education. Optimize the innovation of education about the entrepreneurial environment, the mechanism and the concept of entrepreneurial education.

Introduction

Entrepreneurship education is an important driving force of industry and economic development. To encourage and guide college students to start a business, entrepreneurship education should encourage and help more people with entrepreneurial ideas. Entrepreneurship education is an important way to cultivate the spirit of innovation [1]. Different methods and means of entrepreneurial education will bring different educational effects, so that entrepreneurship education needs appropriate educational methods and means according to the teaching content.. To combine theory with practice, to teach management skills while teaching skills, entrepreneurship education should be through various forms of activities to help students experience, and through the experience to honed the will of students . Develop entrepreneurial skills by entrepreneurship skills training [2].Entrepreneurship education is to provide students with the ability to recognize the entrepreneurial opportunities of an educational process. It help students reach the observation, knowledge and skills required by entrepreneurial action .It is a kind of education that cultivate people's entrepreneurial awareness, entrepreneurial thinking, entrepreneurial skills and other entrepreneurial qualities, and ultimately to be educated with a certain entrepreneurial ability [3]. Entrepreneurship education has played a major role in driving innovation and it is the key to technological change and productivity growth [4].

Research Methods

(1) Literature reference method. This article is through the collection, access, collation of network literature and books in English, newspapers, magazines and so on, by studying the situation of entrepreneurship education at home and abroad, understanding the main research results of entrepreneurship education, analyzing its research direction and characteristics of research, to summarizing the existing problems of entrepreneurship education, to provide the basis for entrepreneurship education theory and practice.

(2) Case analysis method. This paper selects the case of foreign entrepreneurship and domestic entrepreneurship failure analysis of entrepreneurial education, drawing lessons from the case of entrepreneurship education in the near future, and improves this view.

(3) Summary method. Based on the current situation of entrepreneurship education, on the basis of consulting the literature, this paper summarizes the various viewpoints and conclusions, draws inspiration from it and gives some suggestions.

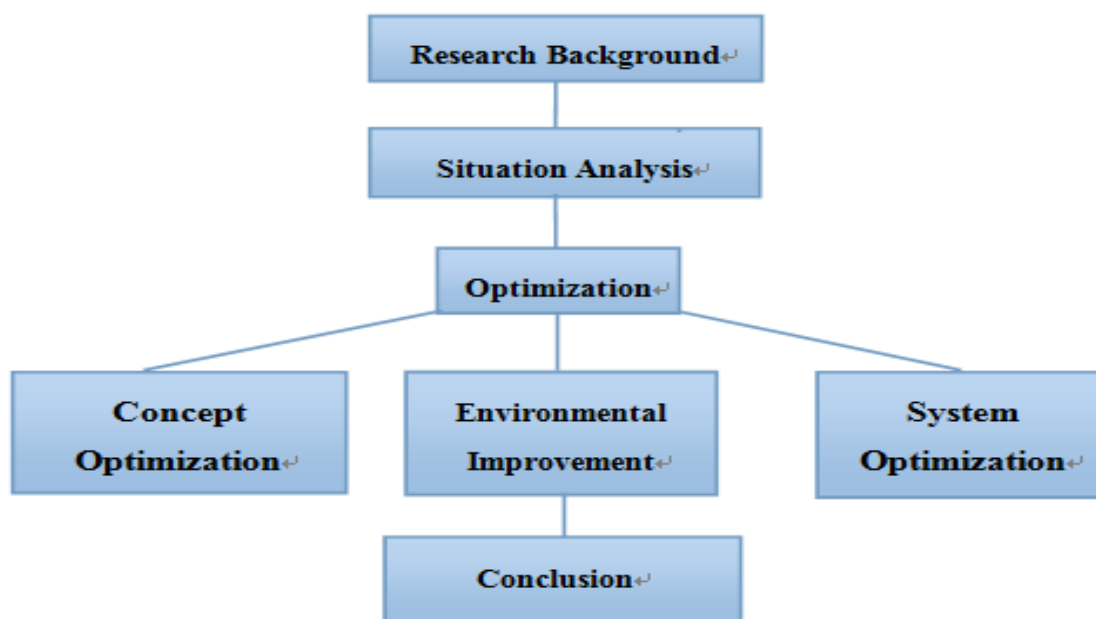


Figure 1. The technology roadmap

Optimization

Clear Concept for Entrepreneurship Education. To develop good business education, firstly, we must establish the concept of entrepreneurial education. China's traditional concept of education led to students in graduation has to only choose to work or continue studying. The sense of taking the initiative to start a business is not enough. The university needs to transform the original traditional educational thought pattern and integrate the spirit of courage and adventure into the school running philosophy and make this value be recognized by all the teachers and students. Colleges and universities must also correctly position entrepreneurship education, based on the original traditional professional education, into the entrepreneurial education, will cultivate innovative, entrepreneurial talent to upgrade to the school's high-quality personnel training strategy above the height. High-quality students show a kind of innovation. Colleges and universities only to look cultivating innovation, entrepreneurial talent tree as the goal, to enable colleges and universities to assume social responsibility, to cultivate more top-notch innovative talents for China's development of economic and social.

The overall concept of entrepreneurship education not only indoctrinate in the well-known universities, but also in more vocational colleges indoctrination to achieve "poor then change" In the cascade of higher education in the fame and qualifications less than the other circumstances, higher vocational colleges should be based on the characteristics of their own ability to choose their own businesses, but also play to its own characteristics, to encourage students to change the concept of employment, requiring students to abandon the traditional employment concept. The concept of passive employment will be converted to active entrepreneurs, change job seekers for the job creators [5]. Student groups must enhance the sense of self-employment, not only to the nature of the employer for the boundaries of career choice, but the courage to various types of ownership of economic entities and employment, not too much emphasis on professional counterparts, but more concerned about their ability to get to play, to improve students' entrepreneurial awareness and innovation.

The Improvement of Business Environment. In policy incentives, colleges and universities should develop relevant policies to encourage college students to start their own businesses. Through the relevant policy guarantees, to achieve entrepreneurship education and entrepreneurial practice. Some key universities can provide financial policies to support students to start their own business, which can be used to support the promising projects; to introduce the relevant incentive policies for college students to start their own business, so as to solve the worries of college students to start their own business. Through a variety of incentive policies, students receive entrepreneurial education and create a good atmosphere of the system, and then carry out entrepreneurial practice.

In financial support, the government must broaden the financing channels; vigorously provide financial support for college student's entrepreneurship. At present, the three specific aspects can be difficult to solve the problem of college students venture capital: (1) The government can jointly colleges and universities and enterprises to set up undergraduate business guarantee fund for college students business loans to guarantee, and the entrepreneurial indicators of college students to join the assessment. (2) University Entrepreneurship fund must be established through government joint ventures or relevant departments, so that enterprises named and venture projects for approval, the full distribution of interest-free loans. The Government is no longer a separate application to set the threshold for enterprises to issue each year. (3) The government should also set up a special assessment agencies to streamline procedures and some of the assessment of the success of the project, and students can apply for loan by an effective authority proof form any financial institution or organization.

Optimization of Entrepreneurship Education System. To improve the curriculum of entrepreneurship education, colleges and universities should be combined with the actual situation of the school and organize the experts from school education resources and external to develop suitable for various disciplines, grade entrepreneurship education school-based curriculum. Entrepreneurship education content must be clearly reflected in the professional curriculum system, to convergent effectively entrepreneurship and professional education and to combine organic integration, entrepreneurial practice and professional practice teaching.

To strengthen the construction of teaching materials for entrepreneurship education, organize relevant experts and entrepreneurs draw lessons from the advanced experience of domestic and foreign universities. The preparation of high-quality textbooks is suitable for the characteristics of colleges and universities.

The compulsory courses, elective courses and mini-courses should be combined with the international leading edge. And the school's own characteristics and culture should be combined to ensure the foresight, uniqueness and scientific nature of the education curriculum.

Innovation and entrepreneurship education teaching methods. According to the characteristics of entrepreneurship-oriented practice, from the case study, business practice exercises, role-playing method and other methods to carry out practical teaching. Case teaching through the analysis of successful or failed entrepreneurial case, to enhance the students of entrepreneurial problems analysis, ability to judge, to stimulate students' innovation, entrepreneurial thinking. Entrepreneurial simulation training can help students develop practical ability, teamwork ability. Role-playing rules help students to develop things to observe the flexibility and sensitivity. At the same time, we should not break the innovative teaching methods, stimulate students' entrepreneurial interest and enthusiasm, tap their potential ability to guide them to carry out independent learning and activities, so that they experience in the personal insights, to promote students to independently enhance their entrepreneurial ability and spirit of innovation.

Significance

Science and technology have become the leading force of economic and social development in the future. And the competition of science and technology is becoming more and more intense. The competition of national comprehensive national strength prominent for the knowledge innovation, technological innovation and high-tech industrialization of competition more and more.

Strengthening technological innovation, accelerating the transformation of scientific and technological achievements and the industrialization of high-tech are one of the important historic missions of higher education. The key to technological innovation and scientific and technological achievements transformation and high-tech industrialization are talents. Colleges and universities must further create a favorable policy environment. And comprehensively promote quality education, focusing on talent innovation, entrepreneurship training to accelerate the pace of innovation and entrepreneurial talents and top talent cultivation.

Entrepreneurship education is a new idea, walking in the forefront of education, and actively cultivates a pioneer in the new era of change, to cultivate a personality with a new generation of ideas, a generation of educational concepts updated. The introduction of college students' entrepreneurship education provides a new perspective for educational theory and opens up a new research field. Entrepreneurship education is to help students actively entrepreneurial main channel. More importantly, entrepreneurship education can make college students with entrepreneurial innovation awareness.

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