

Research on College Students' Entrepreneurship Education from the Perspective of Career Planning

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Abstract. In recent years, the emergence and development of mass entrepreneurship and mass innovation have made college students' entrepreneurship a new social trend. Entrepreneurship not only alleviates the pressure of social employment, but also opens up a career path to success for those aspiring students. Career planning can not only guide college students to plan their career reasonably, but also help college students to develop and explore their own potential, and to a large extent improve their entrepreneurial innovation ability. Starting from the current situation of college students' entrepreneurship, this paper explores the significance of College Students' entrepreneurship education and how to carry out entrepreneurship education in the perspective of career planning, so as to help college students better complete their entrepreneurship.

Keywords: career planning, College students, entrepreneurship education.

1. Introduction

Under the dual influence of the expansion of enrollment in universities and the acceleration of the process of transformation in China, the employment of college students has become the focus of common concern of the society and the state. As a higher level of employment, independent entrepreneurship can not only promote employment, but also give full play to the advantages of college students and realize their self-worth. Therefore, during the period of students' higher education, it is necessary to pay attention to and strengthen the career planning of College students. In career planning education, supporting and guiding college students' active entrepreneurship as an important part of it can not only help college students solve the employment problem, effectively improve the innovation and creativity of college students' entrepreneurship, but also contribute to the harmonious development of our society.

2. Current Situation and Problems of College Students 'Entrepreneurship

2.1 Lack of Self-entrepreneurship and Enthusiasm

The basic spirit of entrepreneurship is the source of the ideal of entrepreneurship and an important guarantee for the success of entrepreneurship. The so-called entrepreneurship means that entrepreneurs should possess the spirit including creative ideas, concepts, quality and style. For the difficulties and setbacks in entrepreneurship, entrepreneurs should first have a rational understanding, a tenacious will, and a positive and optimistic attitude to face, assume their due responsibilities. In addition, it is also necessary to have good moral qualities, assume the social responsibility of enterprises and adhere to the correct operating principles. However, the majority of current college students are only children. They have strong dependence, poor initiative, weak adaptability and risk screening ability, weak risk awareness, and most of them are unable to face setbacks and failures directly. Once difficulties arise, they will have negative and doubtful opinions about themselves, unable to continue to insist, and lack of entrepreneurship.

2.2 Lack of Sufficient Entrepreneurial Knowledge and Ability

Business management and related laws and regulations are the key points for successful entrepreneurs to master and abide by. However, in today's university education system, the narrow teaching scope makes many college students become "specialists". There are some dangers in the study of related courses, but the knowledge needed for Entrepreneurship such as enterprise law, finance, management and related preferential policies is in a state of half-understanding and can not

be mastered skillfully. In addition, the lack of social practice of college students makes it difficult to cultivate their comprehensive abilities and qualities at the University stage, which leads to their blindness and frustration in the stage of entrepreneurship, and ultimately leads to the abortion of entrepreneurship.

3. The Value and Significance of Career Planning for College Students' Entrepreneurship Education

3.1 Cultivating College Students' entrepreneurship and Guiding them in the Right Direction of Entrepreneurship

As one of the ways to success, entrepreneurship has become the employment choice of many college students. However, not all college students have entrepreneurship quality, blind entrepreneurship will only lead to failure. But whether they have entrepreneurial quality and spirit can be found and confirmed through self-analysis and self-evaluation in career planning. Through self-analysis and evaluation, we can not only have a clear understanding of our strengths and weaknesses, but also enhance our strengths and avoid weaknesses. We can organically combine our strengths, interests and entrepreneurship to find the most successful entrepreneurship projects, so that we can better plan and design our own direction and track of entrepreneurship, clear the future goal of entrepreneurship, and plan the future. Career planning can not only help students set the right direction in entrepreneurship, but also help them get out of the dilemma of entrepreneurship. It can also help them learn how to run the enterprise better after success.

3.2 Effectively Supplement the Knowledge and Ability Needed for Entrepreneurship

With the development of the times, college students' entrepreneurship needs are constantly changing and growing. Career planning introduces SWOT analysis, which is often used in enterprises, to comprehensively, objectively and scientifically recognize and evaluate themselves, to analyze and list their strengths, weaknesses and core competitiveness, and to formulate corresponding countermeasures based on it. When planning and preparing for entrepreneurship, we should base ourselves on core competitiveness so as to achieve the ultimate goal of entrepreneurship smoothly. It is worth noting that the career planning of entrepreneurship should start from different stages and try to be detailed and accurate. For example, in the first stage, we should pay attention to the cultivation and improvement of entrepreneurship psychological quality and comprehensive ability. Looking at things, is to cultivate good learning habits, develop efficient learning ability, solid learning of basic courses. By actively participating in group activities, we can improve our overall quality. During my sophomore year, I worked hard to learn relevant knowledge about entrepreneurship, including marketing, financial management, etc. To lay a solid foundation for entrepreneurship. In the third year of college, practice is the main method. Through the participation of various types of entrepreneurship competitions, theory is integrated into practice, and "learning" and "practice" are effectively combined.

4. On the Ways of College Students' Entrepreneurship Education from the Perspective of Career Planning

4.1 Establishing a Systematic Career Planning Guidance Concept

Entrepreneurship needs to be fully considered and prepared, not when the idea of entrepreneurship bursts out, but throughout our entire college life. Successful entrepreneurs often have a lot of theoretical and practical knowledge. Therefore, the guidance for entrepreneurship should be given at the beginning of students' entrance or when they have the germination of entrepreneurship ideas. Therefore, the proper and systematic guidance to students, so that students have the ability and awareness of career planning, relying on career planning, so that students' entrepreneurial ideas can be realized under the organic combination of entrepreneurship, knowledge and ability. In addition,

we should integrate entrepreneurship education scientifically in subject education, integrate entrepreneurship ideas and methods, and ultimately improve students' entrepreneurship ability, so that their entrepreneurship ideas can be realized smoothly with the help of scientific entrepreneurship steps.

4.2 Building a High-level Teaching Staff

At present, entrepreneurship training teachers and career planning teachers in Colleges and universities are often the same group of people with rich experience and lack of practice. However, entrepreneurship instructors need not only rich theoretical knowledge, but also solid entrepreneurial practice skills. Therefore, colleges and universities should provide some support for training teachers in entrepreneurship practice (such as funds, venues, policies, etc.) and strengthen their practical skills in order to better guide students to start their own businesses. In addition, you can also invite some alumni with successful entrepreneurship experience or relevant enterprises and institutions to give guidance to students.

4.3 Applying Theory to Practice, Strengthening Practice and Application

Practice is the most important part of entrepreneurship education. The stimulation of College Students' entrepreneurship potential and the cultivation of management initiative are not open to practice. Therefore, colleges and universities should do a good job of interaction and contact with enterprises. Through the cooperation between schools and enterprises, the establishment of entrepreneurial practice bases, such as pioneering parks, provides opportunities for college students to carry out entrepreneurial practice activities, and actively carry out colorful entrepreneurial practice activities, so that students' practical entrepreneurial ability can be exercised.

4.4 It is Particularly Important to Further Promote the Improvement of College

Students' comprehensive quality and the cultivation of their professional ability, and actively guide and help college students to carry out career planning. As far as the current trend of higher education reform in China is concerned, most universities are actively promoting college students' career planning education, and striving to make breakthroughs in the cultivation of students' innovative and entrepreneurial abilities and professional qualities. However, there is still a long way to go in the concrete implementation stages of training mode transformation and curriculum reform, especially for application-oriented undergraduate colleges. In the process of technological school-running transformation, solid career planning of college students is an important way to achieve high-quality personnel training. In another sense, career planning is not only for employment, but also for the organic combination of talent growth law and sound personality shaping. Therefore, we need to be more active in consciousness, promote the reform of talent cultivation model, and pay attention to it from family, school, government, society and so on. Only in this way can we make career planning better. It is planned to base itself on the current situation of University education, face the economy and society, and develop a better future.

5. Conclusion

In a word, entrepreneurship is a road full of hope and frustration. While entrepreneurs have entrepreneurial theory, knowledge and practical ability, they must also have strong psychological quality. Faced with various problems in entrepreneurship, they can effectively adjust. Only in this way can entrepreneurship be successful.

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