

## The cultural roots of American Entrepreneurship Education

Xiaoyan Guan

Business School

Jiangxi Normal University

Nanchang, china

xyg@vip.sina.com

Weina Qi

Business School

Jiangxi Normal University

Nanchang, china

qwn3150@163.com

**Abstract**—the United States is the earliest implementation of entrepreneurship education in the country, a series of pioneering and innovation in entrepreneurship education, form the leading edge of the educational system, this article from the cultural to explore "why entrepreneurship education will begin in the United states". Think of entrepreneurship education in American cultural roots in three aspects: the Puritan culture, immigrant culture and pragmatism and individualism as the core philosophy. The Puritans thought gives the sense of entrepreneurship education in American universities; immigration (Entrepreneurship) culture to promote the United States in the form of inheritance of entrepreneurship education in universities and colleges; individualism for entrepreneurship education provides the philosophy of pragmatism; promote college entrepreneurship education practice and social contact. There is a close relation of these culture and entrepreneurship and entrepreneurial spirit, has brought deep influence and on the emergence and development of entrepreneurship education in america. As culture has the function of orientation, it promoted the entrepreneurial knowledge propagation through the guide system of university education, business value and there are plans to promote value goal and social orientation of personal comments, but also extends to the influence on the social and economic development of the United States of america. The reason for the United States of America the past development of entrepreneurship education have often from education itself and the demands of economic development point of view, this paper tries to follow cultural roots deep to explore entrepreneurship education production and natural occurrence and development "in the United States"

**Keywords**—the American entrepreneurship; education and cultural roots

### I. INTRODUCTION

The United States is the earliest country implementation of entrepreneurship education. As the birthplace of entrepreneurship education, the United States of America carried out a series of pioneering and innovative entrepreneurship education in history, which has formed the local education system leading, and attracted many scholars interest in it, especially pay attention to the United States the social and economic development and the deeper cultural of the demand for entrepreneurship education and on entrepreneurship education evoked. The Kauffman foundation that through the investigation and research, "entrepreneurship education colleges and universities in the

United States is real and naturally occurring " [1]. Liu Xiaodong think of American cultural penetration, the United States and other countries, school education is the main place for cultural infiltration, including general teaching, management and specialized curriculum and teaching activity [2]. Benedek Anderson also pointed out that in the <imagined community> in one book, culture is a nation's survival foundation, and all the problems of society in the history of a nation has a profound "cultural root" [3]. Therefore, from the culture of the deep to explore "why entrepreneurship education in the United States will origin", from the cultural origin to study this topic may be able to explain the entrepreneurship education in the United States of America "naturally occurring" provides a new angle of view.

### II. ENTREPRENEURSHIP EDUCATION IN THE UNITED STATES SET A PRECEDENT AND INNOVATION DEVELOPMENT.

The United States of America as a forerunner of global entrepreneurship education, entrepreneurship education in history has created many first.

#### A. In Entrepreneurship Courses First, Promoting the Development of Entrepreneurship and the Entrepreneurship Discipline.

The United States first entrepreneurship course teaching -- in 1947, Harvard Business School professor Myers Maes (Myles Mace) took the lead in the creation of enterprise education curriculum: <new enterprise management> (Management of New Enterprises) [4], which was later many entrepreneurship researchers believe is a first course in American University in the entrepreneurship education, entrepreneurship education is first appeared in the university. Until 2005, the United States a total of more than 1600 college opened the 2200 door on the pioneering course [5].

In 1967, Stanford University and New York University started MBA curriculum system of entrepreneurship education in modern, 1968 Babson College first opened in undergraduate education in entrepreneurship, so far, in the United States 1600 college and university has opened more than 2200 courses, set up more than 100 entrepreneurship research center, 142 university entrepreneurship education as the areas of expertise, including 49 schools awarded the entrepreneurship degree, established more than 100 research centers on the [6] entrepreneurs.

*B. In carrying out the Business Plan Competition First, Created a lot of New Forms of Entrepreneurship Education.*

Entrepreneurship education of American University is not only the course, continuous innovation and entrepreneurship education form. The United States has created the first entrepreneurial education competition form -- 1983 Dezhou University in Austen, the United States of America held the first college students entrepreneurship competition (also known as "a business plan competition"), including the Massachusetts Institute of Technology, Stanford University and other world-class university, more than ten university every year held this kind of competition, and gradually spread to other countries in the world of the university.

Enterprise competition is conducive to the students after graduation entrepreneurship. For example, "\$fifty thousand to Massachusetts Institute of Technology business plan competition", every year there are five or six new business was born from this event, there are a considerable number of entrepreneurship and entrepreneurial team is a hi-tech enterprise with millions of dollars to the price to buy. More importantly, the business competition inspired students pioneering spirit, since 1990 the college graduates and teachers' average annual founded 150 new companies, it has become an important engine of the American economy. The United States bank of Boston published 1997 <MIT: innovation impact> report shows, if the Massachusetts Institute of Technology alumni and teachers create companies formed an independent country, so its economic strength will be ranked in the twenty-fourth place in the world [7].

The practice of entrepreneurship education in the United States also reflected expansion plan in epitaxial Entrepreneurship Center (Out Reach). Epitaxial expansion plans include incubators and technology parks, risk investment institutions, entrepreneurship training, Family Association, economic research business certificate, college Entrepreneurship (students), family business committee, small business investment network, development center, student risk fund, entrepreneurial Alumni Association, entrepreneurs club. Extension plans to strengthen between the University and society, enterprises and entrepreneurs, to enhance students' communication, close in contact with the community, the business center for more funding, and business center has more vitality and development potential of [8].

*C. In the Development of Entrepreneurship Education Standards to Promote the Country, Guidance and Evaluation of Entrepreneurship Education*

The United States of America as the world's first courses in Entrepreneurship Education in the country, has accumulated rich experience and achievements in the fields of entrepreneurship research. In 2003, the United States of America alliance entrepreneurship education through the literature investigation, telephone consultation, entrepreneur discuss, website comments, links and a lot of work, the "was

released in 2004 June entrepreneurship education national content standards"(National Content Standards for Entrepreneurship Education, referred to as <the national standard CEE>.

<The basic framework of national standards CEE> include: the 1 target. The United States of America alliance enterprise education proposed "entrepreneurship is a lifelong learning process", this process includes at least basic cognitive ability, innovation consciousness, culture, entrepreneurial practice and development in five stages. The objectives are as follows: as a framework, suitable for the construction of entrepreneurship education courses of different levels, including large and medium-sized primary school and adult education programs; as a guide, easy to measure obtained from the entrepreneurial activity in the knowledge and skills; as a tool, can be used to obtain the core academic skills and application of them; can be used as learning category and subject. 2 the content system. Including "entrepreneurship", "to", "enterprise" section and 15 kinds of standards and some performance index. <The national standard CEE">is not designed for a course or a project, it is a guiding document summary and.

<The national standard CEE> not only embodies the state and society pay close attention to the entrepreneurship education, also demonstrates the research achievements of the United States of America very fruitful in the course of entrepreneurship education, the characteristic curriculum standards to guide the practice of entrepreneurship education, the evaluation of personal quality and ability to start an undertaking, has higher reference value and macro guidance [9].

*D. Based on the Social Service Function of the First, to Promote the Development of Entrepreneurial University*

Since the Eleventh Century European founded University, change of the social functions of university teaching, scientific research, through the three stages of social service. Social service is to make the United States the development of the University's new contribution. To provide a legal basis in 1862 through the <Morel act> to the social service function of American universities, the Congress to land-grant form to encourage agricultural engineering college, training specialized personnel, services for agricultural production; the Wisconsin Idea -- the University's resources and capabilities directly used to solve public problems, establish the function serving the Society for the University, the university closely related with the social development. The Wisconsin idea, promote the formation of entrepreneurial university. Stanford University in 1951 by leasing land and transfer of technology the way to establish the Stanford Industrial Park, founded enterprises relying on University of the new mode of cooperation. Relying on the Stanford University and the birth of the rise of Silicon Valley, which marks a revolutionary change in the relationship between University and the society from the edge of the stage, University society gradually social center stage, become a powerful engine to promote the economic and social development. Foundation university with scientific research and entrepreneurship

professor at the University of the expanded, then becomes the entrepreneurial university. New York University sociology professor Henry Ezkowitz according to the given the history of the development of American University judgment "entrepreneurial university" conditions: whether a university is it right? Entrepreneurial university according to its mission, entrepreneurial university mission in addition to teaching, research, development and serve the regional economy and society. The general has the following three characteristics: the university itself as an organization with an Entrepreneurial University; member (faculty, students, ordinary employees) to some extent can be changed into entrepreneurs; the interaction between University and the surrounding environment follow the entrepreneurship model [10].

Of course, in the process of the formation and development of Entrepreneurial University, there has been a mutual promotion and the strength, referred to as American University innovation education.

After 60 years of development, entrepreneurship education has become an important part of education in American University, also affects the new ideas and actions form the global higher education as other countries, entrepreneurship education flagship and benchmarking, to study and emulate.

### III. THE DEEP-SEATED CULTURE OF ENTREPRENEURSHIP EDUCATION IN AMERICAN.

Comparative education scholar Gu Mingyuan once said: "there is a river education, and culture is the source of the river and continuously into the flowing water in the river." Why entrepreneurship education will be in the United States before a chrysalis? Why entrepreneurship education in the United States of America feel just like a fish in water in the soil? Its origin is the United States of America's unique culture springhead. The author thinks that the cultural roots of American entrepreneurship education has three main aspects:

#### A. *The Spirit: and Root Section Can, Create a New, Social Responsibility*

The first half of the sixteenth Century, King Henry VIII and Pope of Rome break, religious reform, to establish the princes of the king's Church (Anglican), but retained the Catholic episcopacy, important doctrine and ritual. In 60, the Catholic residual effects of many advocates for cleaning within the Anglican Communion, the Puritans (named after the second half of the sixteenth Century from the Church of England internal separated from the religious sect). The Puritans advocated the removal of the Church of England's Catholic and influencing factors, purify the Church of England, a pure Protestant Church of the anglican. This sends the request to Calvin's theory as the basis to reform the Church of England, admitted that "Bible" is the only authoritative, against the autocratic king and bishop, advocated the removal of the old system, simplify the Catholic church ceremony of China retained, advocate thrift Festival can, opposed to luxury.

Since the inception of the movement was held on to

power and religious power of the government and the Anglican Church of repression and persecution, and thus a large number of pilgrims escape from England. In 1620 the <May flower> carrying forty-one families (one hundred and one people), from the British travel up to america. There are many ship from England to America in succession, load to a lot of Puritan family, light in the sixteen thirties, had a total of twenty thousand people. The maximum impact in the United States of america. In one of the original 13 colonies, 80% churches have Puritan tendencies.

The Puritans to open up America territory as God calls in the United States, the country's entrepreneurship as duty. They had come to "a land flowing with milk and honey", Ka Kamishi, hard work, hard creation, value the public welfare and the moral life, respect justice and abide by the laws, the daily life order, each other and help one another in defense work, society is soon rich.

The Puritans believed that people must be abstinence and frugal. They restrict all lust, pleasure even consumer behavior, the consumption investment and spending all used in the production of investment and expanded reproduction, so will inevitably lead to the development of the accumulation of capital and industry. They think not lust and greed have accumulated wealth, but the restraint and the growth of social wealth.

The Puritans advocate commercial and industrial activities, in the business of honest and trustworthy, valued reputation, never bluff and deceive, the entrepreneur is not only the pursuit of profit maximization, but also has social feedback awareness, social responsibility, social justice, support, and made great contributions to the social commonweal career, bear a great public service obligations.

Spokesman of the Puritans called entrepreneurship. The famous Puritan John Wesley Puritan spirit brilliantly summed up as: make money, money, money desperately desperately.

#### B. *Immigrant Culture: Independent Optimism, the Courage to Explore, Through Thick and Thin.*

The United States is not a natural formation of the country, but a major immigration countrie gathered.

In 1492, the discovery of the new continent Kolumb, opened up a new world for europeans. Since the beginning of the European colonial expansion the American continent second movement. The first is the British, 1607/1733 years, immigration has established the Virginia 13 colony in the Atlantic coast. Then the Irish, Germans, French, Dutch, Swedes, the people of Poland and the diaspora in Europe's jews. Subsequently, Africa Black also heavily trafficked here as a slave, whose population has accounted for 1/10. The above is the United States in the early immigrants. After the founding of the United States of America, immigrants continue to everfount into the United States, is still the main European, but also the beginning of asians. After the Opium War, many Chinese coastal poor people are "sold out" to the United States of America as a "coolly" (coolie), they are in the United States of America's first overseas Chinese and chinese.

Immigration has steadily into the United States, has a

profound impact on the American character. To leave their homes, to a new country, need to have the courage and flexibility. Americans to love adventure and curiosity, with its independence and optimistic spirit celebrated.

John.F., President Kennedy himself was an Irish immigrant's grandson, he said the United States as an immigrant society, each immigrants are at the same starting point to begin a new life. This is the United States Secret: the people of this country can clearly remember the traditions of the past, also dare to explore new fields of [11].

In nineteenth Century the westward movement (Westward Movement) is the American people from eastern North America to the west the territorial expansion, economic development, mass emigration to the large-scale population migration activities completely changed the face of the United States, a liquidity American westward movement is a process; the American people carve, face all kinds of hardships and dangers, abandon all outdated customs and bad habits, to overcome difficulties, forge ahead, and to foster the formation of American national reality, optimistic, march forward courageously national character.

### C. *Philosophy: Pragmatism and Individualism*

Individualism is the core of American culture. In the history of the United States, the development of individualism has gone through several stages: most of the United States immigration early in order to get rid of feudal Europe bound and various power of oppression and to the continent of North America in search of a new life, so its character is bound, the pursuit of freedom of the resistance factors. This is the original meaning of American individualism. The early years of the Republic, American individualism is embodied in the "freedom", "equality" pursuit, <Declaration of independence> made clear: all men are created equal, God gave them certain unalienable rights, including life, liberty, and the pursuit of happiness. It is the pursuit of individualism as the core [12] of American culture.

The middle of the nineteenth Century the westward movement and the frontier that American individualism values to obtain the significant development of individualism has added new content, on the one hand, the pioneers to build homes, to the west of the journey to create buildings, so that the whole family to live a good life, to experience this freedom, they are willing to fight for it, interference against external forces; on the other hand, the pioneers in getting rid of the old social order shackles also lost civilization can provide comfort and comfortable, they must be independent development, rely through one's own efforts. With the development of capitalist industry's rapid development and large-scale social organization, determinants of success is no longer personal single-handed fight bravely, but work and pull together. Then the new individualism, called collective individualism (collective individualism), which requires people to carry forward the characteristics and creative individuals in the collective cooperation, require individuals to participate in social and group activities, through coordination and cooperation way

to present its value [13].

Although the concept connotation and individualism has been with the development of American social and economic change, its core content is that everyone has the right to choose their own way of life, no person shall interfere and control. Still the essence of individualism is independence, self-determination, on their own. Personal independence, self-reliance, control their own fate dedication.

Pragmatism (Pragmatism) is from the Greek word  $\Pi$  Rho alpha gamma Mu alpha (action) derived, meaning is the act, the actions of [14]. Modern philosophy schools originated in the eighteen seventies, become a mainstream trend in twentieth Century, the United States of america.

The main argument is that knowledge is pragmatic: control of practical tools, the reality can be changed; emphasize practical experience is the most important, and the principle of reasoning is secondary; belief and idea is true is whether they can bring the actual effect; the truth is thinking of the achievements of the activities; theory only to the result of behavior assumption summary, is a kind of tool, whether there is value depends on whether the action of success; people's interpretation of reality, depends entirely on the reality of his interests have what effect; emphasis on action is better than that of dogma, experience is better than the rigid principle; advocate the concept of meaning from the result, the meaning of truth comes from.

The basic principle is: to determine the belief of pragmatism as a starting point, to act as the main means, to obtain actual effect as the highest purpose.

## IV. CULTURAL INFLUENCES ON ENTREPRENEURSHIP EDUCATION IN AMERICAN UNIVERSITIES.

The culture of the United States of America provides a natural soil for the emergence and development of entrepreneurship education in the United States of america. As the United States of America famous higher educationist Kerr said: in the past three hundred years, the relationship between culture and higher education is more close, their combination and development.

Influence on the emergence and development of American entrepreneurship education philosophy and culture American Puritan religious culture, immigrant culture, individualism and pragmatism have deep:

### A. *The Puritans Thought Gives the Sense of Entrepreneurship Education in American Universities*

The United States of America is one is established in the Puritan ideology, Puritan is the momentum generated in this country.

In the era of human history, only a "occupation" this concept, namely calling, which contains "summon, assemblies of God."Therefore, they think that the occupation duty, is God's mission, and complete the task of each individual genius duties and obligations, but also thank God calling. They think that "Americans are God's chosen people", so they have the responsibility to make the United States a "model" of the world, it is a religious mission inspired Americans to perform "sacred duty", explore and expand in the United States, entrepreneurship. This kind of

social ideal must reflect upon the education and cultivation of talents, thus affecting the education of talents cultivation of the sense of mission.

*B. Immigration (Entrepreneurship) Culture to Promote the United States of America in Universities and Colleges in the form of Inheritance of Entrepreneurship Education*

Immigrant culture made Americans have to dare to challenge, dare to risk the entrepreneurial spirit, the whole society pay attention to and support of entrepreneurship, failure tolerance, thereby spreading and deepening for entrepreneurial culture in the United states. Futurist John Naisbitt think: entrepreneurship is the basis of the United States of America's continued economic prosperity. Since 1990, the United States of America every year, about 1000000 the establishment of the new company, an average of every 250 citizens of the United States is a new company, the United States of America venture climax in a higher and higher wave. "The United States of America Kauffman Entrepreneurial Leadership Center" display in a research report in 1999 June, in every 12 Americans have a hope to start their own businesses; 91% of Americans think, to start their own business is "a respectable job" [15].

As a social culture can directly affect the education goal, structure, content, form, and education can be accumulated in human life and production practice of material wealth and spiritual wealth of conscious, purposeful, planned to transfer to the next generation, the human culture has a long history. The United States of America rich entrepreneurial culture promoted the education structure and content of the change, the entrepreneurial culture can be first in the United States of America Universities with entrepreneurship education to preserve communication.

*C. The individualism of entrepreneurship education provides the philosophy*

Essence of individualism is the pursuit of individual freedom, independence and development, emphasis on individual struggle and self-actualization. This thought in the United States of America win support among the people, "relied on its own, individualism, Americans are unique, the United States of America is a western country, the United States of America is a western country unique. Investigation of PEW 06 years (company) to collect data, only 1/3 the United States believe that success in life is outside of oneself force control, and believe that success in life is outside of oneself force control of the Germans have 2/3 "[16].

Although the philosophy of individualism in European countries, but later became the United States of America's core values, influence of economic and social life in the United States aspects, also influence to the field of education, especially the education idea, to find the philosophy basis. Entrepreneurship education to everyone as is an independent personality and free will of the individual, to encourage people to self-determination, rely through one's own efforts, entrepreneurship, the maximum excavation and mobilize individual potential, economic success through entrepreneurship, realization of individual value and social value; and pay attention to the development of students'

subjective initiative and potential at entrepreneurship teaching methods, encourage students to actively learn through their own practice, teacher is the students learning guidance, participants, in order to play a role of students in the teaching of entrepreneurship education.

*D. Pragmatism to the Entrepreneurial Education Practice and Social Contact*

Pragmatism is the United States of America native Chinese philosophy. It is the American society and the American character, behavior has an important effect. Pragmatism is useful in real life, if there is a benefit for the standard of value judgment, principles and doctrines against immutable and frozen, education value of its cast view, knowledge view, view of talent and the institutions of higher education and social life natural relationship, the specific performance of attaches great importance to practice teaching, pay attention to will learn as quickly as possible into matter. Wealth. Entrepreneurship education, adhering to the idea of pragmatism, unified goal, action and effect, pay special attention to practice teaching, such as visits to enterprises, entrepreneurial experience, business simulation and practice, in order to achieve the goal of cultivating enterprise talents. Pragmatism to the development of talent training and the social economy closely together, took the lead in social services for the University Third functions has a profound cultural foundation; the United States has the functions of higher school once scientific research, extension based on entrepreneurship education on university functions as an entrepreneurial university became inevitable. This is the inevitable reflection of pragmatism culture tradition in the field of entrepreneurship education in American universities, the United States of America's entrepreneurs are from famous university. The guide of pragmatism and the spirit of adventure, some American Research University from the outset, gave birth to the academic entrepreneurship [17].

Higher education doesn't make a non-existent world knowledge. University study is to educate students to influence the way we live in the real world. Isolated and static education will never succeed. Therefore, if you want to be an educated person, must learn the great works of past and explore the essence of humanity. At the same time, higher education should also is a kind of spirit, to adapt to the power, is a kind of science, society and mankind to solve real life problems of their own ability of [1]. In the last 25 years of the twentieth Century, entrepreneurs and change scientists has completely changed the United States and the world economy, entrepreneurship has become the United States of America economic development's secret weapon [18]. Undertaking tide have made people demand for knowledge and skills relevant to the increase, always in touch with society of American higher education closely reacted quickly. Entrepreneurship and the university education is to promote each other, any one party's success will have a positive impact on [1] of the other party.

In short, entrepreneurship education in Colleges and universities in the United States has pioneered and development, from the United States of America's unique

history and culture origin. As culture has the function of orientation, it promoted the entrepreneurial knowledge propagation through the guide system of university education, business value and there are plans to promote value goal and social orientation of personal comments.

#### REFERENCE

- [1] Wu Shixing, Yang Yahong. American University Entrepreneurship Education -- Kauffman venture fund of American Entrepreneurship Education Research Report "[J]. China University teaching, 2011 (4)
- [2] Liu Xiaodong: the United States of America culture. Cultural infiltration education theory and practice of [J]. foreign social science, 2004 (5)
- [3] (United States) Benedict Anderson [M]. community think Wu Ruiren translation. Shanghai people's publishing house, 2005 (5)
- [4] Solomon, G.T., Weaver, K.M., & Fernald, L.W., Jr.. Pedagogical methods of teaching entrepreneurship:A historical perspective.Simulation and Gaming, 1994.25 (3): 338-353.
- [5] Katz, J.A..The chronology and intellectual trajectory of American Entrepreneurship education.journal of Business Venturing, 2003.18 (2): 283-300.
- [6] Brush, C.G., Duhaime, I.M., Bartner, W.B., A., S., Katz, J.A., et al.Doctoral Education in the Field of Entrepreneurship.Journal of Management, 2003, (3): 309-331
- [7] Wang Yonghong. Innovative entrepreneurship education achievement America - entrepreneurship education revelation [J]. Science decision-making issue, 2006 (11)
- [8] Shen Bei Fei LiuMingXia. American entrepreneurship education in colleges and universities characteristic analysis [J]. Journal of education development research, 2010 (5)
- [9] Ceng Erlei. American entrepreneurship education content standards of the state as analysis [J]. Journal of education research, 2010 (12)
- [10] Etzkowitz, H.& Leydesdorff, L.Universities and The Global Knowledge Economy:A traplex of University-government Relations, London:Pinter, 1996
- [11] The United States of America, the United States image(Portrait of the USA)Http://usinfo.org/chinese\_cd/portraitAm/GB/homepage.htm
- [12] core Ogawa. American culture: an introduction [M]. Beijing: People's publishing house, 2006 (L), P162
- [13] Li Jianhong on individualism embodied in American culture. Journal of Hunan Institute of Engineering, fourteenth, Vol. second, 2004 (6)
- [14] (United States) William James. Pragmatism [M]. Chen yu-lun, translated by Sun Ruihe. The Commercial Press (Beijing), 1996
- [15] Cai Keyong. The new trend of educational development: strengthening of entrepreneurship education [J]. Qiushi, 2001 (18)
- [16] individualism is unique in the United States the value of.Http://visa.100xiao.net/newsShow.asp? DataID=553.
- [17] Lu Sheng, Liu Linqing. Application of Ca, entrepreneurial university and entrepreneurial ecosystem of [J]. contemporary economy, 2009 (2)
- [18] Geoffrey Getty trip. Stephen Sipineiliruo. Entrepreneurship [M]. Zhou Weimin, Lv Changrong translated. People's Posts and Telecommunications Press, 2005 (6)