

The Problems and Countermeasures of College Students' Entrepreneurship

Education

Yunru Huang, Xinlu Zou, Xueling Nie

School of Business Administration, University of Science and Technology Liaoning, 114051

Anshan, China

Abstract: College Students' entrepreneurship education is a problem that can't be ignored. The development of entrepreneurship education is a complex systematic project, which is based on support and cooperation from the state, society, universities, enterprises and individuals. According to the employment situation of college students, it is not optimistic, employment is the root of the people's livelihood, and entrepreneurship is the root of the employment. This paper expounds the current situation, function, fundamental significance of College Students' entrepreneurship education and the problems and Countermeasures in college entrepreneurship education. There are great problems in Entrepreneurship Education in Colleges and universities. Starting from the current situation of entrepreneurship education, this paper analyzes the main problems existing in Entrepreneurship Education in Colleges and universities, and puts forward some countermeasures accordingly.

Keywords: entrepreneurship education; employment; Countermeasures

1. THE PRESENT SITUATION OF COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

Under the grim background of the employment situation of college students, the problem of College Students' employment difficulty has become one of the major difficulties in social development and one of the hot topics of public discussion. To strengthen college students' entrepreneurship education has also become increasingly high, while foreign college students in extensive entrepreneurial class education, which caused national attention on entrepreneurship education, colleges and universities are also aware of the problem and make corresponding improvements. Many universities set up entrepreneurship education and research centers or entrepreneurship education centers in universities, and set up entrepreneurship courses in university courses. Meanwhile, many entrepreneurial competitions were introduced to improve entrepreneurship education and improve entrepreneurship education for college students. For example, Tsinghua University started the innovation and entrepreneurship management direction for MBA in 1998 in Management College, and also set up a high tech entrepreneurship management course for all undergraduates. In 1999, the

National Education issued the action plan for education revitalization in twenty-first Century. The plan clearly pointed out: "strengthen entrepreneurship education for teachers and students, and encourage them to set up high-tech enterprises independently." In the same year, the Central Committee of the Communist Youth League organized the first "Challenge Cup" National Undergraduate entrepreneurship plan competition, and this project is still ongoing. The scale and influence is also expanding. It has become one of the most popular entrepreneurial competitions nowadays. From 2003 onwards on the MBA venture management program, launched in 2005 and class "business plan and practice of college students" school elective course, which has been incorporated into the school curriculum training employment and entrepreneurship module. Entrepreneurial Management Research Center of Nankai University was founded in September 2003, students entrepreneurship and development courses for undergraduate, graduate, and Dr. MBA, and set up business management research in the doctoral teaching plan and MBA

At present, countries have recognized the importance of entrepreneurship education for college students, but the various colleges and universities due to lack of environment, They have to carry out the work of entrepreneurship education students do not go far enough, and no entrepreneurial ideas and knowledge education into the thoughts of the students, They can be said to carry out entrepreneurship education for college students is very slow. At present, most students in the national policy advocacy and support, have entrepreneurial ideas, but the lack of due to the lack of necessary business experience, capital, technology, resources and competencies required, resulting in entrepreneurial confidence, lack of courage, and ultimately a firm choice of college students less and less. According to the survey on the status quo of College Students' Entrepreneurship in 2005, 80% of college students want to start a business, but less than 5% really put into actual action. Therefore, the current situation of College Students' Entrepreneurship Education in China is not optimistic.

2. THE ROLE OF COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

College Students' entrepreneurship is to change the traditional concept of employment and make use of their own knowledg, ability and technology to create new jobs by means of self financing, technology shares, and cooperation. University entrepreneurship education is the way and way to make college students master their own business through education. Now most of the college students' employment thinking mode has been imprisoned by the traditional employment model, and the knowledge mechanically seeking jobs for employment. Entrepreneurship education for college students is to enable college students to develop their self development ability, change the concept of passive employment into active entrepreneurial thinking, boldly challenge the society and move towards the society, and meet the social challenges with a positive attitude.

In recent years, many western developed countries have begun to focus on entrepreneurship education. They have made great breakthroughs in carrying out entrepreneurship education in the mode of curriculum and practice. According to data statistics, the number of college

students who choose to start their own business at graduation in western developed countries is growing at a rate of 5.6% per year. Its effect not only alleviates the pressure of employment, but also develops rapidly from the wealth created by college students, and entrepreneurship gradually becomes an important force for economic development. From the point of view of national interests and from the perspective of individual development, entrepreneurship education has a deeper role and value.

2.1 Is Beneficial to the Improvement of College Students' Traditional Employment Mode to Relieve the Pressure of Employment

College students realize that independent entrepreneurship is the need for social progress and the need for the realization of self worth of life. It is realized that entrepreneurship is a higher level of employment. The entrepreneurial ability of the university is conducive to solving the problem of College Students' difficulty in employment. Entrepreneurial ability is the ability of one's self - survival and self - development in the practice of business. A college graduate with a strong entrepreneurial ability will not only be the pressure of employment in society, but on the other hand, it will be able to do its own business.

2.2 Is Helpful to Improve the Practical Ability of College Students.

At present, college students' employment market increasingly fierce competition, enterprises to recruit students, not only to look at the school, but also the students practical experience and practical ability level has become one of the important standard by the employer and the. Students can improve their practical ability through the platform of self employment, accumulate more practical experience and social experience, and lay a good foundation for entering a good company after graduation.

2.3 Is Beneficial to the Realization of College Students' Self Value.

Through self employment, college graduates can combine their interests and careers closely, and do what they are most interested in and most willing to do and what they think is most worthwhile. In a colorful social stage, it is the best to give full play to his talents and get a reasonable reward.

2.4 Is Conducive to the Cultivation of College Students' Innovative Spirit.

In recent years, the rapid development of commodity economy, the employment crisis is more and more serious, the employment pressure is more and more big, under such pressure, it has very important significance with innovative ideas, only with innovative consciousness and innovative thinking ability in the fierce competition to stand out. In the process of entrepreneurship, we can learn logical analysis, think in all directions, constantly improve the innovation in the face of problems, and improve the activity of thinking.

3. THE IMPORTANT SIGNIFICANCE OF COLLEGE STUDENGTS' ENTREPRENEURSHIP EDUCATION

1. Entrepreneurship is another mode of employment. The difference is that entrepreneurs are not waiting for others to give themselves jobs, but to create jobs for themselves or others. At present, our country advocates and encourages college students to start their own business, and

has introduced a series of preferential policies, including industry and commerce, tax and other aspects. The reason why we advocate college students' entrepreneurship is not only a way to relieve the pressure of employment, but also a guiding spirit for college students to have pioneering spirit.

2. College students' entrepreneurship can realize the diversification of employment channels and reduce the pressure of employment. In the face of China's labor supply in excess of demand and huge employment pressure of reality, to achieve full and reasonable employment and reduce the unemployment rate, in addition to continue to maintain a rapid pace of economic development, provide more jobs and occupation, vigorously develop the occupation education and training, occupation qualification to transport workers with existing professional positions, also we should vigorously promote entrepreneurship to create more jobs in society.

3. College students have mastered advanced science and technology, and have rich professional knowledge and high comprehensive quality, the most likely to achieve successful entrepreneurship. Therefore, self employment should be one of the future employment channels. It will open up new employment channels, create new employment opportunities for the society while solving employment problems, and help alleviate the employment pressure of the country.

4. THE PROBLEMS OF ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

China's colleges and universities have been carrying out quality education for more than ten years, but influenced by many factors, most universities still adopt the teaching mode centered on teacher's lecture, based on test scores and instilling knowledge. We only pay attention to the instruction of students' professional courses, but ignore the courses of entrepreneurship education. There is little concern about the basic knowledge of entrepreneurial knowledge, pre business landscape planning and entrepreneurial practice guidance. Combined with the situation of my university, the school has really invested in entrepreneurship education, but most of its actions rest on skills, psychology, policy and situation analysis.

4.1 The Weak Teachers of Entrepreneurship Education in Colleges and Universities are Weak

Entrepreneurship education is a complicated system engineering, and not rely on a few lessons, a few lectures, a few games can be resolved, but need to have experience, understand the social contact, enterprise education for students and teachers to guide and help the students in a certain period of time to bring the students out of the campus. At present, there are two kinds of teachers engaged in entrepreneurship education, teaching and training in Colleges and Universities: one is teachers who have been engaged in business management teaching before, and the other is student employment guidance teachers. Most of the two kinds of teachers didn't have systematic entrepreneurship training. They lacked entrepreneurial knowledge and even had no experience of entrepreneurial practice. They didn't innovate in teaching contents.

Knowledge remained on the theoretical level of books and could not change essential problems.

4.2 The Backwardness of the Thought and form of Entrepreneurship Education in Colleges and Universities

Educational thought plays a directing and guiding role in education. The form of education is the key to the success of education. Because of the social, historical and cultural reasons, especially the influence of the imperial examination system, restraining commerce, officer of feudal thought and the planned economy, our country's ideological education is very difficult to fundamental change and breakthrough. Pay attention to the evaluation of examination results and evaluate the moral outlook of students' Ideological and political performance by taking the attendance rate. These old ideas seriously restricts the creativity of students, cultivating the human side, preventing the formation of College Students' diversified model.

Our universities and colleges are still focusing on classroom instruction, emphasizing the content of books, and focusing on theoretical knowledge. They don't have a deep understanding of entrepreneurship education and have no chance to practice. The students only accept the entrepreneurial education according to their books, and they have something to merge into their own. Therefore, the backwardness of the idea and form of the funny education hinders the promotion of entrepreneurship education.

4.3 Disadvantages of the System of Entrepreneurship Education in Colleges and Universities

At present, the entrepreneurship education of colleges and universities in China is not systematic and the overall level is low. On the one hand, due to the influence of our traditional education mode, on the other hand, due to the influence of the Soviet Union's learning, our education system has many disadvantages, which makes entrepreneurship education simply unable to meet the needs of students' development. Entrepreneurship Education in Colleges and universities in China has just started. The arrangement of curriculum is still under study, and there is no unified basic curriculum and corresponding training objectives. At the same time, most of the textbooks used in our entrepreneurship education courses are foreign translations. The examples and parsing are biased towards foreign countries, and are not necessarily adapted to the situation we have been through.

5. COUNTERMEASURES AND SUGGESTIONS TO IMPROVE THE EDUCATION OF ENTREPRENEURSHIP IN CHINA'S COLLEGES AND UNIVERSITIES

5.1 Strengthening the Construction of the Teaching Staff of Entrepreneurship Education in Colleges and Universities

In order to better accomplish the content of entrepreneurship education and achieve the goal of entrepreneurship education, colleges and universities must establish a team of entrepreneurial education teachers with reasonable structure, excellent quality and effective results. They have to have enough experience and be brave in innovation. To strengthen the construction of teaching staff in Entrepreneurship Education in Colleges and universities, we should not only

rely on the existing business schools, business schools and management schools, but also set up entrepreneurship education majors, so as to train professional level education teachers. We should also invite experts from entrepreneurship education to the school for all teachers to give lectures on entrepreneurship education. It is also necessary to strengthen the training of teachers and select the representative teachers from the campus to the enterprise.

5.2 Set up the Educational Idea of College Students' Innovation and Entrepreneurship.

Due to the influence of traditional education and teaching ideas, colleges and universities present the phenomenon of "emphasizing theory and practice" in the process of education and teaching, and the way of teaching is mostly spoon feeding. Few students have the idea of "innovation and entrepreneurship". Therefore, in order to improve the quality of innovation and entrepreneurship education in Colleges and universities, it is necessary to solve the problem of ideas first. Colleges and universities should actively transform the traditional employment education to entrepreneurship education, so that students can focus on entrepreneurship and entrepreneurship, so that students can firmly establish the concept of innovation and entrepreneurship.

5.3 Reconstructing the curriculum System of Innovation and Entrepreneurship Education in Colleges and Universities

Now we need to build an entrepreneurial education system adapted to universities in our country. The process of building innovation and entrepreneurship education curriculum system is very complicated. We must abide by the principle of promoting the development of students' thinking and do well in the organic combination of professional and disciplinary education and curriculum. In the course of setting up courses, colleges and universities should create and add entrepreneurship awareness courses, and provide students with more opportunities to learn and innovate knowledge. At the same time, we should actively set up the curriculum of innovation and entrepreneurship related to professional practice, so that students can get the opportunity to learn to use. In addition, colleges and universities should take the initiative to introduce interactive teaching and other models to carry out a diversified evaluation, so as to further cultivate and improve the students' innovative and entrepreneurial ability.

6. CONCLUDING REMARKS

The value of entrepreneurship education is to enable students to have entrepreneurial ideas, cultivate students' entrepreneurial consciousness and spirit, and enable students to feel that they can start their own businesses. Therefore, paying attention to students' independent thinking and strong sense of creation, highlighting the importance of educational practice and strengthening the practical ability of students is the key to entrepreneurship education. At present, the current situation of College Students' entrepreneurship is still very serious, and the improvement of College Students' entrepreneurial ability is still a long way to go. But we have been aware of the importance of entrepreneurship in universities as one of the most important stage in the process of entrepreneurship education, to spread the concept of entrepreneurship and awareness to students, improve students entrepreneurial ability fundamentally, in order to

promote the employment of college students, promote economic development, social development and national progress with application power. It is believed that under the joint efforts of the whole society, the current situation of College Students' entrepreneurship will be improved, and a good atmosphere of entrepreneurship will be formed.

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