

Exploring the Psychological Education of Entrepreneurship under the Background

Xia Wang

Xi'an International University, Xi'an, Shaanxi, 710077, China

Keywords: Mass Entrepreneurship; Psychological Education; College Students Entrepreneurship

Abstract: In the face of the status quo of mass entrepreneurship development, the state's policies to encourage university students to start their own businesses have been implemented in major universities, and employment has replaced employment, which has greatly improved employment difficulties and eased social pressure. Based on the background of mass entrepreneurship, this paper focuses on the current problems of weak psychological adaptability and impetuosity of college students and the methods to solve the above problems, in order to improve the level of entrepreneurial psychology and enhance the entrepreneurial ability of college students.

1. Introduction

Entrepreneurship psychology emphasizes psychological quality and mental health. The current college students' education environment is good, but they rarely receive psychological education during their growth, which is very likely to cause personality defects, such as self-awareness, individualism and self-interest. Wait. Therefore, if colleges and universities want to promote students to achieve comprehensive and healthy development and ensure their entrepreneurial ability has increased, they must pay more attention to entrepreneurial psychology education and reform teaching models and methods.

2. Problems in the Current College Students' Entrepreneurial Psychology Education

2.1. Weak psychological adaptability

The ability to adapt in entrepreneurial psychology education refers to the ability of individuals to actively adopt strategies to regulate psychology or behavior in response to changes in the external environment. Individuals with strong psychological adaptability can achieve a balance between themselves and the environment in a relatively short period of time. According to the survey, although most students can't adapt to the environment after entering the university, they will have relatively good performance after time training. About 23% of the students still choose to escape when they encounter difficulties. If the two encounter the same problem in the process of entrepreneurship, the former will try to overcome, and thus succeed, the latter will inevitably escape from the habit, and ultimately the entrepreneurial failure.

2.2. The state is relatively impetuous

College students are potential stocks of the mass entrepreneurial group, but because college students do not have a deep understanding of the society, their mentality will show obvious impetuosity, anxiety, lack of reason, etc. in the process of entrepreneurship, and some students will overestimate themselves, making There is an error in self-judgment, which seriously reduces the success rate of entrepreneurship. In addition, some college students did not conduct research and analysis on the market before starting a business, nor did they do a good job in risk assessment. They imagined that entrepreneurship is too simple. Under the influence of individualism, when their opinions differ from others, they will blindly stick to their own opinions. However, wrong decisions will only lead to entrepreneurial activities that eventually lead to irreversible failures.

2.3. Lack of learning passion

At present, most entrepreneurial college students only have mastered theoretical knowledge. They have not received systematic practical education during their school years and rarely participated in entrepreneurial activities. As a result, social practice experience is very scarce. In the actual entrepreneurial process, they cannot adapt to the increasingly competitive market. The environment, frequently hitting the wall, makes the entrepreneurial passion of college students gradually lower. In addition, there are a small number of students whose theoretical knowledge is not comprehensive. This part of the students lacks the basic knowledge necessary for entrepreneurship. The level of cognition and scope of vision are relatively narrow. Although they are guided by teachers, they are not willing to learn actively. The serious lack of enthusiasm for learning and proactive behavior not only restricts the improvement of college students' entrepreneurial success rate, but also hinders the realization of college students' personal value [1].

3. The Method of Improving the Quality of Entrepreneurial Psychology Education in Colleges and Universities

3.1. Improve the education system and reform the teaching model

College entrepreneurship psychology education needs the support of supporting education system. If we want to achieve the purpose of improving the quality of innovative psychology education, colleges and universities must improve the education system based on their own talent cultivation characteristics and current entrepreneurial development status, and at the same time based on the new content of education reform and modern advanced technology. Innovate the teaching model to improve the current problems in entrepreneurial psychology education. First, colleges and universities should actively open the curriculum of characteristic entrepreneurship psychology education, re-edit relevant textbooks, and enhance the goal of enlightenment of college students by improving the teaching level of the first classroom. If the teaching content is novel and vivid, it will naturally attract students' attention. Therefore, it effectively stimulates the interest and passion of learning entrepreneurial psychological knowledge, and lays a foundation for the formation of positive entrepreneurial psychological capital. Second, in order to re-construct the psychological curriculum system in line with the actual needs of students, in order to ensure that all students' entrepreneurial ability can be improved, colleges and universities must pay attention to the differences of students, so that students can choose compulsory courses and elective courses according to their actual situation, and teachers In the course of teaching, the questions raised by the students must be answered positively and scientifically, so as to effectively improve the psychological quality of the students. Third, the innovation of traditional teaching mode has a positive impact on improving students' enthusiasm for learning. Based on this university's entrepreneurial psychology education, teachers should be required to play the role of information technology, change the rigid and boring atmosphere of traditional classrooms, and create a good learning for students. The environment, while hiring a mentor with successful entrepreneurial experience to teach students, different teachers can bring different learning experiences to students, which is of great significance to improve the effect of entrepreneurial psychology education.

3.2. Organizing practical activities and carrying out the second class

Entrepreneurship emphasizes the combination of theory and practice. Under the influence of traditional teaching concepts, teachers pay too much attention to theoretical teaching, ignoring the importance of practical activities. In order to strengthen college students' entrepreneurial ability and cultivate their formation of good entrepreneurial psychological quality, colleges must give them a high level of entrepreneurial practice. Pay attention to and give full play to the important role of the second classroom, so as to encourage college students to fully grasp professional skills and effectively enhance their ability to resist stress. First of all, colleges and universities can organize different types of entrepreneurship plan competitions, simulation entrepreneurship practice, self-employment enterprise tour and other activities for different professions, encourage students to

participate actively through rewards and other means, and use this method to temper students and help them form positive and diligent and enterprising. Good entrepreneurial spirit. Secondly, teachers should improve the serious polarization of theoretical and practical education, pay attention to the coordination of theory and practice, hire industry professionals, outstanding alumni, successful people, and share entrepreneurial experience with college students through lectures, lectures, symposia, etc. Experience, changing the traditional entrepreneurial concept of college students, on the one hand can stimulate students' entrepreneurial interest, on the other hand can help them to take less detours in the entrepreneurial process [2]. In addition, colleges and universities should give students a rich experience in entrepreneurship practice, organize campus resources and optimize their allocation, establish good cooperative relations with off-campus entrepreneurship practice bases, provide venue convenience for college students to carry out entrepreneurial practice activities, and emphasize their main body in entrepreneurial activities. Position, give full play to the guiding role of teachers, explain the business operation mode, analyze the market environment, and teach the results transformation methods for college students, so as to enhance students' ability to find problems and solve problems, which helps them to accumulate entrepreneurial experience. Finally, in order to improve students' entrepreneurial psychological quality and promote their ability to innovate and innovate in an all-round way, colleges and universities must integrate their own resources and social resources, set up venture capital funds, provide financial support for college students' entrepreneurship, and reward enterprises for outstanding entrepreneurial projects. It not only solves the problem of insufficient entrepreneurial funds for college students, but also lays a foundation for building a high-quality, high-capacity entrepreneurial team.

3.3. Pay attention to psychological counseling and provide consulting services

Psychological quality directly determines whether a university student can successfully start a business. Entrepreneurship is not a simple matter. It is a test for students' professional ability, cognitive level, scope of vision, interpersonal relationship, economic strength, etc. In the process of entrepreneurship, the student union In the face of various problems, only to ensure mental health and have a strong ability to withstand pressure, can we truly do not fear hardships and difficulties. Therefore, when conducting entrepreneurial psychology education, colleges and universities should pay attention to psychological counseling in addition to theoretical teaching and organizational practice activities, and provide consulting services for students who want to start a business or start a business. First, the psychological evaluation system is used to help college students understand the basic situation of their psychological quality, and to specifically design the entrepreneurial psychological education content for students to help them identify their own advantages and disadvantages, so as to enhance the entrepreneurial self-efficacy. Secondly, combining the mental health education of college students with the education of entrepreneurial psychology, and popularizing the knowledge related to mental health in the process of entrepreneurial psychology education. The main purposes of adopting this method are two. One is to help college students understand their own entrepreneurial process. Psychological changes, the second is to promote students' self-regulation ability, problem coping ability, and ability to resist stress, which has a positive impact on improving the psychological adaptability of college students [3]. Third, when providing entrepreneurial counseling and counseling services, psychological teachers can use individual counseling and group counseling to help college students analyze and solve various psychological problems encountered in the process of entrepreneurship, and provide health for their release of psychological stress. Methods, using psychological behavior training to transform students' entrepreneurial mentality, it is necessary to note that teachers must protect the privacy of students, so as to ensure that psychological counseling and counseling achieve good results, and promote the psychological quality of college students' entrepreneurship.

4. Conclusion

Under the background of mass entrepreneurship, encouraging college students to start a business has a good effect on improving employment difficulties, not only can ease the pressure of social

employment, but also promote the full play of student value. In order to further improve the success rate of students' entrepreneurship, colleges and universities should pay attention to the students' entrepreneurial psychology education, combine the new content of education reform and innovative teaching mode, increase the proportion of courses in practice activities, and increase the counseling and counseling of psychological education.

Acknowledgement

The project number of the initial exploration of college students' entrepreneurial psychology structure is 19qfy114.

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