

## **A Brief Analysis of College Students'Enterprising Education in Local Universities**

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**Abstract:** In the grim employed situation, the current situation of local universities enterprising education is unsatisfactory, This paper have explored the influencing factors from four aspects: school, society, family and individual, and puts forward corresponding countermeasures.

In recent years, with the rapid growth of the number of new employment in China, the employed situation of university students, especially local universities, is becoming gradually grim .In the domestic talent market, labor supply is increasing and total pressure is increasing constantly. However, the number of new jobs has been relatively reduced, and the structural contradictions in employment are outstanding. The development of the situation and the needs of reality have brought a new course for university students to start self-employment. After all, self-employment can not only solve their own employment problems, but also provide more employment opportunities and promote other people's employment. Therefore, actively carrying out effective entrepreneurial education has become an important way to solve the employment problem of university graduates. Entrepreneurial education refers to the education that combines professional education, teaches entrepreneurial knowledge, cultivates students' entrepreneurial ability and entrepreneurial quality, makes students boldly go to the society after graduation, and realizes independent entrepreneurship and self-development(Xianping Wang,2005).It is the development and extension of quality education,the education of promoting students'all-round development and improving their wisdom quality, the education of developing students' personality quality in an all-round way, and the education of paying more attention to people's subjective spirit and people-oriented education (Cheng Lian, 2007).

### **1. The Current Situation of Entrepreneurial Education in Local Universities**

#### **1.1. Employment First, Entrepreneurship Second**

Local universities for their own benefit, too much emphasis on students' employment index to measure the quality of good or bad of teaching in universities. Increasing employment rate has often become the goal of local universities in pursuit of improving school prestige. For entrepreneurial education, most universities are not included it in the school's educational system. Even if some universities have entrepreneurial training, but only limited to a limited number of lectures, training and other forms, the impact on college students is minimal.

#### **1.2. Entrepreneurial Education Does Not Go Deep Into Students**

Most students in local universities have a vague concept of entrepreneurship, and they do not understand what entrepreneurial education is for. Some people simply think that entrepreneurship is a very few people, s things, they do not want to start their entrepreneurship,they do not have the conditions to start their entrepreneurship, and have nothing to do with themselves, there is no need to understand, mixing classes can be.

#### **1.3. Most of the Local Universities Students' Entrepreneurship Does Not Last Long**

Some students have the idea of entrepreneurship, but do not know where the money comes from, how to operate, how to find the market of products. Some are already starting a business, but don't

know how to manage it effectively. Even if there are successful entrepreneurs, it is because the source of the products is unique, so the sales market is naturally dominant, but also because it is a seasonal product, so the sales market is naturally seasonal. In the off-season, the advantages are not apparent. It also reflects the lack of entrepreneurial knowledge.

## **2. Analysis of influencing factors**

### **2.1. University Factors**

#### **2.1.1. School Entrepreneurial Education Is Not Deep**

Many local universities set up entrepreneurial training centers, entrepreneurial incubating centers for college students, and even some universities have entrepreneurial colleges, but most of them assume the functions of providing students with entrepreneurial information, consulting and guidance, and do not play their due role in the field of entrepreneurship. The proportion of the contents of employment guidance is much larger than that of entrepreneurial guidance, and some university entrepreneurial guidance is not involved at all. College students do not know where to get guidance on entrepreneurship. They generally do not go to university employment entrepreneurial website.

#### **2.1.2. University Lacks a Professional Teaching Staff**

The teacher who works as an entrepreneurial training center is also a part-time staff member at the university's career guidance center. These part-time teachers have no experience of starting own business. How can they lead people to start own business? The entrepreneurial knowledge they impart is just a theory on paper and cannot stand the test of practice. It sounds too far away, for example, they preach to students only famous corporations founded by famous people. After all, the local universities talent training goals of servicing for the local economic are actually very different.

#### **2.1.3. University Only Pays Attention to the Student's Employment**

University attributes entrepreneurship to college students' employment as a way out of the next step. Therefore, most universities have not incorporated entrepreneurship into the required curriculum of college students, and have not formed a complete curriculum system. There are only scattered education, such as an hour or two lectures, several training sessions, these are difficult to meet today's fierce employment competition situation.

#### **2.1.4. The School's Educational Methods and Ideas Are Backward**

The universities believe that students learn the major is the main, entrepreneurship is an amateur thing, students with their own interests to choose to study, there is no need for the whole school students understand entrepreneurship, Entrepreneurship is only a matter for small number students who are interested in entrepreneurship.

#### **2.1.5. Lack of Support for the College Students' Entrepreneurship in Schools**

The author found some of the good shops in the campus are rented to people outside the school, while the shops of our students are mainly concentrated in the places where people are not very convenient to go to, those located upstairs are not as convenient as the ones downstairs, and the attraction to customers is naturally lacking.

### **2.2. Family Factors**

#### **2.2.1. Parents' Education Concept is Deeply Rooted**

Chinese parents teach their children to listen to the teacher at school, to their parents at home and to their leaders at work, in order to be good students, good children and good employees. So most of the children who are educated are obedient and follow the rules. Education affects the character of the child. Entrepreneurship is often regarded by parents as unprofessional, especially

for college students, such as entrepreneurial stores recycling waste and so on is considered useless reading, and afraid of people to know as jokes.

#### **2.2.2. Ambitious Thinking Dominates**

Many college students think it's too hard to entrepreneurship and develop the west. These are all inferior measures. Local college students are still the first choice of coastal cities or open cities, with the idea of "employment first, then career selection, and finally thinking about entrepreneurship".

#### **2.2.3. Old Employment Mode**

Most local college students are still employed, postgraduate entrance examination, civil service examination of the three old ways, cannot find another way. Not willing to take the initiative to pay attention to the knowledge outside of books, and pay little attention to the employment website of the school. They lack the courage, capital and experience of entrepreneurship, so they regard it as an untouchable minefield.

#### **2.2.4. There is No Good State of Mind**

Most students have the idea and passion to start a business, but they are not brave enough and afraid of failure. Because most of the students in local universities come from rural areas or laid-off families in cities and towns, the economic conditions of their families are backward, so the general lack of entrepreneurial courage, are attributed to the lack of family economic strength to back up.

### **2.3. Social Factors**

#### **2.3.1. Lack of Measures**

All aspects of the society to university students entrepreneurship of the national preferential policy propaganda is not in place. Many college students want to start a business, but do not know what the state policy is. Therefore, it is still a mysterious field for entrepreneurship, in addition, the financial support for college students is not enough. The lack of capital is one of the reasons why college students fail to start a business.

#### **2.3.2. Insufficient Support for University Students' Entrepreneurship Projects**

Most people think that "the mouth is hairless, the work is not firm", for the lack of social experience of college students' entrepreneurial projects, which is tended to think in the society that "the Arabian Nights", "talk on paper" in their projects investment is the money is lost in the water.

## **3. The countermeasures of entrepreneurship education for college students**

### **3.1. Schools**

#### **3.1.1. Creating an Atmosphere of Entrepreneurial Education**

Local universities conduct entrepreneurship training for students, hold talks on entrepreneurship, convey the national entrepreneurship policy, and regularly hold entrepreneurship design competitions. Schools set up business incubators to do their utmost to support students' entrepreneurship. Students are preferred at the school's stores. The school propagandizes the preferential policies of all kinds of entrepreneurship through broadcasting network and electronic screen in the places where college students are more concentrated such as activity center and so on. Universities should make great efforts to publicize the true cases of alumni 'successful entrepreneurship, and stimulate the students' enterprising spirit of independent self-improvement and enterprising through some typical examples of entrepreneurship.

### **3.1.2. Cultivate Students' Sense of Entrepreneurship**

Entrepreneurship awareness of college students refers to the awareness that college students can consciously cultivate their entrepreneurial psychological quality and entrepreneurial skills(Li Zhang, Minghua Hu,2008).In 1998, entrepreneurship education was officially defined as an important part of educational reform in China. At the same time, the state promulgated the decision on deepening education reform and comprehensively promoting quality education. The implementation of entrepreneurship education in universities is not only an expedient measure to alleviate the employment pressure of graduates at present, but also raises the comprehensive quality level of college students and their innovative consciousness and entrepreneurial ability to adapt to the development of society through entrepreneurship education(Dehu Tu,2009).To create e-commerce websites, business planning competition, advertising creative design and other entrepreneurial competitions to live To promote the entrepreneurial awareness and practical ability of college students.

### **3.1.3. Inclusion of Entrepreneurship Education in Compulsory Courses**

Entrepreneurship education is the education of developing and improving students' entrepreneurial quality. It is an education that cultivates students' enterprising spirit, and ability to engage in certain undertakings, enterprises, and business planning activities. The core of it is not the imparting of knowledge and skills, but the enhancement of innovation consciousness, the cultivation of pioneering spirit and the improvement of entrepreneurial ability are the quintessence of entrepreneurship education (HongjunZhang,2010).Entrepreneurship should be aimed at all students. It should be regarded as a duty-bound responsibility for college education to promote college students' entrepreneurial awareness, entrepreneurial knowledge and entrepreneurial skills. The universities Should let students understand that innovation and entrepreneurship is the call of the new era, and explore the research To establish a set of corresponding curriculum assessment methods.

### **3.1.4. Form a Complete Curriculum System**

Curriculum setup is the core of college education and teaching, and the carrier of college students' entrepreneurship education is the content and system of curriculum. Only by perfecting the curriculum of entrepreneurship education, can entrepreneurship education be put into practice (Guisheng Wu,2006).The school can offer entrepreneurship practice, marketing, venture risk management,market analysis and prediction, human resources management,production management, business management, financial management and other entrepreneurial professional knowledge courses, but also to set up entrepreneurial psychology, entrepreneurial awareness,Entrepreneur quality, entrepreneurial skills, laws and regulations, public relations, business ethics and other entrepreneurship related courses.

### **3.1.5. Build a Strong Contingent of Teachers**

First of all, we should strengthen the training of full-time entrepreneurship education teachers, organize teachers to learn the teaching methods of entrepreneurship education courses and the knowledge and skills of organizing teaching. Secondly, some successful entrepreneurs are employed as part-time teachers to make up for the shortage of professional teachers' entrepreneurial practice.

### **3.1.6. Opening up College Students' Entrepreneurial Park and Carrying Out Practical Teaching**

The basic purpose of entrepreneurship education in colleges and universities is to promote the practice of entrepreneurship and to promote the effective transformation of scientific and technological achievements and the achievements of entrepreneurial education. Successful entrepreneurial practice can not only effectively verify the effectiveness of entrepreneurship education, but also effectively promote the in-depth development of entrepreneurship education

(Hong Zhu,Yongtao Pan).Put the students' design into practice and give them a sense of confidence and accomplishment. Local colleges and universities should strengthen ties with society, make full use of local social resources, and make full use of the practical experience of alumni in starting a business by establishing contacts with alumni through the help of the network. As a specific and vivid case of entrepreneurship with alumni or outside the school in line with the students professional enterprises and institutions to build innovative entrepreneurial practice base,Such as entrepreneurial incubator center, entrepreneurial training center, entrepreneurial practice park and so on.

### **3.2. Social Aspects**

#### **3.2.1. Create a Good External Environment**

The related data show that entrepreneurship education is not a simple behavior of colleges and universities, it needs the cooperation of government, society and schools, and its implementation is a complex system engineering (Yongquan Xia, Maogui Jiang, 2009). In view of this, the government should support and encourage entrepreneurship education in colleges and universities through various public opinion tools, and all sectors of society should actively publicize typical entrepreneurial deeds so that our college students dare to start a business and are willing to start a business. To stimulate the enthusiasm of young college students to start a business (Zhixiang Tao, Huihai Xiao, 2007).

#### **3.2.2. Local Governments Increase Support**

The government should further improve the preferential measures, including funds, policies, and so on, strive to implement the policies and measures, lower the threshold for college students to start their own businesses, and open up unimpeded channels for college students to start their own businesses. It can also set up public welfare financing, business, tax concessions, entrepreneurial project training, entrepreneurial training guidance and other advisory services; Governments at all levels should further improve the supporting mechanism and service mechanism for college students' entrepreneurship and provide all-round services and necessary support for college students' entrepreneurial activities.

### **3.3. Family**

#### **3.3.1. Support for Children' Entrepreneurship**

The first teacher of parents and children, the support attitude and degree of the family to the college students' independent entrepreneurship will influence the way of the college students' entrepreneurship in a certain sense. Family support includes financial support and spiritual encouragement and support from relatives. Families with better economic conditions can provide financial assistance for their children to start a business; parents should renew their concept of employment and give them material and spiritual support to start a business; parents should learn to let their children go about entrepreneurship; Enabling your child to take advantage of the conditions provided by his parents to realize his entrepreneurial dream can also foster his or her independence.

#### **3.3.2. Renewal of Educational Methods**

At the beginning of starting a business, it is hard for parents to educate their children to bear hardships and endure hard work, to dare to innovate, to keep pace with the times and not to impose their own ideas on their children. When the employment concept of children and parents is inconsistent, parents should calmly communicate with their children and understand their children' ideas. Both sides should try to reach a common view, and let the children go to the society and break out of their own space. This is what we most want to see as parents.

### **3.4. Personal Aspects**

#### **3.4.1. Set up Correct Ideas**

First, college students should have a strong sense of social responsibility; second, they should establish a correct outlook on life and values; and third, they should have perseverance and the spirit of never being discouraged.

#### **3.4.2. Multiple Channels of Employment**

On the one hand, college students can accumulate relevant management knowledge and marketing experience through their own work or practice in enterprises. On the other hand, college students can take part in relevant entrepreneurial training, learn entrepreneurial knowledge, accept professional guidance, accumulate practical experience, improve their entrepreneurial ability, and bring employment to others through their own entrepreneurship.

#### **3.4.3. Enhance Psychological Tolerance**

Students devote themselves to social practice, improve their personality traits and dare to face setbacks and failures. Enrich social experience, abandon the idea of ease, and cultivate the psychology of personal development.

### **4. Conclusion**

In short, local universities and colleges should further strengthen their ties with the society and the government, make full use of local social resources, alumni resources, and take the road of combining production, education and research with professional education of students. To form a complete curriculum education system, to work with enterprises and institutions to build innovative teaching practice bases and entrepreneurial practice parks, and to arrange for professional entrepreneurship instructors or successful entrepreneurs to serve as part-time mentors on campus, To guide students in their entrepreneurial activities.

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