Research on the Development of Entrepreneurship Education in Colleges and Universities in China

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Abstract: To carry out entrepreneurship education, it is necessary to cultivate our own employment entrepreneurs, entrepreneurship, cultivate and provide ideas for post-entrepreneurship education in colleges and universities. The characteristics of post-vocational education in colleges and universities are to take the majority of college students as training objects, integrate into the existing talent training system of colleges and universities, and improve their employment competitiveness and entrepreneurship. In order to achieve the expected goal of entrepreneurship education, it is required to meet the diverse needs of different types of students, integrate into the continuing design of professional education, promote the long-term design of innovative development mechanism of entrepreneurship education, and form the guiding design of entrepreneurship education.

1. Introduction

The entrepreneurial education in colleges and universities in our country has gone through a new stage of stratification and multiple developments. Over the years, some colleges and universities have accumulated a certain amount of entrepreneurial education experience for entrepreneurship education in colleges and universities to provide an effective model. In the mode of operation, mainly reflects the three typical practices: First, government-led, through policy guidance and support to promote innovation-driven development strategy to accelerate the public innovation and entrepreneurship; the second is to reform the curriculum, entrepreneurship education into professional courses The third is relying on college students Pioneer Park or Science Park, a variety of practical business activities as the carrier to enhance the entrepreneurial ability of students.

From the perspective of the operation mode of university exploration, the key point of university entrepreneurship education is how to adapt to and meet the needs of local economic and social transformation. Based on the different types of universities, the characteristics of running a school and cultivate professional knowledge and entrepreneurial ability. These models have accumulated valuable experience for our country to carry out entrepreneurship education, and promote the independent development of Chinese entrepreneurship education. However, on the whole, such a model lacks the guidance and support of policies and related resources, and has not yet formed a relatively systematic and complete system of entrepreneurship education. Most schools have not established relatively independent specialized institutions for entrepreneurship education, and lack standardized management and research platform. From the aspects of curriculum and teachers, the curriculum of entrepreneurship education is mainly in the second classroom, elective courses, the curriculum is more dispersed, a serious lack of coherence and systematic, of which the majority of activities in the form of courses, increased curriculum variability and randomness; The same time, entrepreneurship education, lack of entrepreneurial knowledge, lack of diversity in the form of entrepreneurial education and more relying on the form of competition, scientific and technological innovation activities such as school activities, less practice outside the university business education and the integration between different types of social organizations Degree is not high, it is difficult to really play a practical effect. From the diversity of the development model of entrepreneurial education, entrepreneurship education in colleges and universities still lacks characteristics, the broadness of our country, the imbalance of economic and social development, and the difference of regional culture, the implementation of entrepreneurship education at different levels and different

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types of colleges and universities put forward Higher demand, therefore, the need to further tap the resources, and actively explore in line with the local cultural characteristics of entrepreneurship education new model. In addition, as the main body of the implementation of entrepreneurship education, colleges and universities should also be out of the concept of government-led misunderstanding, the endogenous institutional system as a support transformation and development of entrepreneurial education core and support forces, the establishment of "university market - society - Owned enterprise, and the public governance mechanism of undertaking education.

2. Basic Characteristics of Entrepreneurship Education

The entrepreneurial education of cultivating independent entrepreneurs is too much emphasis on the practical field in the operation level, and most of them stay in encouraging students to participate in entrepreneurial practice and neglect the teaching itself, which makes students' entrepreneurial activities seem "passionate" and "endurance". The process of entrepreneurship is not only a process of discovering opportunities, seizing opportunities and daring to accept challenges, but also requiring entrepreneurs to use their knowledge and skills to meet these challenges. From the current reality, although the domestic colleges and universities to open a number of entrepreneurship education courses, but with the professional field of learning is basically separate. Entrepreneurship education is mainly through the provision of entrepreneurial education courses on a large scale to guide students concerned about the development of professional fields, progress and change, optimize their knowledge structure, so as to cultivate their innovative thinking or entrepreneurial awareness. More importantly, these courses are mostly incorporated into the professional education and cultural quality education programs and credit system in the form of opening, so that entrepreneurship education and professional integration of each other possible.

Traditional entrepreneurship education focuses on fostering the founder of new enterprises, however, the employment situation of college students from the reality and future trends, this part of the entrepreneurial population and the proportion of graduates will not be too large to choose their own businesses, after all, a small number of college students. Entrepreneurship-oriented entrepreneurship education not only includes the concept of ordinary entrepreneurship education, but also to expand the concept of entrepreneurship to promote students to establish the mentality of entrepreneurship to work with the concept of entrepreneurship and employment as compatible, so, Will pay more attention to the cultivation of entrepreneurship and innovation awareness, enhance the students understand the social and social capacity to stimulate their potential to engage in innovative activities, which will focus on entrepreneurship education from the focus on minority entrepreneurs to the majority of people Of the job up, effectively expanding the acceptance of entrepreneurship education groups and coverage.

3. The Path of the Development Goal of Entrepreneurship Education in Chinese Universities

The cultivation of entrepreneurship in colleges and universities needs to play the role of the main battlefield of curriculum teaching, so that the concept of innovation, entrepreneurship into teaching. To optimize the curriculum, entrepreneurial knowledge has comprehensive characteristics, therefore, entrepreneurial courses and professional courses to better penetration and integration is necessary, should the management, psychology, sociology, economics, organizational behavior and other disciplines into the business Education courses, the formation of rich content, involving a wide range of entrepreneurship education curriculum. There is an urgent need to strengthen the following courses: strategic and business opportunity identification, entrepreneur type and management, resource requirements and business plans, entrepreneurial financing, entrepreneurial ethics, entrepreneurial ethical and so on, so that students have the opportunity to systematically grasp entrepreneurial opportunities, The initial operation of the business and the development of strategic plans and other practical knowledge.

High - quality teachers are the guarantee for the success of college education. At present, most of

the colleges and universities actively explore entrepreneurship education is not the main teaching department, but concentrated in the student management department and the League organization, the practice of entrepreneurship education is not the main force of professional teachers, but students ideological and political education workers. Most of these ideological and political education workers because of the daily affairs of the busy work, the understanding of entrepreneurship education itself is limited, many are half-informed, with them as the main business education is very easy to guide the confused state, educational effects can be know.

The Construction of Entrepreneurial Teaching Staff Should Pay Attention to the Training of Theoretical Teachers and Practical Teachers. In the cultivation of theoretical teachers, we should pay more attention to the cultivation of creative thinking of teachers and provide spiritual demonstration for the development of students' creative activities. In the cultivation of practical teachers, we should pay more attention to the entrepreneurial experience of entrepreneurs, and guide colleges and universities to form high - The level of entrepreneurial teachers of the benign mechanism, to produce a number of successful early experience and served as enterprise management positions, with good teaching experience as a college entrepreneurial teachers. To guide teachers to explore more effective entrepreneurship teaching methods and teaching methods, to reform too stressed, step by step, teaching methods, change, according to the teaching methods, more use of business plan writing, case studies, business people Lectures, discussions, lectures, project research, feasibility studies and other methods. In the process of teaching, we should strive to awaken and stimulate students' interest and enthusiasm, tap the potential energy of students, increase the proportion of elective courses, enhance the selectivity of courses, widen the space for students to choose independently, guide students to carry out autonomous learning activities; Social practice and other aspects of teaching in the pursuit of practical results, so that students experience in the real experience, so that students themselves to improve the direction of innovation efforts.

The development of entrepreneurship education in colleges and universities needs to create a good atmosphere of entrepreneurship education, colleges and universities should change the long-term formation of adaptive education, habits, pay more attention to students' personality development, more attention to student interest and love encouragement, support and guidance; Students diversification development to create a relaxed atmosphere, to allow and encourage the growth of students differences, to encourage students to actively explore and enhance students' awareness of innovation, training students creative ability to inspire students to practice, the idea into reality. Adjust the student evaluation system, the real spirit of innovation as an important measure of personnel standards and standards.

University entrepreneurship education in the teacher training, curriculum development, activities carried out, base construction, the establishment of risk funds, etc. need to multi-party support, which requires the joint efforts of all sectors of society. The state should strengthen the strategic planning of entrepreneurship education and provide strong public service support in terms of resource allocation, guarantee of conditions and overall management of policies and measures. It should guide the news media to pay more attention to entrepreneurship, and gradually establish the whole society advocating entrepreneurship, A Good Cultural Basis for Supporting Entrepreneurship - Gradually Fostering the Spirit of Entrepreneurship in Primary and Secondary Education and Establishing a More Solid Basis for Entrepreneurship Education in Institutions of Higher Learning -Guiding Scientific Research Institutions to Conduct More Systematic Entrepreneurial Theory Research and Paying More Attention to Empirical Analysis Entrepreneurship education to provide more in-depth theoretical guidance - should be gradually established throughout the country's one-stop venture development service network, including the establishment of specialized agencies around to help entrepreneurs to create and identify entrepreneurial opportunities, access to venture capital and entrepreneurial organizational structure And internal management of the professional advisory services.

4. Conclusion

Chinese entrepreneurship education is under the government's strong support and active

promotion of colleges and universities have made great progress, but the effect of entrepreneurial education is not satisfactory. Looking back on the development course of entrepreneurship education in Chinese universities, we can see that entrepreneurship education has played a certain role in easing the employment of graduates, but as a target is not conducive to the healthy development of entrepreneurship education, entrepreneurship education should return to cultivate enterprises. The origin of the spirit of the family should be promoted from the aspects of expanding the depth and breadth of the curriculum of entrepreneurship education, strengthening the construction of teaching staff, creating the atmosphere of entrepreneurship education, perfecting the state and social security mechanism.

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