

Plights and Solutions of Entrepreneurship Education for College Students

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Abstract: Entrepreneurship refers to the process by which entrepreneurs obtain benefits and create value by discovering and identifying business opportunities, utilizing various resources and providing products and services. In recent years, with the implementation of college enrollment expansion policy, the number of college students has increased rapidly, but it has also brought more serious employment problems, many college students cannot be successfully employed after graduation, so entrepreneurship has become the life goal of more college students. In the process of entrepreneurship, it can enhance the organizational ability, teamwork ability and psychological endurance of college students, and college students' entrepreneurship can alleviate the current grim employment situation, so the significance of college students' entrepreneurship has been widely recognized, and colleges and universities also actively carry out the corresponding entrepreneurship education, with a view to helping college students. Entrepreneurship provides more effective guidance. But overall, the entrepreneurship rate of college students in China is low, still facing many difficulties, so this paper makes a detailed analysis of this, and puts forward relevant countermeasures and suggestions.

Entrepreneurship refers to the process by which entrepreneurs discover and identify business opportunities and "utilize various resources to provide products and services to gain benefits and create value" [1]. In recent years, colleges and universities have paid more and more attention to entrepreneurship education, and they have carried out corresponding curriculum design and teaching activities aimed at entrepreneurship education, aiming at strengthening the cultivation of college students' entrepreneurial awareness and entrepreneurial ability. At the same time, the state has also attached great importance to the development of entrepreneurship education in colleges and universities, and has carried out policies. More and more powerful support from the management, and actively provide entrepreneurship platform and financial support for college students. With the support of the state and universities, college students' entrepreneurship education has made some achievements. However, from the overall development situation, college students' entrepreneurship education still faces many difficulties, focusing on the lack of a strong entrepreneurial education atmosphere, the lack of systematic entrepreneurship education theory, the lack of entrepreneurial teachers and the lack of college students' entrepreneurship. Only by reasonably solving these problems can we effectively promote the sustained and healthy development of college students' entrepreneurship education.

1. Content of Entrepreneurship Education for College Students

1.1 Entrepreneurship Awareness

Faced with the current severe employment situation, many college students will shift their eyes from employment to entrepreneurship, so the primary goal of entrepreneurship education is to cultivate college students' entrepreneurial awareness. In the aspect of entrepreneurship education, most colleges and universities in our country adopt the way of introducing successful cases to stimulate college students' entrepreneurial consciousness. To cultivate students' entrepreneurial

awareness, many colleges and universities have held various types of entrepreneurial education seminars, and invited successful people in society, entrepreneurs to tell their entrepreneurial process to stimulate the entrepreneurial enthusiasm of college students. In addition to capital contribution, we should also cultivate students' keen observation and judgment in assessing the situation, and choose the right direction of entrepreneurship according to the development of the market.

1.2 Entrepreneurship Theory

Entrepreneurial activity is a professional process, if you do not know the professional knowledge, it cannot guarantee the effective development of entrepreneurial activities, so we should focus on strengthening the theoretical knowledge of college students' entrepreneurship, including professional knowledge, enterprise management, financial management, national accounting and tax policies, etc. Compared with the successful people in the society, college students have little experience in life, so they need to arm their minds with entrepreneurial knowledge. "Only with a solid theoretical basis, can we effectively deal with the problems encountered in the process of entrepreneurship," in the case of entrepreneurial advantage is not obvious, to obtain greater development.

1.3 Entrepreneurship Practice

Entrepreneurial practice is an important way to test the level of college students' theoretical knowledge of entrepreneurship, and entrepreneurship itself is a relatively complex process of practice, in this process can train students' organizational ability, executive ability and management ability, but also can extend the ability of college students to adapt to society and avoid risks. However, many colleges and universities are relatively weak in the cultivation of students' entrepreneurial practice ability, lack of effective practice base, so this is also the future development of entrepreneurship education in Colleges and universities need to focus on solving the problem

2. Difficulties Facing with Entrepreneurship Education for College Students

2.1 Lack of Strong Atmosphere of Entrepreneurship Education

The development of entrepreneurship education for college students in China is in the primary stage, and the foundation of entrepreneurship education is relatively weak. The most typical one is the lack of a strong atmosphere of entrepreneurship education in China. "Countries such as Britain and the United States usually infiltrate entrepreneurship education at all stages from primary, secondary and university, and have professional textbooks on entrepreneurship education." But in our country, the development of entrepreneurship education is mostly from the University stage, and many university teachers and managers do not realize the importance of entrepreneurship education, did not form a good atmosphere of entrepreneurship education, compared with the enthusiasm and expectations of students for entrepreneurship education, the university is more calm, unable to meet. Students' need for entrepreneurship education.

2.2 Lack of Systematic Theory of Entrepreneurship Education

At present, there are few researches on the theoretical system of entrepreneurship education in China, and there are few in-depth theoretical studies on entrepreneurship that conform to China's national conditions. At the same time, there are few universities specializing in the theoretical research of entrepreneurship education. Wenzhou University has set up a special Entrepreneurship Talent Training College and introduced full-time researchers to engage in the theoretical and practical research of entrepreneurship education. However, overall, most universities have not carried out the corresponding research work and are studying. The lack of operation is also an important factor affecting the effectiveness of entrepreneurship education for Chinese college students.

2.3 Lack of Qualified Teachers of Entrepreneurship Education

The entrepreneurship education itself is a systematic theoretical system, which contains a lot of

professional theoretical knowledge, and "the lack of teachers has become an important factor affecting the development of entrepreneurship education for college students"[2]. At present, the number of teachers who can engage in specialized entrepreneurship education is very small. Many entrepreneurship education teachers in Colleges and universities are temporarily replaced by other teachers. They often lack the study of entrepreneurship education theory and practical experience of entrepreneurship, so they cannot provide effective entrepreneurship guidance for students, which to a certain extent also affects students' understanding of entrepreneurship. The learning efficiency of entrepreneurial knowledge.

2.4 Lack of Policy Guarantee of Undergraduate' Entrepreneurship

At present, most of the policies and laws that have been issued in China are aimed at the employment of college students, but they lack the provisions of entrepreneurship education, which makes the development of entrepreneurship education for college students lack a strong institutional guarantee, to a certain extent, affecting the healthy development of entrepreneurship education. Undergraduate entrepreneurship education has not been carried out for a long time in our country, so there is no clear conclusion about the industry ownership and policy protection of entrepreneurship education, so there is no effective basis for the relevant policy system construction. In addition, "the examination and approval procedures on the financial support of entrepreneurship education are very complicated" [3], for college students to start an undertaking is the lack of adequate financial security policies, entrepreneurial enthusiasm of college students will also have a certain impact.

3. Countermeasures and Suggestions of Entrepreneurship Education for Colleges Students

3.1 Establish Sense of Comprehensive Entrepreneurship Education

First, university administrators and teachers should fully realize the importance of entrepreneurship education, and establish a correct concept of entrepreneurship education, a comprehensive and objective understanding of entrepreneurship education, adhere to the guiding role of people-oriented and scientific outlook on development, and actively carry out entrepreneurship education activities for college students. Secondly, colleges and universities should guide college students to establish a correct concept of entrepreneurship, so that college students realize how to cultivate their entrepreneurial spirit and consciousness under the conditions of rapid economic and social development, and enhance their sense of social responsibility, alleviate the pressure of social employment, at the same time, they can achieve better development. Finally, both teachers and students should identify with Entrepreneurship Education from the concept, and entrepreneurship education will be permeated into all stages of learning, strengthen the entrepreneurial awareness of college students to lay a good foundation for college students' entrepreneurial activities.

3.2 Reform Curriculum System of Entrepreneurship Education

To promote the effective development of entrepreneurship education in colleges and universities, we must build a perfect curriculum system. On the one hand, colleges and universities should establish a curriculum system of entrepreneurship education in accordance with their own actual situation, which should include the professional theory of entrepreneurship education, as well as stimulating entrepreneurial enthusiasm and cultivating entrepreneurial skills. On the other hand, in the process of constructing the theoretical system of entrepreneurship education, we should pay more attention to the setting of entrepreneurship practice courses, increase the proportion of practice links, and construct a suitable assessment system for the practice courses to evaluate the students' entrepreneurship practice achievements. In the process of developing the practice course of entrepreneurship education, teachers need to collect some typical cases and bring them into practice, so that students can get the rules and methods contained in the process of entrepreneurship while participating in the practice, which is conducive to enhancing students' entrepreneurial ability.

3.3 Strengthen Cultivation of Qualified Teachers of Entrepreneurship Education

College students' entrepreneurship education has a strong practicality, and the comprehensive quality of teachers is the key factor affecting the results of entrepreneurship education, so we should pay attention to the training of entrepreneurship education teachers. On the one hand, it is necessary to enhance the theoretical level of teachers, through internal training and learning, external exchanges and cooperation, to strengthen the theoretical study of entrepreneurship of teachers; at the same time, we can employ foreign excellent teachers to exchange and study in colleges and universities. On the other hand, university teachers should actively learn and learn from the successful experience of foreign countries, especially in the practical experience of college students' entrepreneurship, and accumulate experience through constant participation in practical activities to enhance their entrepreneurial literacy and provide more effective entrepreneurial guidance for students. In addition, "the administrative department of education should actively organize teachers in colleges and universities to carry out regular training and continuing education." Only by constantly participating in academic exchanges and improving the overall level of teachers, can the teaching level of entrepreneurship education be effectively promoted.

3.4 Improve and Perfect Entrepreneurship Policies and Regulations

The effective development of college students' entrepreneurship education cannot be separated from the policy support and guidance of the state and government. Therefore, through the improvement of relevant laws and regulations, a good environment should be created for the healthy development of college students' entrepreneurship education. Firstly, we should adjust the market access conditions of college students' entrepreneurship, reduce the expenses of college students' entrepreneurship appropriately, simplify the examination and approval procedures of college students' starting enterprises, and provide more convenient and high-quality services to college students. Especially for college students who start their own businesses in other places, we should give them more care from the aspects of household registration, archives, etc. To avoid the problem of asymmetric information between the two sides, and "improve the laws and regulations on intellectual property protection, and effectively protect the legitimate rights and interests of college students" [4]. Secondly, more preferential policies should be given to the venture capital of college students, and more support should be given to the venture capital of college students, which can help them get more venture capital. Finally, the university students' entrepreneurship policies and regulations have been constantly improved, and the corresponding laws and policies have been formulated specifically for the university students' entrepreneurship, so that the university students' entrepreneurship activities can be carried out in a rule-based, law-based, but also to a certain extent to protect the legitimate rights and interests of university students.

4. Closing Words

To sum up, the work of entrepreneurship education for college students in China is still in its infancy. Compared with the mature entrepreneurship education system abroad, there are some problems in the theory of entrepreneurship education, the resources of entrepreneurship education and the policy guarantee. Therefore, it is necessary to reform the entrepreneurship education course by establishing the concept of comprehensive entrepreneurship education. We should create more favorable conditions for the sustained development of entrepreneurship education of college students, and comprehensively enhance their entrepreneurial ability.

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