

Research on Cultivation of the Undergraduates' Entrepreneurial Values

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Abstract: In recent years, the number of university graduates has reached a new high, and the employment situation has become increasingly severe. Promoting employment by means of entrepreneurship is an effective way to ease the current employment pressure. As an important part of values, entrepreneurial values play a guiding role in the process of college students' entrepreneurship. Strengthen the education of college students' entrepreneurial values, explore and cultivate the correct entrepreneurial values of college students, encourage them to start their own businesses, not only can solve their own employment problems, realize self-worth, but also create more employment opportunities, ease employment pressure and promote social stability.

Young college students are one of the most dynamic groups of entrepreneurs. Whether their entrepreneurial values are correct or not directly affect their entrepreneurial behavior, affecting economic development and social progress [1]. Entrepreneurial values and entrepreneurial methods and technologies are essentially different. It is the value concept and value pursuit of entrepreneurs in entrepreneurial activities, and is the fundamental viewpoint and view of entrepreneurs on the value, evaluation and role of entrepreneurial practice activities. Entrepreneurial values are the external manifestation of values in entrepreneurship, and are the sum of the entrepreneurs' choice of entrepreneurial projects, the evaluation of entrepreneurial achievements, and the criteria for success or failure. However, young college students are in the critical period of the formation of values, deepen the reform of entrepreneurship education in colleges and universities, and actively explore the cultivation mode of college students' entrepreneurial values, which is the requirement of higher education in the new situation [2].

The Significance of the Cultivation of College Students' Entrepreneurial Values

Thought is the basis of action, guiding the direction of action. Without correct thinking, there will be no correct action. Entrepreneurial values as a concentrated expression of college students' values in entrepreneurial practice have a guiding role in college students' entrepreneurial activities [3]. Cultivating correct entrepreneurial values among college students is conducive to promoting more college students to become entrepreneurs, creating more job opportunities, promoting employment through entrepreneurship, and relieving employment pressure. At the same time, it plays an important role in helping college students achieve self-worth and promote social development.

Cultivate Entrepreneurial Values and Provide Talent Protection for Economic Development. Talent is the key to economic development. Talent is an important guarantee for promoting economic and social development. Under the conditions of market economy, the role of talents is very important [4]. Of course, innovation and entrepreneurship is not only an economic behavior, but also a creative and practical activity with human purpose [5]. Since the reform and opening up, China's economy has maintained a rapid development trend. In recent years, the growth rate has slowed down, but it is still moving steadily, from rapid development to high-quality development. In order to ensure the sustainable development of the economy and society, it is necessary to provide the most fundamental driving force for innovative and entrepreneurial talents with broad vision and high professional quality. Colleges and universities are important places for cultivating talents and transporting talents for social development, and they are responsible for cultivating talents for economic and social development. The high-level and modern talents

cultivated by universities are an important force supporting economic and social development. Through the education and guidance of entrepreneurial values, we can stimulate college students' entrepreneurial interest and entrepreneurial enthusiasm, enhance their sense of social responsibility, and enable them to actively participate in economic construction and provide talent protection for China's economic and social development.

Cultivating Entrepreneurial Values is the Need for College Students to Realize Their Own Values. College students' entrepreneurship is a dynamic process of transforming professional knowledge into productivity. However, due to the impact of multiple values, some college students' entrepreneurial values are vague and even biased, which seriously restricts entrepreneurial behavior [6]. Strengthen the education and guidance of college students' entrepreneurial values, guide entrepreneurial actions with correct entrepreneurial values, lead the entrepreneurial direction, adapt to the development trend of entrepreneurship under the new situation, and cultivate entrepreneurial spirit of active development, diligence and innovation, and guide them to pay attention to society. The development and progress, actively participate in entrepreneurship, effectively improve the success rate of entrepreneurship, and thus achieve their own entrepreneurial ideals and life value.

Cultivating Entrepreneurial Values is the Practical Need to Implement Employment through Entrepreneurship. Full employment is the fundamental guarantee for maintaining social stability. Under the severe employment situation, the employment problem of college students has become the focus of public concern. How to ease employment pressure and solve employment problems is a top priority for the country, society and universities. Faced with the complicated employment situation, through strengthening the education of college students' entrepreneurial values, changing the concept of employment, guiding college students to establish correct entrepreneurial values, stimulating the potential of entrepreneurship, helping to transform the concept of entrepreneurship, and effectively solving their own employment problems. College students' entrepreneurial practice can not only solve their own employment problems, achieve self-worth, but also provide more employment opportunities, provide jobs, realize more employment through entrepreneurship, ease employment pressure, maintain social stability, and promote economic development.

The Problems of College Students' Entrepreneurial Values

In recent years, entrepreneurial education in colleges and universities is mainly limited to the operational level and technical level. It focuses on the individual teaching of theoretical knowledge. The lack of cultivation of young college students' entrepreneurial values directly leads to the deviation of values in college students' entrepreneurial practice and affects entrepreneurship enthusiasm and success rate. At present, young college students are in the unique entrepreneurial culture and entrepreneurial environment in China, which makes the entrepreneurial values of college students have different degrees of problems.

Creativity of Entrepreneurial Goals. The value of entrepreneurship is mainly manifested in two aspects: explicit material value and implicit human value. Material value refers to the economic benefits and social status obtained from the entrepreneurial practice process. These do not need to be extracted from entrepreneurship, which is directly generated. Value [7]. The setbacks and experiences experienced in the entrepreneurial process, the trust and friendship gained, and the senses of social responsibility cultivated are hidden values. This is a more valuable asset, but it is often ignored by most college students who are starting a business. Even abandoned. We should advocate the acquisition of hidden values in value education, attach importance to the self-characteristics in entrepreneurial practice, and not blindly pursue the material value of entrepreneurship, but turn a blind eye to the excellent character and dedication shown in the entrepreneurial process. It is necessary to regard entrepreneurship as creative labor, from the means of earning a living to the means of music, and the comprehensive development of the individual can be realized [8].

The entrepreneurial education of many colleges and universities has been opened from the very beginning under the pressure of the increasingly severe employment situation of college students.

The goal of entrepreneurship education is, to a certain extent, merely “starting for business and starting a business for entrepreneurship”, not for cultivating students. The spirit of innovation and entrepreneurial quality, its goal is simple and utilitarian. This has a certain impact on the entrepreneurial goals of college students. Although they also have ideals, pursuits, ambitions, and ideals and pursuits to serve the society and create wealth for the development of society, they pay too much attention to the actual interests of individuals. In the practice activities, more emphasis is placed on the actual changes that entrepreneurs bring to their personal lives, and they hope to win the respect of others. This makes them pay more attention to personal values and personal interests in the process of entrepreneurship, neglecting social values and social interests; paying more attention to real interests and neglecting ideal pursuits. The goal of their entrepreneurship is to pursue wealth and social status, which is narrow and utilitarian.

The Belief in Entrepreneurship is not Firm. The process of starting a business is extremely difficult, full of unknown challenges, and sometimes pays a lot but no return. In the process of starting a business, college students encounter conflicts between ideals and reality, conflicts between economic pursuits and cultural beliefs, and create problems of inconsistency between value preference and value realization process. This requires college students to constantly try and explore, paying time, at the same time of energy and physical strength, we must bear the corresponding risks and pressures. Due to the influence of family and social factors, some college students lack the spirit of hard struggle and the ability to resist stress is relatively weak. It is easy to produce fear in the process of entrepreneurship. The difficult situation of entrepreneurship will have an impact on the inherent value scale of undergraduates in entrepreneurship, so that their value judgments will change. Such changes will manifest themselves in reality, such as the expectation of a relaxed working environment, high consumption, high the pursuit of return and so on. In addition, due to the lack of firm belief in entrepreneurship, in the fierce market competition, college students in entrepreneurship must first consider how to survive, so that college students lack the persistence in the industry they are engaged in, and the industry changes faster and sees good feelings. The industry will change in the past and lack the spirit of dedication and dedication. Due to the inability to adhere to the industry for a long time and frequent changes in the industry, such entrepreneurial goals are variable and inconsistent in decision-making, it is impossible to cultivate entrepreneurship and affect the realization of entrepreneurial dreams.

The Sense of Innovation is not Strong. At present, the entrepreneurial enthusiasm of college students is further improved. Before starting a business, it is possible to rationally analyze the risks of entrepreneurship and the problems that may be encountered in the process of entrepreneurship, and have a clearer understanding of the feasibility of starting a business. However, entrepreneurship is a process of integrating one's own social resources, developing and utilizing and creating value. The opportunity for entrepreneurship comes from the ever-changing market environment. Entrepreneur needs the power of decisive decision-making, too rational and conservative, and only misses the opportunity. Young college students are active, energetic, and good at accepting new things, but their sense of innovation is not strong and needs to be consciously cultivated.

College students are familiar with entrepreneurial theory, but their practical ability is insufficient. It is an important mission of colleges and universities to cultivate innovative and entrepreneurial talents that meet the requirements of the times. In order to cultivate college students' innovation, entrepreneurial awareness, and entrepreneurial ability, many colleges and universities have opened courses related to entrepreneurship education. College students mastered relevant knowledge through study, but lacked further tests of practice. On the one hand, China's entrepreneurship education started relatively late, related policies and measures were not implemented, entrepreneurship education was scarce, colleges and universities did not carry out the necessary practical guidance, on the other hand, students rarely participated in practical activities or were unwilling to participate in practical activities. Lack of accumulation of practical experience can not cultivate their sense of innovation in practice. The result is the lack of innovative thinking of college students, and the inability to flexibly apply knowledge to deal with various problems encountered in the process of entrepreneurship.

Weak Team Awareness/ Poor Propensity for Teamwork. Entrepreneurship is not something that one can accomplish, and it requires multiple parties to work together [9]. In the early stage of entrepreneurship, especially the entrepreneurial groups of college students, most of them will choose several people to start a partnership, so the sense of teamwork is particularly important. Team members brainstorm and work together to achieve the common dream of the team. However, the reality is not very optimistic. With the continuous development of the market economy and the continuous improvement of the society, the subjective consciousness and independent consciousness of college students are constantly increasing, and they begin to pay attention to self-perception and personal appeal. In the process of entrepreneurship, they tend to stand from the individual. Start and focus on your own demands. Therefore, when there are differences of opinion between the members of the entrepreneurial team, there is a lack of communication and coordination between the members, and they are unwilling to make concessions. They cannot effectively resolve the conflicts at the beginning of the formation of contradictions, and the differences are constantly increasing. In addition, because a considerable number of college students are currently only children, the ability to communicate and coordinate is lacking, and social resources cannot be fully utilized, which ultimately leads to entrepreneurial failure.

The Cultivation Path of College Students' Entrepreneurial Values

Strengthening the Education of Entrepreneurial Values. To solve the problem of low success rate of entrepreneurship, we must pay attention to the education of entrepreneurial values. Entrepreneurship education in colleges and universities is an important way to cultivate college students to establish correct values. Colleges and universities should actively guide the understanding of values and judgments of values in college students' entrepreneurship, and encourage college students to form correct values. Guide college students to proceed from their own advantages and social development, coordinate personal ideals and social responsibilities, choose the right entrepreneurial behavior, and feel the responsibility and honor of serving the society in entrepreneurial practice.

In light of the reality of social development and the market demand, colleges and universities should actively carry out the reform of entrepreneurship education curriculum, optimize the entrepreneurship curriculum system, integrate curriculum resources, organically integrate entrepreneurship values education with professional education, accurately locate the role of innovation and entrepreneurship curriculum, and build science entrepreneurship education system. Through education, college students understand the difficulties in entrepreneurship, strengthen the understanding and judgment of entrepreneurial values, and ensure the smooth start of business under the guidance of correct values.

Giving Full Play to the Role of the Family and Creating an Atmosphere of Innovation and Entrepreneurship. Family education is an important part of the education system, the foundation and extension of school education, and has the advantage that school education and social education can't match. The family environment affects the formation of human values. As an important aspect of values, entrepreneurial values are also an important part of family education.

Establish a harmonious family relationship and cultivate a child's independent and self-reliant character. Encourage children to participate in social practice activities, to experience tempering and growth in social life, and to improve their ability to adapt. Create an optimistic and welcoming family environment and focus on the development of children's innovative consciousness.

Giving Full Play to the Subjectivity of College Students and Establishing Correct Entrepreneurial Values. College students' values have distinct subjective characteristics and individualized differences. In daily life, college students should self-learn and self-educate, and finally realize the self-construction of entrepreneurial values [10]. Encourage students to take the initiative to learn, be good at finding problems, diligently thinking, and courage to explore ways to solve problems. Strengthen communication and communication with teachers and classmates,

accurately grasp the direction and opportunities of entrepreneurship, and establish correct entrepreneurial values.

Cultivating correct entrepreneurial values is of great significance for the implementation of entrepreneurship to drive employment and improve the success rate of college students. We should actively play the role of schools and families, and create good external conditions for the formation of correct entrepreneurial values for college students. At the same time, we should also give full play to the subjectivity of college students, foster scientific and rational entrepreneurial ideals and pursuits, thereby realizing personal life values and promoting society harmonious development.

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