

# Suggestions for Cultivating Entrepreneurial Awareness among College Students

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**Abstract:** The number of graduates has reached all-time highs and entrepreneurship education is becoming increasingly popular, so it is more and more important to cultivate college students' entrepreneurial consciousness. This paper explains the importance of cultivating college students' entrepreneurial consciousness, and puts forward relevant suggestions in view of the problems existing in the process of cultivating college students' entrepreneurial consciousness.

## 1. The Importance of Cultivating Entrepreneurial Consciousness of College Students

With the development of China's society and the continuous expansion of enrollment, the number of graduates has reached an unprecedented scale, and employment is facing a tough challenge. In the era of Internet dividend and relying on the national innovation-driven development policy, it is a good employment choice for college students to start their own business. To start a business, college students need to have entrepreneurial consciousness first, and the generation of consciousness needs the cultivation of colleges and universities. The cultivation of entrepreneurial consciousness for college students is the call for national strategy, the need of talent cultivation, and the requirement of students' growth.

### 1.1. The Call for the National Innovation Strategy

In 2021, the "Fourteenth Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of the Long-term Goals for 2035" mentioned: "Adhere to the core position of innovation in the overall situation of China's modernization, improve the national innovation system, and accelerate the construction of a strong country in science and technology." [1] As the main body of innovation and entrepreneurship, the backbone of social development and the reserve force of talent team, college students will undoubtedly build up the entrepreneurial team, create more opportunities, drive economic development, add impetus to economic development, and promote the implementation of the "mass entrepreneurship and innovation" strategy. Therefore, it is important for college students to spontaneously devote themselves to entrepreneurial practice for the implementation of the "mass entrepreneurship and innovation" strategy. To change the indifferent attitude of college students to entrepreneurship and the form entrepreneurial consciousness of students, colleges and universities should pay attention to the cultivation of entrepreneurial consciousness. The cultivation of entrepreneurial awareness among college students is aimed at enhancing their entrepreneurial ability, which is manifested in: expanding their thinking, transforming their entrepreneurial cognition, and stimulating their interest in entrepreneurship; Ultimately, encourage students to actively engage in entrepreneurship, thereby driving more people to participate in and achieving the goal of transformation and upgrading of the national economy.

### 1.2. The Needs for Reform of Talent Training Mode

Deepening the reform of entrepreneurship education in colleges and universities is urgent for the country to implement the innovation-driven development strategy and promote the economic quality and efficiency. It is also an important measure to promote the comprehensive reform of higher education and promote high-quality entrepreneurship activities and employment of college graduates. As the leader of cultivating college students' entrepreneurial consciousness, under the

guidance of student-centered thought, colleges and universities should study the development law of students' entrepreneurial consciousness and explore the methods of cultivating college students' entrepreneurial consciousness, so as to promote the reform of innovation and entrepreneurship education in colleges and universities, improve students' entrepreneurial quality and improve the social influence of schools [2].

### **1.3. The Demands of Students' self-development**

The progress of the times and the rapid development of the economy require the development of human resources as a multi-faceted person as one of the basic qualities for college students to become talents in an all-round way, entrepreneurial quality includes two levels: spiritual level such as entrepreneurial consciousness and practical level such as entrepreneurial activities. Entrepreneurial consciousness is the core component of entrepreneurial capacity, and it is also the inherent requirement for college students to become talents in an all-round way. Entrepreneurial consciousness is a prerequisite for college students to implement entrepreneurial behavior, and it is an internal driving force, which stimulate students to break through themselves, raise their sense of responsibility and mission, and give full play to their internal potential. Thought guides behavior, College students' entrepreneurial consciousness comes from their understanding of business, correct evaluation of business operation and accumulation of their own entrepreneurial knowledge because thought guides behavior. Generally speaking, when college students realize the importance and necessity of entrepreneurship to the development of modern society and the relationship between entrepreneurship and their own achievements, they will bring their initiative into full play and put it into real practice. Only in this way can the desire for entrepreneurship become an inherent demand and entrepreneurship serve its own development [2].

At present, there is tough employment situation. On the one hand, the cultivation of entrepreneurial consciousness contributes to a correct view of employment, establishes a correct attitude towards entrepreneurship, enhances the ability to start their own business, and helps college students understand themselves better. On the other hand, the cultivation of entrepreneurial consciousness in the college students assists them to view their own value correctly. As the reserve force of talents for social development, college students bear a great historical mission and are responsible for the future of the country, which requires them to improve their abilities in all aspects, and to realize their own values. In addition, having a good entrepreneurial consciousness is also beneficial to their future work and study and life, so that they are endowed with a strong mental endurance and sense of responsibility, and be brave to face all the challenges and difficulties in the future.

## **2. The Problems in the Process of Cultivating College Students' entrepreneurial Consciousness in Colleges and Universities**

Colleges and universities are the main site for cultivating students' entrepreneurial consciousness, and the entrepreneurial atmosphere in colleges and universities is crucial for inspiring students' entrepreneurial consciousness. Although colleges and universities attach great importance to innovation and entrepreneurship, there are still many problems in the following aspects:

### **2.1. Intellection Deviation of Entrepreneurship Consciousness Cultivation**

At present, colleges and universities lack a complete, scientific and systematic entrepreneurial consciousness cultivation system, and do not integrate entrepreneurial consciousness cultivation into college education, nor do they run it through the whole process of college work and students' development. In general, colleges and universities do not put the cultivation of entrepreneurial consciousness in an important position. Entrepreneurship education in colleges and universities is limited to the transfer of knowledge and the number of project awards, but it is less concerned with the change of ideology and whether it is implemented into action. At the same time, the cultivation of entrepreneurial consciousness in colleges and universities mostly relies on carriers such as entrepreneurship education courses, China College Students' 'Internet+' Innovation and

Entrepreneurship Competition and business incubation park, but the role of these carriers is small. To a certain extent, it shows that there are intellection deviations in the cultivation of college students' entrepreneurial consciousness in colleges and universities. Besides, the effect of cultivating entrepreneurial consciousness of college students will be greatly reduced if teachers put aside the education of academic disciplines and general education.

## **2.2. Low Popularization of Entrepreneurship Courses**

Universities offer career planning, career guidance, innovation and entrepreneurship education and other related courses, but these courses are often optional, not compulsory, and are aimed at students in the lower grades. It is not for all students. This is the reason why entrepreneurship education courses are often neglected compared to professional courses. Professional courses are more important than entrepreneurship education courses. In addition to the curriculum, entrepreneurship awareness is cultivated through entrepreneurship competitions and debriefings, but this elitist education focuses on a very small number of students who have already started their own businesses and neglects other students, so that other students do not have the opportunity to be cultivated. This is not conducive to the germination and improvement of entrepreneurial consciousness of most students.

## **2.3. Lack of Teachers with Professional Ability of Innovation and Entrepreneurship**

At present, in colleges and universities, teachers engaged in entrepreneurship education are mainly teachers such as student affairs department, enrollment and employment department, counselors, etc. Some successful entrepreneurs and outstanding startups will also be invited to school from time to time to deliver their personal experience to students. Students are not highly satisfied with the teachers, who focus more on the teaching of knowledge, which is boring and not attractive to students' attention and interest. On the other hand, the teachers reflected that students preferred the model of entrepreneurs sharing their entrepreneurial experiences. Entrepreneurs with rich practical experience are extremely fascinating to students. However, the personal and unique experience shared by entrepreneurs is not a universal formula, and if students cannot analyze it calmly and think about it conscientiously, it does not play much role in the cultivation of entrepreneurial awareness among college students. Even if teachers in colleges and universities have rich knowledge and theories, they cannot give more practical guidance because they lack real experiences and are not compelling to students. It can be seen that the lack of professional teachers with both entrepreneurial experience and theoretical level in colleges and universities is unfavorable to the cultivation of entrepreneurial consciousness among college students.

## **2.4. Single Education Carrier**

In the process of cultivating entrepreneurial consciousness of college students, colleges and universities mainly teach through entrepreneurship courses, entrepreneurship training, entrepreneurship competitions and other carriers, which is summarized as a single education carrier. Colleges and universities tend to ignore the fact that college students' professional classroom, college ideological and political education and career courses can also be important ways to cultivate college students' entrepreneurial consciousness. Therefore, when carrying out the cultivation of entrepreneurial consciousness among college students, colleges and universities should broaden the carriers of entrepreneurial consciousness cultivation and make full use of various ways to integrate the concept of entrepreneurial consciousness cultivation into them, which will play a better role.

## **2.5. Non-systematic Education Process**

Compared with developed countries abroad, China's entrepreneurship education started late and developed more slowly, not yet like the United States, the entire entrepreneurship education has covered elementary school students to graduate students. China's current entrepreneurship education is still only for college students, and the education for college students' entrepreneurial consciousness is still in the exploration stage. The activities currently carried out mainly rely on

entrepreneurship education courses, entrepreneurship-related training, and entrepreneurship competitions. The whole cultivation process is also phased and does not go through the whole university process.

In general, the popularity of entrepreneurial consciousness cultivation among college students is low, and the depth of understanding of the importance of entrepreneurial consciousness cultivation among college students is not enough; the task of entrepreneurial consciousness cultivation among college students is still arduous.

### **3. Suggestions for Cultivating Entrepreneurial Consciousness in Colleges and Universities**

Based on the above five problems: intellection deviation of entrepreneurial cultivation, low popularity of entrepreneurship education, lack of qualified teachers, single cultivation carrier, and incomplete entrepreneurship education system, this paper will put forward corresponding countermeasures around concept, curriculum and carrier.

#### **3.1. The Conversion of Values and the Strengthening of Entrepreneurship Education**

In 2012, the General Office of the Ministry of Education issued the "Basic Requirements for Entrepreneurship Education in Ordinary Undergraduate Schools (Trial)", which pointed out that "carrying out entrepreneurship education in colleges and universities is a strategic measure to serve the country to accelerate the transformation of economic development mode and build an innovative country and a strong country in human resources. It is an important way to deepen the reform of higher education, improve the quality of personnel training and promote the all-round development of college students, and an important measure to promote the employment of college graduates." [3] In 2015, the General Office of the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education", which pointed out that "deepening the reform of innovation and entrepreneurship education in colleges and universities as a breakthrough to promote the comprehensive reform of higher education, and establishing the concept of advanced innovation and entrepreneurship education. It is required that colleges and universities should face all people, teach them according to their self-situation, combine their major, strengthen their practice, promote students' all-round development, and finally achieve the purpose of improving qualities of human capital and mass entrepreneurship and innovation." [4] Every year, the General Office of the Ministry of Education issues documents related to the employment and entrepreneurship work of graduates from higher education institutions and the dissemination of graduate employment and entrepreneurship policies for each class of graduates. Through a series of policy documents issued by the state, it is clear that the state attaches great importance to entrepreneurship education. Colleges and universities should respond to the national call and take the initiative [5].

Firstly, the ideology conversion. Colleges and universities should integrate entrepreneurial consciousness cultivation into the philosophy of running colleges and universities, and integrate entrepreneurship education into the teaching of disciplines and talent assessment system. The achievement of entrepreneurship education should be an important index to reflect the level of university performance, and entrepreneurship education should run through the whole process of talent training. [6] Only in this way, entrepreneurship will not be a slogan or a flash in the pan, and finally can draw the attention of university leaders, teachers and students to the cultivation of entrepreneurial consciousness. Secondly, universities should expand their commitment to entrepreneurship education in terms of the manpower, supplies and financial resources, reasonably allocate teaching, education and research resources, and set up special funds for entrepreneurship education, so as to avoid entrepreneurship education being in an embarrassing marginal position. Thirdly, a group of entrepreneurial teachers with high ideological awareness, entrepreneurial literacy and rich experience should be selected; on the one hand, universities can select and train the teachers internally. On the other hand, through the way of external introduction, we can absorb entrepreneurs and start-ups into the ranks of teachers for entrepreneurial consciousness cultivation of college students, and finally achieve the effect of internal and external cooperation to enhance

entrepreneurial consciousness cultivation. Fourthly, universities should establish and improve the policy and system documents about the cultivation of entrepreneurial consciousness of college students. For example, they should develop an assessment system and training system for entrepreneurship teachers, and conduct regular business training to encourage teachers to actively engage in entrepreneurial activities in order to accumulate experience and better guide students; In addition, universities should set up an award system to reward teachers who have made outstanding achievements in entrepreneurship education in schools, so as to motivate teachers to devote themselves to entrepreneurship education and better stimulate students' entrepreneurial consciousness [7].

### **3.2. Set up Entrepreneurship Curriculum in a Scientific and Reasonable Way**

Curriculum is the basic carrier of entrepreneurship education in colleges and universities. Different schools hold different attitudes toward entrepreneurship education, and many schools offer entrepreneurship courses as elective courses, which actually hinders the emerging of entrepreneurial consciousness. [8] Therefore, in order to better stimulate students' entrepreneurial consciousness, it is necessary to provide a basic entrepreneurship course for all students. First of all, colleges and universities should open a compulsory course of "Introduction to entrepreneurship", so that students can understand the current employment situation and entrepreneurship-related knowledge and policies through the elementary course, which is the first step of entrepreneurial consciousness initiation. Only when people are clear about laws, they will make a choice. Secondly, at the end of the basic course, special and specific entrepreneurship courses need to be offered for college students of different grades and genders. According to the characteristics of different student groups and combined with the realistic needs, the curriculum should be set up from elementary to profound, and entrepreneurship courses should be established throughout the students' college career. It should be included in the credits and adopt diverse assessment methods to test the students' mastery in time. In addition, universities should improve personalized training programs in order to complete the curriculum system. In this way, students can learn different depths of entrepreneurship knowledge at different times according to their needs, so that entrepreneurship education is more appropriate and effective. Again, teachers should be good at tapping entrepreneurial resources in their majors and deeply integrate entrepreneurial education into professional education, so that students can get the enlightenment of entrepreneurial education while they are studying their majors. Finally, innovate teaching content and teaching methods. Theoretical courses and practical courses should have their own credit ratio, among which theoretical courses are open to face-to-face learning courses and online learning courses. Teachers should encourage students to start businesses while learning entrepreneurial knowledge. [9] Teachers should carry out personalized teaching according to students' physical and mental characteristics, entrepreneurship policies, cutting-edge development orientation, latest research results, etc., make full use of modern high-tech means to build online courses such as massive open online course and micro-courses related to entrepreneurship, and establish a credit assessment system for online entrepreneurship learning, so as to provide college students with more diversified choices to facilitate their learning. Entrepreneurship courses combine entrepreneurship practice with entrepreneurship theory learning, and both go hand in hand for entrepreneurship education to be effective and contribute to the cultivation of entrepreneurial consciousness. A reasonable curriculum will run through the four years of university life, thus promoting awareness, helping students' mindset change and promoting growth under the guidance of long-term education.

### **3.3. Enriching the Channels of Cultivating Innovative Entrepreneurial Consciousness**

The cultivation of entrepreneurial consciousness of college students needs to be carried out with the help of carriers. In addition to face-to-face curriculums, colleges should also follow the trend of development of the times, enrich and innovate cultivation carriers, and create a favorable campus atmosphere of entrepreneurial consciousness of college students. First of all, make full use of cultural walls, windows, exhibition boards, banners, posters and other media, set up special sections, and regularly publicize entrepreneurship policies and knowledge; Secondly, open entrepreneurial

columns on online media platforms such as school official website, official blog, WeChat official account, Tik Tok, radio, etc., upload information related to college students' entrepreneurship in time, push entrepreneurial cases of college students and graduates from time to time, and regularly carry out some activities related to college students' entrepreneurial knowledge, Q & A, etc. on the Internet; In addition, the entrepreneurial ideas are conveyed in a way that students like by using the LED electronic screen of the school to play entrepreneurial videos and micro-movies of college students, and displaying entrepreneurial literary works in the form of entertainment shows, so that students are virtually infected and inspired [10].

Secondly, integrate educational resources within the school. Support students to establish and participate in entrepreneurial associations, entrepreneurial clubs, and other organizations, and provide comprehensive support and assistance to make them influential clubs among students, thereby driving the enthusiasm of other students. [11] Clubs and associations are groups formed spontaneously by students who are interested in entrepreneurship. Students join according to their own interests and spontaneously carry out related activities, which have a strong appeal to students; College Students' Entrepreneurship Club and Employment and Entrepreneurship Guidance Center jointly hold various activities such as entrepreneurship publicity, entrepreneurship lectures and entrepreneurship competitions for all students. Actively create conditions, invite successful alumni and college students to give lectures, create a good atmosphere, and stimulate and enhance college students' entrepreneurial awareness.

Finally, university employment departments should make the existing resources such as science and technology parks, college incubators and entrepreneurship bases unite. Regularly open these places and organize students to visit and study them, so that they can understand the current entrepreneurship policies, the operation mode and status of incubated enterprises, etc. At the same time, set up corresponding consultation rooms and conduct regular activities to answer questions, so that students can have more experience and gain a sense of ownership in entrepreneurship [12].

#### **4. Conclusion**

As the employment situation becomes more and more severe, universities shall pay more attention to the cultivation of entrepreneurial consciousness among college students and explore the problems in the cultivation process. Through converting the concept of entrepreneurship among college students, setting up systematic and comprehensive entrepreneurship courses scientifically, and enriching the cultivation carrier, it finally achieves the purpose of promoting the sprouting of entrepreneurial consciousness among college students and guiding them to implement it in practice, and promote their development.

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