

# Research on the Management of Entrepreneurship Education in Higher Vocational Colleges

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**Abstract:** Entrepreneurship education for college students in higher vocational colleges is the education necessary to cultivate the knowledge, ability, consciousness and psychology of higher vocational students. The article expounds the significance of carrying out entrepreneurship education in higher vocational colleges, analyzes the current situation of entrepreneurship education in higher vocational colleges, the dilemma faced by higher vocational graduates in self-employment, the mode of entrepreneurship education in higher vocational colleges, and puts forward higher vocational colleges. Carry out countermeasures for entrepreneurship education, update concepts, clear cognitive barriers, establish a reasonable entrepreneurial education management system, strengthen the construction of entrepreneurial education teachers, strengthen campus culture construction, create a good entrepreneurial atmosphere, study entrepreneurship education, and improve theoretical literacy.

## 1. Introduction

Entrepreneurship education in higher vocational colleges is an education to improve students' entrepreneurial quality, develop the ability, knowledge, consciousness and psychological quality required for students' entrepreneurship, and cultivate students with outstanding entrepreneurial ability, rich entrepreneurial knowledge, excellent entrepreneurial awareness and healthy entrepreneurship. Psychology, highlighting the people-oriented. At present, the employment competition of college students is fierce. Higher vocational colleges should carry out entrepreneurship education, cultivate students' entrepreneurial ability, make entrepreneurship a new trend, promote employment through entrepreneurship, advocate self-employment, self-employment, promote the change of employment concept, and make workers truly become entrepreneur.

## 2. The significance of carrying out entrepreneurship education in higher vocational colleges

The times and social and economic development require higher vocational colleges to carry out entrepreneurship education. Higher vocational education trains high-skilled talents for enterprises. The skill level of higher vocational college graduates will directly affect the development of enterprises and the quality of employees. The ability to innovate directly affects individual creativity and innovation. Economic development requires that workers should possess knowledge and skills. Excellent overall quality. Entrepreneurship education in higher vocational colleges can alleviate the pressure of social employment. The current factors that cause employee unemployment are mainly due to slow economic growth, employment system reform and enterprise restructuring, hidden unemployment, structural unemployment resulting from improved production processes and innovative technologies, and cyclical and frictional unemployment, which leads to high I graduate from Higher vocational colleges and face unemployment. Higher vocational colleges should carry out entrepreneurship education, guide students to use their skills to start their own businesses, promote employment through entrepreneurship, and ease employment pressure. Entrepreneurship education in higher vocational colleges can meet the needs of school survival and development. The employment difficulty of graduates in higher vocational colleges directly affects the survival and development of schools. Higher vocational colleges train "employers" or "entrepreneurs" directly affecting the employment of students. Only by adjusting the training objectives in a timely manner,

and guiding the teaching reform with the new ideas and new ideas of entrepreneurship education can we alleviate or even solve the employment difficulties of students. Stubborn.

Entrepreneurship education in higher vocational colleges can meet the challenges of the times and adapt to the development of today's vocational education. The 2nd International Conference on Vocational Education proposes to cultivate students' "entrepreneurial" ability. In order to adapt to new challenges, higher vocational education must carry out entrepreneurship education, and through entrepreneurship education and vocational education to cultivate students' entrepreneurial ability and stimulate students' creativity. With the development of economy and the progress of society, higher vocational education should focus on cultivating students' ability of innovation and entrepreneurship while cultivating high-quality and high-skilled applied talents. Entrepreneurship education in higher vocational colleges can alleviate employment pressure and conform to the trend of higher education popularization. At present, with the industrial upgrading and economic restructuring, the ability of enterprises to absorb employment has been significantly weakened. In addition to the popularization of higher education and the global financial crisis, the employment pressure of graduates is enormous. Entrepreneurship not only can be employed by itself, but also create more employment opportunities. Therefore, carrying out entrepreneurship education is a new requirement for higher vocational education.

### **3. The mode of carrying out entrepreneurship education in higher vocational colleges**

Update the concept of running a school and cultivate entrepreneurial talents. The society is constantly changing. From the training objectives, professional classification, curriculum integration, cultural guidance, strengthening practice, Teachers' interaction, evaluation and guidance and other aspects to build entrepreneurship education model in higher vocational colleges. It is required to update the talent training objectives in a timely manner, cultivate high-tech talents with all-round development of morality, intelligence, physique, beauty and labor development, and focus on cultivating the practical and practical skills of higher vocational students so that students can truly have entrepreneurial abilities. According to the needs of students of different majors for entrepreneurship education, to realize "entrepreneurship education should be geared to all students", we must implement different levels of entrepreneurship education according to the students' own foundation and needs to form a multi-level talent training goal. It is necessary to take innovation as the orientation and transform traditional concepts. Students should fully respect the creativity of students and focus on cultivating students' active entrepreneurial ideas. When setting up majors in higher vocational colleges, we should conduct extensive research and full argumentation, carefully analyze the scale of local economy, industrial upgrading and talent demand, set professional according to local actual and market demand, and adopt interdisciplinary according to the requirements of society for high-skilled talents and industry characteristics. Consolidate professional and cultivate composite practical talents.

Carry out entrepreneurship education in an all-round way and build a model for cultivating entrepreneurship. According to the training objectives and characteristics of different specialties, the curriculum system of entrepreneurship education should be embedded in the specialty curriculum to realize "entrepreneurship education should be geared to all students". It is necessary to actively cultivate the entrepreneurial ability model in classroom teaching. The education system of higher vocational colleges is very complete, and the classroom teaching experience is also very rich. Implementing entrepreneurship education in classroom teaching is an effective way to cultivate students' entrepreneurial quality and improve their entrepreneurial ability. Set up an entrepreneurship course, focus on and plan to increase entrepreneurship education guidance in the teaching plan, and organically combine with professional skills courses. Entrepreneurship education can be used as a public elective course to gradually infiltrate or radiate to economic management and other professions. Once the conditions are mature, comprehensively set up entrepreneurship education and incorporate it into the formal talent training system to build an entrepreneurial education system suitable for the characteristics of higher vocational colleges in China.

The employment guidance that was carried out before graduation can be used throughout the

university for three years. It focuses on the comprehensive knowledge of entrepreneurship and allows students to acquire the knowledge necessary for entrepreneurship. In the classroom teaching, we must innovate and reform the educational methods and methods. The teaching should try to adopt heuristic, interactive and modern educational techniques, focus on cultivating students' entrepreneurial ability, pay attention to the teaching of entrepreneurial cases, and fully demonstrate the entrepreneurial spirit, methods and processes of successful entrepreneurs. Students should also be encouraged to start their own business. If they have completed the required courses in advance and meet the graduation requirements, they will be able to graduate in advance. Students can apply for entrepreneurship and employment in stages to complete their studies in accordance with their actual conditions. In the extracurricular science and technology activities, we will focus on cultivating the model of entrepreneurial ability. In the process of cultivating entrepreneurial ability, we will effectively combine extracurricular science and technology activities with classroom teaching, and gradually form a scientific and standardized entrepreneurial education mechanism. At present, many higher vocational colleges have gradually used extracurricular activities for entrepreneurship education, forming an excellent entrepreneurial atmosphere, such as encouraging students to actively participate in entrepreneurial competition, enhancing students' entrepreneurial awareness, improving students' entrepreneurial ability, and organizing students to carry out various simulation training. To guide students to give full play to their entrepreneurial potential, to cultivate students' professional skills and improve their overall quality.

To strengthen students' entrepreneurship education, we must rely on campus culture Construction of this carrier will penetrate entrepreneurship education into it and reflect schools Characteristics of running a school.to invite party and government leaders and outstanding figures from various industries to give lectures to schools, and to make full use of student associations to carry out various forms of practical activities. Focus on supporting student associations with entrepreneurial nature.

#### **4. Countermeasures for the Entrepreneurship Education in Higher Vocational Colleges**

Update concepts and clear cognitive barriers. At present, many higher vocational colleges have not yet recognized the importance of entrepreneurship education. It is generally believed that higher vocational students are unrealistic in their business. They should first seek employment and start a business. They do not think that entrepreneurship is part of employment. Even if some higher vocational colleges set up entrepreneurship education, But only stay in the general terms. Higher vocational colleges should firmly establish the concept of modern education, actively explore the characteristics and methods of entrepreneurship education, implement entrepreneurship education in teaching, management and service, let students change their employment concept, stimulate entrepreneurial enthusiasm, cultivate entrepreneurial ability, and carry out humanistic quality for students. innovation and quality education, correcting the cognition of entrepreneurship education, clearing the obstacles for the development of entrepreneurship education and achieving comprehensive development.

Establish a scientific and rational entrepreneurship education management system. Higher vocational colleges should combine the training objectives, change the educational concept according to the characteristics of students, improve the education system, build an education platform, improve the organizational structure, and let entrepreneurship education fully penetrate into the regular education and teaching, so that entrepreneurship education and other education can be coordinated and adhered to.The "education+simulation + practice" entrepreneurial education model. Entrepreneurship education needs more practice and all-round education for students for all kinds of practical platforms and opportunities to fully exercise students' entrepreneurial practice Ability to effectively improve students' ability to start their own businesses. Expanding External Capital Source, integrate internal resources and build a platform for entrepreneurship practice in schools. Following the three major rules of entrepreneurial innovation talent growth, education and market operation, we will build an entrepreneurial education system with high vocational

characteristics by building a main base, playing the main position and perfecting the main channels. Focusing on cultivating students' entrepreneurial awareness, constructing educational mechanisms in entrepreneurship education, determining educational content, setting up curriculum systems, and carrying out specific activities should highlight the cultivation of students' entrepreneurial awareness; organically combine the resources of off-campus practice and intra-college entrepreneurship to keep students in full place. In the entrepreneurial atmosphere; through the establishment of entrepreneurial parks and simulation companies, students can experience real entrepreneurial models and procedures, improve entrepreneurial ability; build a comprehensive system of comprehensive knowledge, professional skills and entrepreneurial skills based on the goal of higher vocational training; school employment The Student affairs office, the Academic Affairs Office, the Academic Office, the Youth League Committee, and the Departments should all work together to coordinate management, coordination, and scientific division of labor to truly achieve the goal of entrepreneurship education.

Strengthen the construction of the team of entrepreneurship education teachers. Entrepreneurship education experts can inspire higher vocational students in ideological infection, theoretical guidance, and action, so that students can change from "heart-moving" entrepreneurship to action-based entrepreneurship. Therefore, teachers who implement entrepreneurship education must have rich entrepreneurial theories and "real combat" experience. Firstly, the teachers should be trained to adjust their entrepreneurial psychology, enhance their entrepreneurial awareness, and enrich and perfect their entrepreneurial knowledge. Secondly, they will establish a team of full-time and part-time entrepreneurship education teachers, and employ entrepreneurs and management experts who have rich knowledge and practical experience. Serve as a part-time teacher in entrepreneurship education; once again let entrepreneurial instructors participate in entrepreneurship training, experience the entrepreneurial process, and summarize entrepreneurial cases; in addition, formulate policy support, let teachers and students jointly start projects with market prospects, and train teachers into "teacher entrepreneurs" "Or "Entrepreneurial Teacher."

Strengthen the construction of campus culture and create a good entrepreneurial atmosphere. Entrepreneurship education should be organically combined with campus culture construction, layout and beautification and the surrounding environment to create a good entrepreneurial atmosphere, motivate students' entrepreneurial spirit and cultivate entrepreneurial awareness. First of all, enhance entrepreneurial propaganda, make full use of school newspapers, intranets, bulletin boards, special lectures, expert reports and student associations to promote entrepreneurial education knowledge, strengthen the promotion of typical entrepreneurs, fully display the image of entrepreneurs, and make students admire entrepreneurs. Secondly, carry out entrepreneurial activities, actively hold entrepreneurial design competitions, entrepreneurial salons and entrepreneurial forums, use clubs, design competitions, cultural seminars, educational publications, consultation, student quality development, field training, and the tasks and requirements of entrepreneurship education and work-study, interest The organic combination of group, class activities, off-campus activities and various competitions will fully stimulate students' entrepreneurial awareness, temper their will, cultivate their abilities, gain perceptual knowledge in entrepreneurial practice, and improve their entrepreneurial quality, consciousness and ability.

## 5. Conclusion

Entrepreneurship education is an initiative in education in the world today The important reform measure taken in response to economic development is international education development The trend of exhibition is an important one worth studying in the development of higher vocational education Subject.Higher vocational students create a career that is extremely expandable. It is an organizational project that is closely related to strength, resources, interpersonal shutdown, methods and methods. It not only requires high-level students to build a concept of active creation and self-initiation, but also to improve their entrepreneurial ability. For higher vocational colleges, it is necessary to keep up with the times of entrepreneurship management, not only to strengthen entrepreneurship education itself, but also to continuously improve the evaluation system of

entrepreneurship education to better serve entrepreneurship students.

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