

Research on Present Situation and Path Choice College Students' Entrepreneurship Education

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Abstract: Entrepreneurship education is deepening and materialize of the quality education and to employment education, is a relative education idea and education mode. Its goal is to create a character with talent. College students must set up the correct entrepreneurship consciousness, learn to the entrepreneurship method, grasps the knowledge and skills, knowing entrepreneurship difficulty, can become the entrepreneurship talents. This paper mainly explores education present situation, the university student's entrepreneurship concept, characteristics, function and value and some of the necessity and meaning behind, and points out that the development of entrepreneurship education in college students, the cultivation of the innovative spirit and creative ability of high quality talents is the national economic and social development request inevitably.

Keywords: College students' entrepreneurship education, present situation and path choice, connotation and characteristics, function and value, the necessity and significance

I. I.ANALYSIS OF PRESENT SITUATION OF COLLEGE STUDENTS ENTREPRENEURSHIP EDUCATION IN OUR COUNTRY

In the college students' employment situation background, to enhance students' education of business backlash, and in foreign university. Born in carrying out entrepreneurship education, cultivate the students' entrepreneurial skills and initiative of the higher education (Paris declaration of education concept) cause of the party and the government attaches great importance to, many universities in China have started to set up entrepreneurship education center, and carry out research or entrepreneurship education and research work, in the open entrepreneurship class, to explore the entrepreneurship education method and entrepreneurship research has made some preliminary results. In 1997, Tsinghua University held a business plan competition, in 1998, in Tsinghua University school of management in the first for the entire school undergraduate opened a new and high technology venture management course. Promote the entrepreneurial education of college students in China. In 1999, the department of education has released the first century for 2 education revitalization plan of action ", and points out that: "strengthening on teachers and students of entrepreneurship education, encourage them to independently high-tech enterprise",

put forward the concept of "entrepreneurship education". In the same year, the group the central organization the first "the challenge cup" national college students business plan competition, the competition continued to present, and constantly expand the scale and influence. In April, 2002, the ministry of education GaoJiaoSi determined China people's university, Tsinghua University, Beijing university of aeronautics, Shanghaijiaotong University of 9 universities such as for our entrepreneurship education pilot colleges. The second half of 2003, the ministry of education of the first stage entrepreneurship education held the backbone of teacher training, the university's 200 teachers participated in the training. In September the same year established Nankai University venture management research center, for the undergraduate and graduate students and doctoral open entrepreneurship and enterprise growth aspects of the curriculum. In 2005, Xiamen University launched the sex of the college students' entrepreneurship plan and elective course of practice. In this period, universities have begun a step-by-step and levels for entrepreneurial education to the exploration. And has been formed three modes: (1) to the people's university of China as a representative, emphasize the education "business focus on the cultivation of students' business consciousness, constructs the business knowledge structure, perfect for students' comprehensive quality"; (2) to Beijing university of

aeronautics for represent, to improve the students' knowledge of the venture.

At present, although our country have been aware of the importance of entrepreneurship education, but from the national university to see, the work environment still appear very weak, entrepreneurship education is still in developing the discussion, and improve the understanding, a few of the pilot phase, also do not have wandered full implementation, the implementation of the general atmosphere and conditions, especially in the local colleges and universities, entrepreneurship education in particularly slow process. From the current development situation of entrepreneurship education, see the development of the central television is not optimistic, and by the end of 2005 to the current situation of the college students' entrepreneurship, a survey of college students would like to venture was achieved 80%, but really can practice only 4.2% [1, 2].

II. THE CONNOTATION OF THE COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

College students' entrepreneurship is change employment idea, USES its own knowledge, talent and technology with self-raised funds, technology, and to seek cooperation, including the contribution of the way to create new jobs. College students' education, is through the entrepreneurship education college students master your own business methods and ways to make the development of self, ability, and become the passive to active employment concept of the venture, thinking boldly into society, in a positive attitude to meet the challenge of the market. Entrepreneurship education that is the core of improving the students' creative ability, 'ability and ability to adapt entrepreneurship education, the key is to develop the students' ability of innovation. Entrepreneurship education of college students is actually the college students' quality education and innovation education part. The main content of the college students' entrepreneurship education including their awareness and attitude, enterprise, the cultivation of knowledge learning, business skills training, etc. Its main purpose is the reality of college students, according to social development and change, through all sorts of education method in the education process to improve the students' found that the problem, the ability to analyze and solve problems. At the same time, special emphasis on training students' self awareness, participation and the solid work spirit, to make the students master the entrepreneurial skills, in order to be able to active life to entrepreneurship.

The researchers to entrepreneurship education concept for researchers and the study of the living environment and cultural level, the purpose of the study different and there are some differences,

basically has the following kinds of formulation formulation: (1) talent theory. This statement to develop entrepreneurs to think entrepreneurship education, the purpose of which is to cultivate can create jobs. This statement to LiangBaoGuo, LeLu 'point of view as a representative: "the so-called entrepreneurial education, is to students after graduation, can bold into society, your own business." (2) quality theory. The United Nations educational, scientific and cultural organization to entrepreneurship education was defined as "entrepreneurship education, from the generalized. He refers to the cultivation of creative individuals, it for salary also important because the employing institution or individual employees who besides the requirement in career achievement, is the employees who pay more and more attention to the pioneering spirit of adventure, entrepreneurship and, independent ability and technology, social, management skills." (3) comprehensive theory. Room such as trying to fly out to the college students' entrepreneurship: "the education, is through the university curriculum system, teaching content and teaching method of the reform and the second classroom activities to enhance their awareness of college students, the entrepreneurial spirit and creative ability, and will it into the quality of college students themselves, gave the time is ripe to under the condition of the pioneering talents." (4) self employment theory. The institutions of higher learning entrepreneurship education can be defined as: "to improve the students' self employment ability for the purpose, make more graduates to become a professional position of education; is the creator of the development and improvement of college students' basic quality, to develop an entrepreneurial spirit and creative ability to create the high quality of the socialist modernization of education builders." (5) ability theory. Entrepreneurship education is to point to provide people with concepts and skills, identify the opportunities, have ignored others insight, self assessment ability and knowledge skills, in others hesitate when decisive action process. It includes opportunity recognition, face the adventure resource scheduling and business risks aspects of education. It is emphasizing the students' entrepreneurship education, also emphasize the cultivation of personality quality education [3].

III. THE CHARACTERISTICS OF THE COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

China's entrepreneurship education start later, involving all aspects of the entrepreneurship education mostly in exploration and try to process.

(1) The government more attention. In 2002, the state council on forwarding the ministry of education and other departments "on further deepening the ordinary high school graduates employment system

reform the opinions of relevant problems, and then proposes notice" encourage and support their own college graduates. In April, 2002, the ministry of education has established 9 universities education pilot colleges for business. In May 2006, department, the ministry of education of the CCCCP and for 14 departments jointly issued the "about to do in 2006 the ordinary high school graduates employment, notice of work. Make clear a regulation, and across all departments shall practically strengthen independent of college graduates in business and flexible employment support, further implement the small assure loan fees and preferential policies; Through the organization carries out the entrepreneurial training, business guidance, policy advice, project appraisal and tracking counselling "one-stop" services, set up their own graduates "green channel".

(2) Learn from foreign advanced method suitable for China's national conditions, and explore their career education system. Universities of China venture education after years of exploration and practice has initially formed a certain scale. Entrepreneurship education, in addition to profit from the overseas advanced method and rich experience, we still have the part of innovation points, can be divided into five aspects: in venture as the main contents of the teaching content innovation; Break the teaching faculty class limit organization innovation; Pay attention to the degree of participation teaching innovation; Through the exercise of the teaching method to realize the classes innovation; To entrepreneurship training for the purpose of teaching management innovation, etc [4].

IV. THE NECESSITY OF THE COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

1. College students and the related knowledge level business are relatively weak. The college students' entrepreneurship range is very wide, according to the subject of different for each. The science and engineering college students' entrepreneurship many is based on its technical advantages. But, entrepreneurship is a system engineering, need after market research, the capital and other resources, the value realization technology to raise a series of activities. In the process, not just technical contest, but also management idea, management and operation ability, and other aspects of the competition, it is required to market marketing, finance entrepreneurs cost control, business negotiation, tax, law should have certain knowledge accumulation, but, if college students in university period is not ready for the business, and won't go to the study of the knowledge, and the school and not the students of science and engineering in open this basic courses, lead to the undergraduate of knowledge of these entrepreneurs, improve the entrepreneurship

compare deficient in the process of work pressure, reduce the possibility of business success.

2. Entrepreneurship related skills are limited. Entrepreneurial activity involves market observation and prediction of resources, as well as personnel of the coordinated management, internal and external relations, namely, only to have the good market development, leadership, coordination, communication and interpersonal ability, etc, to ensure the smooth development of the college students' entrepreneurship activities and succeed. These skills cannot go to school in textbooks, can only through constant practice to accumulate. Due to the lack of practice chance, causing the college students in science and engineering limited, whether social experience or SheKeLei students are only empty have technology or theory knowledge, and a lack of market judgment, the marketing means, industry and commerce taxation, financing, legal transaction processing and other professional experience, entrepreneurs can't adapt to the present college students the changing market environment and the fierce market competition, caused the failure of entrepreneurial activity [5].

3. Enterprise, the psychological quality of college students lack the business environment is not loose, and there is a college students' entrepreneurship must be "to do great things, creates the great undertaking" idea obstacle, which affects the success rate of the college students' entrepreneurship. Because colleges and universities in the college students' entrepreneurship in education, the lack of quality in the heart, lead to college students' not set up the business high ability, good setback adapting ability, strong will, hard struggle spirit venture psychological quality, in the face of market in the fast changing and the fierce market competition, the challenge of pressure, or in the process of starting frustration, prone to cynicism, give up entrepreneurial activity, which results in such activities as the phenomenon in the process of starting hard to succeed.

V. THE COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION ROLE AND VALUE

In recent years, many western developed countries actively advocated and to develop the students in entrepreneurship education, its effect is not only alleviate the pressure of employment, and created by the college students' entrepreneurship the wealth of the rapid development, business has gradually become the driving force behind economic development. No matter. From the Angle of the interests of the state, or the personal development perspective, entrepreneurship education has a deeper role and value.

1. Entrepreneurship education for college students employment concept change lead. Entrepreneurship education as a new education idea and mode of talent training, through its implementation can make more college students understand the profound meaning of entrepreneurship education, know to cultivate pioneering innovation, entrepreneurship in the current situation of the important role. To realize own business is the need for social progress, also is the life I realization of need, and recognize that venture is the higher levels of employment. Through the development of entrepreneurship education to change traditional passive rely on college students employment, post employment and post maintain employment concept, can help to the college students from passive to active employment of the modern business employment, leading to social consciousness of their whole transformation. Research shows that: a social entrepreneurship education level higher, its social members flexible obtain employment, own business, post career effect is better, the concomitant social benefit and economic benefit is the better; Entrepreneurship development the faster the material and cultural life, people increase the level, the more quickly, thus greatly promote the prosperity and development of the society, promote social full employment. Therefore, to our country such a labor supply power, training for entrepreneurship, Expansion of business employment "double effect", is the fundamental way of solving the employment problem [6].

2. Entrepreneurship education to improve college students' quality for career. Education is to the individual life, free, and better development, and entrepreneurship education is just one of the mass and open education. Entrepreneurship education to the student the future of the survival and development of contemporary concerns. That is the future for students live better lay the solid foundation for the development of students, and to provide new possibilities. Business entrepreneurs need to understand and grasp the market survey, creative produce, access to resources, market marketing, enterprise management, psychology, leading science, interpersonal communication and many other discipline knowledge, therefore, entrepreneurship education on one hand through the course of knowledge integration; On the other hand, students can use to their business of knowledge for self integration. In addition to the necessary business knowledge, the entrepreneur needs to have the abilities such as innovation ability, a leading organization ability, communication skills, creative ability, planning decision-making ability, Learning ability, etc. Through the entrepreneurship education, to help students improve ability and quality, promote the development in an all-round way.

3. Entrepreneurship education to promote economic development. A business activities, the most essential role is to the economic development and social progress, the most direct embodiment of promoting is to make the GDP growth. The domestic and foreign experiences and research shows that education is not only solve business college students' employment difficult way and mechanism, and long-term through the training of innovative ability and the spirit of the entrepreneur talent for the society, young to create new jobs, effectively promote the continuous development of the national economy and enhance the economic vitality. Entrepreneurship education training "entrepreneurial spirit," represents a kind of spirit and power, and led the society's future and hope, through the venture to expand employment, and create more social wealth, promote the development of economy, so as to realize the economic development and expansion of the employment of the benign interaction. Studies have pointed out that, "in the condition of knowledge economy, entrepreneurial type and become employment solve the problem of economy and the employment problem, it is the basic thought of the economic policy is for employment policy, for solving the employment problem found the way out."

4. Entrepreneurship education help to the success of the business enterprises to produce. Entrepreneurship education is the basic content of about a scale of the enterprise of the emergence and development of the whole process, including venture project market survey and analysis, selected businesses, drew up a business plan, business team, raise startup capital, business premises, establish choice organization structure and management system, deal with relevant formalities of business enterprise management law, establish the basic strategy and enterprise growth and development management strategy, and a series of content, every item and contains a lot of the points for attention and the successful experience and failure, etc. If every entrepreneurs can prior to accept that knowledge education, business will speed up the process of the venture, little take many crooked road. So the venture to the success of the educational association business enterprises to produce and development. And the generation of enterprise of business usually accompanied by new technology, new methods to enter the market, especially scientific research achievements, the nature of the enterprise at the same time, along with the development of the enterprise of business, and can promote new invention, new products or new services emerging, and create new market demand, and thus further promote and deepen the innovation of science and technology, improve the enterprise or the entire country can innovation. Force, promote economic growth.

5. Entrepreneurship education helps venture enterprise of risk prevention. Any enterprise's development process in risk. In a market economy the birth rate is high, the enterprise mortality is high. A business enterprise want to market in rough stand firm, must undergo the test of all kinds risk, as a beginner to have the first the mental preparation. Entrepreneurship education the important task is to develop the entrepreneurs of risk prevention, make entrepreneurs to recognize the importance of risk on venture, and through the relevant policies and regulations system study, make the person that do poineering work can master the basic methods of risk prevention, increase business enterprises to the possibility to succeed [7].

6. Entrepreneurship education help entrepreneurs to raise the level of management. The business management mainly come from two aspects: the system and culture. Through the entrepreneurial education can make people in theory to understand and grasp the enterprise organization management, cost management, business profits risk management and entrepreneurial culture management knowledge, and improve overall entrepreneurs thinking and management quality, and thus improve business enterprises to the possibility of success, and improve the operating results of these enterprises and benefits and ensure the healthy growth of enterprises and urge its really become a Competition strength of mature enterprise.

7. Entrepreneurship education promote future entrepreneurs group shape. Entrepreneurs group for promoting economic and social development, the enhancement enterprise even national competitiveness effect is huge. Entrepreneurs are scarce resources, but the generation of entrepreneurs neither dependence on imports, also can't depend on administrative appointment, must be in entrepreneurship practice of growth. Exercise Lack of Chinese entrepreneur is the root cause of the entrepreneurs of practical experience have entrepreneurial less, have entrepreneurial spirit of the CEO less. Therefore, we should carry out the multi-level education, especially for business college students, such as graduate student of high-level personnel entrepreneurship education. Because of its accept education culture and science and technology and much higher than the general social entrepreneurs, they grow up for the probability of entrepreneurs should be higher than normal entrepreneurs. Through the entrepreneurship education, training students' creative ability and entrepreneurial quality, foster entrepreneurial spirit, to shape the future of with an entrepreneurial entrepreneur group. Higher school education in the business of the implementation of the play an important, the role that cannot be replaced. But entrepreneurship education from the point of the development of business, education is not only the

university, social system itself things for the greater responsibility. Need to the whole society in the existing research and practice hard, on the basis of the active exploration set up a "business ideas including education system, entrepreneurship education teaching system, entrepreneurship education practice system, entrepreneurship education guarantee system, entrepreneurship education service system", a set of suitable for China's national conditions of entrepreneurship education system, ensure the entrepreneurial education deeply widely launch to make career education better promote economic and social development [8, 9].

VI. THE IMPORTANT MEANING OF THE COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION

1. College students, and the education is venture the needs of the development of social stability. Our country is a developing country of the population, the employment pressure is very heavy. According to the world bank, in 1999, the statistics total labor force for 751 million, accounting for 26% of the world total, equivalent to the total labor force high-income countries of 1.73 times the total of the working population is equivalent to 5.3 times. The total amount is concerned, employment challenges in China than any country in the world is more severe; with only 9.6% of the world's natural resources, for 26% of the world's labor force for jobs. How to effectively use the rich labor resources is a serious challenge. According to the relevant experience, in the knowledge economy era, the university graduates founded the private nature of the "small and medium enterprises, is an important channel of the employment of graduates and, and, and, and the economic and social development to create jobs of important ways. As comrade Jiang zemin at the 1999 national education work conference speech pointed out: "to help educated training career consciousness and creative ability by education department. Efforts, and develop more and more different industry entrepreneurs, for the society can create more employment opportunities, and to maintain social stability and prosperity business will play the major role."

2. Carry out education, be helpful for promoting university students' overall development. On contemporary university students individuals for, to get more employment opportunities, laying a solid foundation in the theoretical knowledge and professional knowledge, master basic skills and professional skills at the same time, still need to learn certain business knowledge and skills, to enhance the entrepreneurial quality training. Only in this way, just may have the demands of the era of survival ability and competition ability, the initiative to find suitable for his post, therefore, must be through the development of college students' education, mining

venture business potential, to cultivate college students' hardworking, innovative personality, make by the owner of the college students' knowledge into direct create value for society's entrepreneurs.

3. In education, business, is to make the local university important opportunity of core competitiveness. In the future the competition, training students' humanistic and scientific quality, employment and entrepreneurial skills, innovative and entrepreneurial spirit of the mechanism and ability will become the university's core competitiveness. Colleges and universities must have the correct localization, to run its own characteristic, the local colleges may only a few will develop for research university, therefore, to realize the sustainable development of itself, the local colleges and universities must face to the market, deepening the reform and improve ability. Develop entrepreneurship education, cultivate the students' practice spirit, to explore the spirit, the spirit of adventure and creative ability, and guide students to start business, will be the local university innovation development and improve the core competitiveness of the effective way.

4. Developing entrepreneurship education, with the higher education training mode reform intrinsic request. China's higher education in traditional training mode, mainly for graduates to spare, and insufficient; pioneering dependence Accept ability to spare, and innovation spirit shortage. The rapid development in the era of the knowledge economy, the traditional talent can't adapt to the social and economic structure adjustment period of talent specifications of the request, will be because of the lack of competitiveness and out by society. And entrepreneurship education through the training students' career consciousness, entrepreneurial spirit and entrepreneurial skills and entrepreneurship, and finally cultivate comprehensive quality more social competition ability of creative talents, they can better adapt to the requirements of the age of the knowledge economy, promoting the development of social economy and the improvement of the children's personal life quality, this full complied with the current higher education training mode reform intrinsic request[10].

5. In entrepreneurship education, be helpful for promoting the development of harmonious society. Vigorously promote entrepreneurship education, advocate the entrepreneurial spirit, and encourage college students venture and adapted to the world education development and reform of the trend, to China's national conditions. Actively build good entrepreneurial culture atmosphere, from the depth change a new generation of builder based on culture the mental constructs of the habit, the cultivation of creative ability and entrepreneurs thinking of a new

generation of entrepreneurs, to explore and exploit the employment channels, to China's economic and social development in our country, the coordination of all-round construction of socialism has the special righteousness.

6. In education, business is necessary for the reform of higher education. The expansion of higher education of higher education has produced significant influence, the future will depend on enrollment plan of families to send their children to study and the desire of economic bear ability and the annual capacity of the university, and with the public ownership of the employing unit forecast for decoupling. University of talents training is the most direct, by only or main purpose is to meet the non-public enterprises, institutions and administrative units to raise the scientific and cultural quality. Universities should meet this challenge, the key is to change education thought, the reform of personnel training mode, the business of education idea and the practice to improve the strategic height. Only through the development of entrepreneurship education, development and to improve the students' ability to survive, the competition ability and creative ability, cultivate more talents of higher education, we could get the respect and trust, social higher education to get healthy development [11].

The college students only by setting up the career consciousness, learn the business and master the method of business knowledge and skills, know the undertaking difficulty, can become entrepreneurial talent. Through the business development, create a social need new jobs, expand the scope of employment, increase the employment that society can create more wealth. Therefore, entrepreneurship education of college students will create a new industry, industry become, expand the source of jobs, higher school will develop a new industry, industry, and create jobs talent base of expanding, in today's world economy show particularly significant storm.

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