

Study on Operation Mechanism of University Students' Entrepreneurship Education

Yurong Chen, Wenhua Wang & Weixing Wang

School of Economics and Management, Jiangsu Polytechnic University

Changzhou 213164, Jiangsu, China

E-mail: cyrpzh@126.com

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Abstract

Reinforcement on university students' entrepreneurship education is the necessary trend for higher education reform and development and is also an important training objective of colleges and universities. This study takes the idea of entrepreneurship education as the guidance, the objective of entrepreneurship education as the starting point and end-result, implementation of entrepreneurship education as the core and key and evaluation of entrepreneurship education as means of guarantee, and establishes the model of operation mechanism of university students' entrepreneurship education.

Keywords: University students, Entrepreneurship education, Operation mechanism

Entrepreneurship education refers to a kind of educational thinking and educational practice with the purpose of cultivating university students' awareness of entrepreneurship, spirit of entrepreneurship and capacity of entrepreneurship and is termed as "the third passport" of learning by the United Nations Educational Scientific and Cultural Organization (UNESCO), of equal important status with academic education and occupational education. As for university students, at the time when they learn proficiently the basic knowledge and professional knowledge and grasp certain professional skills, mastery of some entrepreneurship knowledge and skills through entrepreneurship education to strengthen their entrepreneurship quality is, without doubt, quite significant to tap their own potentials, cultivate their diligent, upand-coming, pioneering and innovative personality and intensify their employment competitiveness. Reinforcement on entrepreneurship education has become a new trend for global modern education development and reform.

1. The idea of university students' entrepreneurship education

The idea of education means the basic opinion held by people about education and its implementation, usually manifested as people's cognition in belief, value and activity standard of relevant education. Accordingly, the idea of university students' entrepreneurship education refers to the cognition of colleges and universities in the belief of entrepreneurship education, its value and activity standard when cultivating entrepreneurial talents. The following several ideas have to be set up in construction of the mode of university students' entrepreneurship education. Firstly, entrepreneurship education should not only aim at elites among university students, but should also take into consideration all university students. Secondly, entrepreneurship education is not only aimed at cultivating entrepreneurial talents for the society to alleviate the employment pressure of university students, but more important, is to cultivate entrepreneurial talents for the society to let them become the impetus of social and economic development and scientific innovation. Thirdly, entrepreneurship education is not only a task of university students themselves, but is more a social issue of common concern by the whole society and is a complicated systematic project. Fourthly, entrepreneurship education is not simply negation to existing employment education and occupation selection education, but is more deepening and escalation of current employment mode and is dialectical negation to existing employment education and occupation selection education. Fifthly, in construction of the mode of entrepreneurship education, we have to insist on unification of

theory and practice and unification of commonness and individuality and make the mode of university students' entrepreneurship education not only suitable for the general rule of higher education, but can also embody the respective characteristics of running a school by each university, not only with scientificity, but also with maneuverability.

2. The objective of university students' entrepreneurship education

The objective of entrepreneurship education is the fundamental basis for design and appraisal of entrepreneurship education courses and is the starting point and home for entrepreneurship education to select education content, make clear education methods and carry out education measures. The essence to design the objective of entrepreneurship education is to establish the basic value orientation of this sort of education idea and education practice. According to the taxonomy theory about education objective by Bloom, we can classify the training objectives of entrepreneurship education into three hierarchies, namely, cognitive objective, emotional objective and operational skill objective. Starting from this idea of entrepreneurship education, we can construct the basic framework for the objective system of university students' entrepreneurship education (See Figure 1).

Insert Figure 1 Here

University students' entrepreneurship education lays a solid foundation for students' career development in the future through cultivating university students' awareness of entrepreneurship, knowledge of entrepreneurship, capacity of entrepreneurship and psychological quality of entrepreneurship. Awareness of entrepreneurship is the psychological tendency of the entrepreneurship subjects in their conscious entrepreneurship practices, mainly manifested as demand of entrepreneurship subjects, their interest, motive, spirit, ideal, faith and world outlook, etc and it is the material basis and pre-requisite in the structure of entrepreneurship quality. Knowledge of entrepreneurship refers to the knowledge structure of in the form of tools and means by the entrepreneurship subjects in their entrepreneurship practices, mainly including basic knowledge, professional knowledge and comprehensive knowledge. Capacity of entrepreneurship refers to the subjective condition of entrepreneurship subjects to facilitate successful entrepreneurship practices, mainly including basic capacity, such as attention, memory, observation and imagination, etc. Comprehensive capacity includes capacity of organization, capacity of management, capacity of coordination, capacity of communication and capacity of practical operation, etc. Creative thinking capacity is the core of the structure of entrepreneurship capacity. The psychological quality of entrepreneurship refers to the individual characteristics of entrepreneurship subjects in entrepreneurship practice that plays an adjustive role in their mental and behavior activities, mainly including independence, self-control, cooperation, social boldness and tenacity that can fully reflect the emotional quality and willpower feature of entrepreneurship subjects.

3. Implementation of university students' entrepreneurship education

University students' entrepreneurship education is a systematic project, which calls for joint forces of the government, university and family. Colleges and universities ought to take the initiative in borrowing successful experiences of entrepreneurship education abroad, put cultivation of entrepreneurial talents and cultivation of research-based talents and application-oriented talents at the position of equal importance, encourage all sorts of universities to conduct various entrepreneurship education, bring entrepreneurs and all kinds of social and enterprise resources into colleges and universities, tie up relationship between enterprises, society and school, and enable entrepreneurial talent training to gradually become an important component of talent training system in higher education in China.

3.1 To bring the role of subjectivity of university students into full play

According to the psychologist, Abe Maslow, a potential is a sort of value and realization of the potential is realization of the value. The target of entrepreneurship education is to let students come to realize that, full play of an individual's potential of creation is the highest demand of human being and is the highest ideal for realization of individual value. Entrepreneurship education ought to be the conscious behavior of students themselves, which is not only reform of education methods or increase or reduction of education content, but is more a kind of new educational thought which reflects the spirit of the times and takes training of entrepreneurial talents as the orientation of value, and this requires that entrepreneurship education should be a sort of subjective education. As a matter of fact, the fundamental value of entrepreneurship education is that it can direct students to establish correct social values, which is centered with power of a subject. Only if power of the subject is brought into full play, can knowledge release enormous energy of creation in its application. Higher education in China has transferred from elite education into mass education and has also expanded learning from school education to lifelong learning. Through entrepreneurship education, colleges and universities are aimed at

enabling students to come to full realization of the importance of training of their own competence and the importance of training of entrepreneurship spirit and improvement of entrepreneurship capacity. Thus, they have to be equipped with the spirit of the times, that is, the courage to take risks and to open up and actively and consciously cooperate with their universities to carry out entrepreneurship education.

3.2 To establish first-class entrepreneurship education teaching staff

Teaching is a bilateral activity involving both teachers and students, in which students are the subject and teachers are the key. In teaching, the thinking quality, occupational level, entrepreneurship spirit and entrepreneurship capacity of teachers have a decisive effect on quality of talent training. In order to establish a teaching staff team with high quality of entrepreneurship education, we should firstly strengthen occupational training on university teachers, especially teachers of entrepreneurship education courses to enable them to have a comprehensive mastery of knowledge, solid theoretical basis and massive academic attainments, teachers with compound type structure of knowledge to control and direct students' in their learning and entrepreneurship and to make students have perfect capacity of information processing, and to guide students to resolve issues with information technology in their entrepreneurship activities. Then, we should take measures to establish a part-time teaching staff team of entrepreneurship education with dynamic development. According to successful experiences in entrepreneurship education at home and abroad and our own practical exploration, the teaching staff of entrepreneurship education should come from fields of colleges and universities, economic management, engineering project, government economic department and venture capital company, etc. They are a system of experts in entrepreneurship education with dynamic development, which includes theory experts, technical experts, government personnel, entrepreneurs, venture capitalist and legal experts, etc, in the field of economic management, who provide enlightenment and direction to students in operation of some relevant aspects in entrepreneurship.

3.3 To construct a course teaching system with characteristics of entrepreneurship education

Training of entrepreneurial talents is a cognitive process of gradual escalation, which should follow the progressive cognitive rule of "cognition, emotion, conation and action". Firstly, the university should carry out the thought of capacity orientation in formulation of training objective and standard of talents, and regard entrepreneurship skills and entrepreneurship spirit as the basic objective of talent training. Besides, the university should run entrepreneurship education through each teaching aspect from students' entrance into the university until their graduation according to arrangement of educational system of each major. Secondly, entrepreneurship education should be set up as a course. Just as other products or services, courses should also be conceived and designed according to demand of the market. In order to positively push forward entrepreneurship of university students, we have to open entrepreneurship education courses of practical use, so that they can get better support and encouragement whether when they are at school or when they undertake an enterprise after graduation, they can not be lost in passion and blindness in entrepreneurship, and their entrepreneurship idea can finally be transferred to positive entrepreneurship action. Since entrepreneurship education is difficult to be put under a definite major, thus, this course can be open to all students as a general (selective) course. In the meantime, content of teaching and method of teaching should be reformed accordingly. Colleges and universities should conduct a research on demand of the market and developmental trend of the society to make selection of majors, design of courses and content of teaching all suitable for need of development in the future. Teaching content of entrepreneurship education courses can include the following several aspects: Firstly, legal, financial and financing knowledge related with the enterprise or company undertaken, such as, relevant content of the constitution, contract law, corporate law, intellectual property, patent technology and taxation, etc.; secondly, knowledge or skills related with internal running of the enterprise or company, such as planning of entrepreneurship, running of the capital, fund and financing, management of assets, control of cost, analysis of the market, development of products, marketing of the market and service of products, etc.; thirdly, foundation of management, such as decision making of the process of management, its organization, leadership, control and management system of quality, etc. Then, students can gradually establish awareness of risk, awareness of credit, awareness of responsibility, awareness of market and awareness of team, etc.

3.4 To build students office and venture office

The characteristics of mode of building students office and venture office is commercialization or semi-commercialization operation, in which the universities set up special institutions, open entrepreneurship education courses, build entrepreneurship parks for students, teach students how to undertake an enterprise, and provide students with fund support and consultation service in various forms. Under the current social condition, the key is to bring in the mechanism of participation by enterprises and to construct demonstration base of

entrepreneurship. The mode to open entrepreneurship park is worth of popularizing, since the universities lay the stage and offer all-round supporting service, conduct corresponding work of demonstration, direction and promotion, and enable entrepreneurs to devote more energy into innovation of science and operation mode. In order to have the springhead of entrepreneurship park, the universities should first of all foster entrepreneurship, and then expand venture capital fund of entrepreneurship by means of returns from successful enterprises to complete the construction process of virtuous circle and gradual expansion. Colleges and universities can set up entrepreneurship management training institutions to take special responsibility for affairs related with entrepreneurship of university students and may open courses of “entrepreneurship management courses” and “design, research and development of entrepreneurship enterprises” to give theoretical guidance to entrepreneurship activities of university students. At the same time, they can establish venture capital fund and provide financial support after evaluation of students’ entrepreneurship plan. On one hand, this kind of entrepreneurship mode takes entrepreneurship education as basis of entrepreneurship and concentrate on training of basic quality of university students in the process of imparting professional knowledge. On the other hand, colleges and universities can provide students with funds required for entrepreneurship (undertaking an enterprise) and necessary technical consultation. In addition, they can establish multiple experiment centers and innovation bases to open to students of all majors all day long and set up special scientific innovation practice centers to give direction, consultation and evaluation on students’ entrepreneurship and innovation activities. They may also hold entrepreneurship contests among university students and try to create conditions to industrialize achievements selected during the contest.

3.5 To positively popularize entrepreneurship network for the vast majority of university students

With forthcoming of information times, the channel of university students to receive information exhibits the characteristics of diversification. Internet information gains favor of university students owing to its abundant content, large amount of information, convenient transfer, wide influential scope, fast speed, open concept of awareness and relaxed and free atmosphere, and “great amount, rapidness and accuracy” of information acquisition has become an objective fact and common sense of people. Colleges and universities should establish theme network for entrepreneurship education among university students and make full of the network education to train the entrepreneurship spirit and competence of university students. Meanwhile, in the process of constructing entrepreneurship education network and conducting entrepreneurship education among university students, colleges and universities should fully realize the important and urgency of improving university students’ overall quality and continuously innovate in terms of guiding ideology and methods as follows. Firstly, they should concentrate on serviceability in establishment of content, for which they can skillfully integrate content of entrepreneurship education into relevant content of growth and process of students by combining needs of their growth and process, provide psychological consultation online, and embody the guiding thought of positive progress and healthy process of students in the content of trace of those who are successful in directing employment and entrepreneurship and learning, conducting homepage construction from multiple dimensions and levels. They should try to educate students by surrounding excellent people and moving stories to lead them to look upon themselves in a correct way, upon employment and entrepreneurship and upon the life to help them position their life for themselves. Secondly, colleges and universities should the propaganda of entrepreneurship education network to expand scope of participation by the vast majority of teachers and students. They should start the propaganda from all sorts of channels on network of entrepreneurship education and open more links on the Internet. Besides, they ought to make full use of traditional media to propagandize the network so as to enable the vast majority of teachers and university students to know the network of entrepreneurship education and focus on network of entrepreneurship education. Thirdly, colleges and universities should integrate online entrepreneurship education with offline entrepreneurship education. Online propaganda of entrepreneurship education should keep coherence with daily entrepreneurship education, mutually integrated and promoted to strengthen self discipline of surfing online of students and build positive online entrepreneurship education environment.

3.6 To improve and perfect the social supporting system of entrepreneurship education

It is not enough to reply merely on strength of the universities to form and develop entrepreneurial talents. Furthermore, vigorous support from power of the whole society is required. Firstly, the policy should be further improved to vigorously build social entrepreneurship atmosphere. In the process of training the entrepreneurship competence of university students, local government should complete successfully the following three things in terms of entrepreneurship policy and service: firstly, to hold university students better understand entrepreneurship policy and collect and sort out such policies as tax exemptions and reductions, entrepreneurship assistance, entrepreneurship loan, social guarantee and probation position for university students, etc, by

governments at all levels and compile these policies into volumes, which are then issued to university students free of charge; secondly, to help university students better employ the policies and help them come to understand the entrepreneurship policy and employ the policy by means of holding analysis meeting in the form of entrepreneurship, report meeting and explanation course of entrepreneurship policy, etc, and help them come to understand the entrepreneurship policy and employ the entrepreneurship policy; thirdly, to optimize social entrepreneurship environment, carry out and make perfect market competition rule, standardize behavior of public servants and give vigorous attack on malfeasance that interrupts development of the market. At the same time, colleges and universities should vigorously the social atmosphere and cultural environment that honors entrepreneurship and takes “eight honors and eight disgraces” as the theme through all sorts of channels and means. Then, they should provide vigorous support and establish diversified financing channels. It is far from enough to merely rely on universities to set up venture capital funds for students to alleviate their financing pressure for entrepreneurship and successfully take the first step of entrepreneurship, so governments at all levels should strengthen the supporting strength to funds of university students’ entrepreneurship. Thirdly, based on the principle of human-oriented, colleges and universities should improve the service system of university students’ entrepreneurship. Local government ought to focus on starting out from basic aspects, and gradually intensify and improve the following six items of service. Firstly, to provide service of entrepreneurship information, for which they can issue entrepreneurship projects and offer entrepreneurship information consultation by means of newspaper, TV and network, etc. Secondly, to establish the responsibility system of entrepreneurship project manager, for which they can organize multiple professional entrepreneurship counselors for specific guidance and follow-up service. Thirdly, to construct “supermarket of entrepreneurship by university students”, that is, to integrate together the project, information, policy, fund and service of entrepreneurship actions by university students and implement resource sharing for entrepreneurs to select. Fourthly, to set up legal assistance centre to provide legal consultation and right protection service for entrepreneurship by university students. Fifthly, to establish the joint conference system for employment and entrepreneurship of university students to regularly study and resolve practical difficulties and problems encountered by university students in the process of entrepreneurship. Sixthly, to prescribe policies to stimulate enterprises and public institutions of all levels and all sorts to take a positive attitude in accepting university students to visit and do internship, attempt to fulfill resource sharing of the whole society, mobilize all positive social factors and provide service for healthy growth and entrepreneurship competence of university students.

3.7 To attempt to build the entrepreneurship culture in the campus

In addition to reinforcement of all sorts of hardware and software construction, colleges and universities should also focus on establishment of good entrepreneurship culture in their implementation of entrepreneurship education. Entrepreneurship culture refers to sum of the ideological consciousness of having the courage to undertake an enterprise and corresponding value concept and social psychology of encouraging entrepreneurship. Entrepreneurship culture is a sort of ideological consciousness, and only if the ideological consciousness is improved, can it is likely to facilitate change of the value concept of university students. Training of entrepreneurial talents can not go without entrepreneurship culture, and the universities have to have a dense entrepreneurship culture to effectively promote entrepreneurship consciousness of university students. For example, there exists a dense entrepreneurship culture in Wenzhou University and Zhejiang Wanli University, with the edification of which quite a lot of students have become entrepreneurial talents. In establishment of campus culture, universities ought to vigorously establish entrepreneurship culture, propagandize the honor of entrepreneurship, set up typical examples of entrepreneurship, continuously enhance recognition of the vast majority of teachers and students in the significance of entrepreneurship culture and training of entrepreneurial talents, whittle the traditional cultural influence which holds that a stable job is more preferable than entrepreneurship filled with risks, advocate to students the courage to take risks and to undertake an enterprise, and enable entrepreneurship culture rooted in the culture of the universities.

4. Evaluation on entrepreneurship education of university students

Evaluation on entrepreneurship education means that, colleges and universities apply modern scientific evaluation concept and method according to the principle and features of entrepreneurship education and based on the index system of evaluation, conduct an evaluation on entrepreneurship education implemented in colleges and universities and the social reliability and validity of university students in entrepreneurship by means of an all-round measurement on universities, students and entrepreneurship project and carry out rationalized measures that can improve the teaching of entrepreneurship education and supporting mechanism according to evaluation results, so as to gradually form a virtuous circulation mechanism of entrepreneurship education. The purpose of evaluation on entrepreneurship education is to standardize and perfect the actual situation of entrepreneurship

education, and is the important guarantee for successful and healthy development of entrepreneurship education. A systematic evaluation on the three aspects of universities, students and entrepreneurship project by considering the actual situation of current entrepreneurship education in China is an effective evaluation structure. This sort of evaluation structure lays particular emphasis on listing entrepreneurship quality training of students as the important aspect of evaluation and measurement of entrepreneurship quality and level, including central course system, training plan, teaching method, teaching staff, entrepreneurship practice, management mechanism, soft and hard environment of entrepreneurship education and educational effect, etc. Through continuous evaluation and feedback, colleges and universities may standardize and perfect entrepreneurship education system and operational mechanism, etc.

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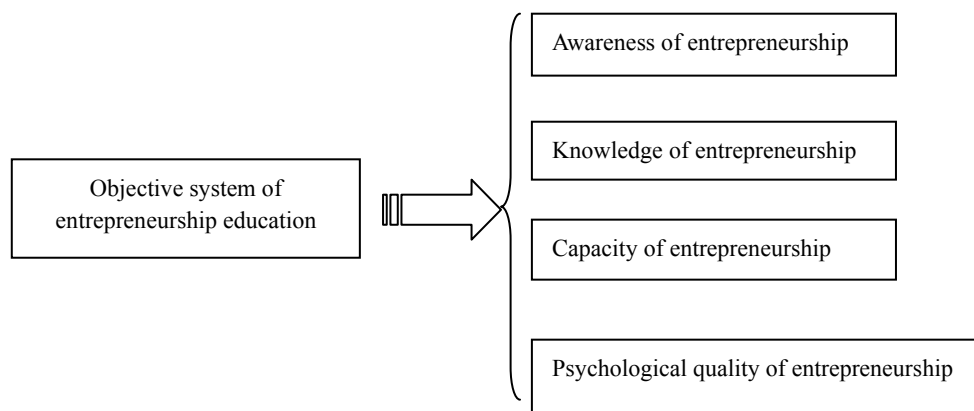


Figure 1. Objective system of entrepreneurship education