

# Research on the Present Situation and Countermeasures of Entrepreneurship Education in Ordinary Undergraduate Colleges

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## Abstract

In recent years, our country has intensified its reform in education and introduced entrepreneurship courses into college classrooms. Our country now pays more attention to entrepreneurship education, and the government has introduced a series of policies to encourage college students to start their own businesses. This paper focuses on the entrepreneurship education carried out by ordinary undergraduate colleges under the background of the new era. Firstly, it analyzes the inevitability of entrepreneurship education; secondly, it analyzes the problems in entrepreneurship education in ordinary undergraduate colleges and the causes of the problems; finally, it puts forward some pertinent views and suggestions on the problems in entrepreneurship education for reference.

## Keywords

Entrepreneurship education; Ordinary undergraduate colleges and universities; College students; Innovation and entrepreneurship ability.

## 1. Introduction

Nowadays, people from all walks of life, especially scholars, pay more attention to the entrepreneurship education of college students. The research mainly focuses on the issues of innovation ability, entrepreneurship education, teachers, entrepreneurial ability evaluation, and the choice of entrepreneurial path [1]. Entrepreneurship education is put forward according to the development of society, and now our country attaches great importance to the development of entrepreneurship education. Studying the problems of college students' entrepreneurship education and putting forward corresponding countermeasures can improve college students' entrepreneurial confidence and let them know that the society pays attention to entrepreneurship education, which also promotes college students' self-employment. The state attaches importance to the development of education and improves the quantity and quality of college students. Under the background that the state encourages college students to start their own businesses, the proportion of fresh graduates choosing to start their own businesses is developing steadily.

## 2. Inevitability of Implementing Entrepreneurship Education for College Students

### 2.1. Help Ease Employment Pressure

With the increase in the number of college students, especially this year, the number of fresh graduates in colleges and universities has reached 8.7 million. Under the condition of existing vacant posts, the number of our talents is increasing, resulting in a situation that supply exceeds demand. Our country has a relatively large population, and the social employment pressure is relatively great. With the increase of the number of college graduates, the employment in our

country is facing greater problems. The implementation of entrepreneurship education for college students can provide a new employment channel for college students-entrepreneurship, which helps to relieve employment pressure. If college students enter the society, they may not adapt to the social environment, which requires the state and schools to provide corresponding help to college students, which will ease the pressure on college students.

## **2.2. Meet the Requirements of Contemporary College Students' Own Development**

First, college students have rich knowledge. Compared with other entrepreneurs, college students' entrepreneurial groups have higher education level and wider information [2]. They can make full use of the learned knowledge to resolve the crisis in the process of starting a business. Secondly, college students are active in thinking and can understand the new things they come into contact with quickly. They can improve their innovation ability by learning what they like. Third, college students have strong hands-on ability, dare to fight and venture, and their hard work meets the requirements of contemporary entrepreneurship. At this time, they pay more attention to the realization of self-worth and want to contribute to the development of society. Therefore, strengthening entrepreneurship education has a positive impact on both individual college students and the whole society.

## **2.3. Meet the Needs of National Construction and Development**

After entering the new century, the development of our country depends on innovative talents, and the progress of our country needs the improvement of innovative ability. The new type of coronary pneumonia in 2020 is a wake-up call for the whole world. Nowadays, the development of every country cannot be separated from talents and innovation, while talents are mostly realized by education, and the improvement of innovation ability can also rely on education. Entrepreneurship education in ordinary undergraduate colleges is not only good for college students, but also promotes the development of society.

# **3. Problems in Entrepreneurship Education for College Students**

## **3.1. Insufficient Understanding of College Students' Entrepreneurship Education**

For most graduates, starting a business is another employment channel that they can't find normal employment. However, college students have just broken away from boring study, blindly pursuing and enjoying their favorite subjects, and failing to cultivate their comprehensive ability. Students may listen properly to what the teacher said in the entrepreneurship class, and they are not aware of the positive role of entrepreneurship education.

In the eyes of some people, students' entrepreneurship will be regarded as an act of doing nothing, and a means of abandoning their studies and choosing to make profits, especially in poor areas, which often appears [3].

## **3.2. Lack of Innovation and Entrepreneurship Genes among College Students**

China's innovation and entrepreneurship education developed late, and some information about entrepreneurship was not sorted and classified in time. College students' awareness of innovation and entrepreneurship will be affected to a certain extent, and they can't face up to innovation and entrepreneurship. There is a big factor because of the lack of innovation and entrepreneurship genes of college students, and students are naturally not interested in entrepreneurship without understanding entrepreneurship. They deny innovation and entrepreneurship from their own thoughts and are insensitive to the trend of innovation and entrepreneurship. College students neglect the improvement of innovation ability during their

school years, which is not conducive to the implementation of entrepreneurship education and reduces the quality of entrepreneurship classes in ordinary undergraduate colleges.

### **3.3. The Entrepreneurial Teaching Power of Ordinary Undergraduate Colleges is Relatively Weak**

Teachers have a great influence on students, and teachers are the key to education. Some ordinary undergraduate colleges in China don't pay much attention to entrepreneurship education. On the one hand, they don't set up a special team of entrepreneurship teachers, but only transfer some teachers from economic colleges or business schools to teach students. These teachers may only prepare lessons according to their own understanding, and the knowledge they teach will mislead students. It is also possible to teach only written knowledge, without advocating students to experience the entrepreneurial process after class, which is not conducive to students' understanding of entrepreneurship. On the other hand, experts may be hired on the basis of existing teachers. Most of these hired experts are successful entrepreneurs. They are busy with their work and have short time. They have no systematic summary of the knowledge of lectures, which is a big drawback for college students.

### **3.4. Lack of Perfect Environment for Entrepreneurship Education**

#### **1. Internal environment**

A good environment can promote the improvement of learning quality, and a good entrepreneurial atmosphere can drive college students to actively join the entrepreneurial team and broaden their horizons. However, the reality is that ordinary undergraduate colleges ignore entrepreneurship education, lack the atmosphere of innovation and entrepreneurship, and college students are not active in innovation and entrepreneurship. Faced with students' lack of enthusiasm for innovation and entrepreneurship, ordinary undergraduate colleges can rectify the learning atmosphere on campus, integrate entrepreneurship into schools, and let more college students actively understand the conditions and process of entrepreneurship.

#### **2. External environment**

Our country should integrate entrepreneurship education into society. However, the reality is often cruel. Many people in the society have prejudice against entrepreneurship. They think that college students with higher academic qualifications should enter state-owned enterprises and private enterprises after graduation. Their future job is to sit in the office and commute to work every day. For those students who choose entrepreneurship after graduation, they think that they are those with poor grades. Because they didn't study well at school and didn't learn well, they embarked on the road of entrepreneurship. This prejudice is not conducive to college students to start their own businesses, and it weakens the enthusiasm of college students to start their own businesses. At this time, the government should stand up and actively publicize the benefits of college students' entrepreneurship. In fact, in recent years, the government has put forward corresponding preferential policies for college students' entrepreneurship, but they have not been fulfilled in practice. They have not given support to college students when they start their own businesses, which has accelerated the failure of some college students' entrepreneurship and dealt a blow to students who want to join in entrepreneurship.

### **3.5. There are Deviations in the Cognition of Entrepreneurship Education in Ordinary Undergraduate Colleges**

In our country, there are some college workers' cognitive bias on entrepreneurship education. They think that entrepreneurship is only suitable for students with high innovation ability and strong personal ability. These students are very few and have nothing to do with most students. They generally agree that college students should learn the theoretical knowledge related to their majors, to help students find jobs or take the postgraduate entrance examination in the

future. In the face of entrepreneurship education advocated by the state, it is only necessary to set up entrepreneurship courses without paying too much attention.

## **4. Causes of Problems in Entrepreneurship Education**

### **4.1. Reasons for College Students**

#### **1. Spiritual crisis of living environment**

Nowadays, most of the college students are post-90s, who grew up under the background of rich materials and rapid development of information, which will have some adverse effects on their entrepreneurship education. On the one hand, nowadays, "internet plus" is developing rapidly, and most of them rely on the Internet. When they encounter troubles, they go online to find solutions and lack innovative thinking. On the other hand, they have been imprisoned by their studies since childhood, and have little contact with society. When they enter universities, their cognition of society only stays at the primary stage, and they lack the courage to confront the outside world.

#### **2. The comprehensive quality of entrepreneurship is not high**

Entrepreneurial requirements for entrepreneurs are relatively high. However, contemporary college students have been on campus, and their understanding of society is not comprehensive enough. They often think that they can take charge of everything. When difficulties really come, they often choose to retreat. This shows that their ability to resist pressure and willpower are weak and they want to retreat when they encounter problems.

### **4.2. Reasons at the Level of Ordinary Undergraduate Colleges**

#### **1. The cognition of entrepreneurship education is incorrect**

Some colleges and universities think that entrepreneurship education is a task assigned by their superiors and governments. They often implement entrepreneurship classes hastily and merge entrepreneurship education into management or economics disciplines. They think that the employment rate and postgraduate entrance examination rate are the top priorities of the school. They think that entrepreneurship education is only suitable for a few students with high innovation ability, and does not need to be emphasized. This incorrect understanding will also mislead students, making them think that this course is not important, so they can listen to it selectively.

#### **2. The institutional logic between the current university mechanism and entrepreneurship education is mutually exclusive**

At present, the management system of college students in ordinary universities in China is mainly based on academic education, and pays close attention to students' professional knowledge. It adopts hierarchical management mode, which has administrative color in daily teaching [4]. Entrepreneurship education pursues logic more, and it adopts financialization, which is contrary to the mechanism of colleges and universities.

#### **3. Limited resources**

As a traditional ordinary undergraduate college, it is more traditional to pursue students' academic ability in the field of education, and its educational resources and scope are relatively traditional [8]. Entrepreneurship education was put forward only in recent years. Instead of paying attention to the development of entrepreneurship education resources, they spend a lot of resources on cultivating students' professional quality, without considering changing the present situation of education, which is very unfavorable for launching entrepreneurship education.

### 4.3. Social Reasons

#### 1. Backward construction of relevant laws and regulations

China has only issued a notice document on entrepreneurship education, and has not incorporated it into the law. This makes many ordinary undergraduate colleges mistakenly think that implementing entrepreneurship education is only a task, not an obligation, and ignores the importance of entrepreneurship education. Sound and reasonable laws and regulations are important factors to ensure that entrepreneurship education can be truly implemented in university campuses.

#### 2. Poor cultural public opinion environment

China is famous for its farming civilization. This traditional farming civilization has been deeply affecting Chinese people for generations [5]. Farming pursues steady development and maintains daily life with low cost and low risk. Entrepreneurship is risky, which is mutually exclusive with the stability of our country's traditional farming civilization and culture. The future of entrepreneurship is uncertain. It needs to invest a certain amount of money in the early stage. Compared with a stable culture, it invests a lot until it is harvested. Therefore, many people will choose a stable income, reject entrepreneurship, and even question college students' entrepreneurship.

#### 3. A strong social synergy of entrepreneurship education has not yet been formed

Transverse resultant force is missing [6]. The government should be the promoter of entrepreneurship education, and should always pay attention to the implementation degree of entrepreneurship education in ordinary universities. The reality is that the government has not played its leading role. Instead of putting pressure on ordinary undergraduate colleges to attach importance to the establishment of entrepreneurship courses, it has only formulated some preferential policies for college students to start businesses. At the same time, the government did not use local enterprises and did not introduce them into the campus. Enterprises are just bystanders of entrepreneurship education, and they are not actively involved in entrepreneurship.

Longitudinal resultant force is missing [6]. After entering the university campus, college students abide by their daily study. Their attitude of studying seriously in class depends on whether this course belongs to the examination course. They often neglect the examination course. However, many ordinary undergraduate colleges only set the entrepreneurship course as an elective course, which makes it difficult for students to attach importance to this course. Ordinary undergraduate colleges put too much emphasis on down-to-earth in the process of education, which obliterates the spirit of daring to fight and venture in college. Most college students learn by rote on campus, and do not pay attention to change and innovation, which is contrary to the content of entrepreneurship education.

## 5. The Promotion Strategy of College Students' Entrepreneurship Education

### 5.1. Establish Correct Entrepreneurial Values of College Students

Values determine the fate of a country, a nation and an individual, so setting up values is of great help to us. In the process of implementing entrepreneurship education, society should attach importance to establishing correct entrepreneurial values of college students. Because everyone's values are complex and diverse, ordinary undergraduate colleges should play their own role to actively guide students to develop a good entrepreneurial habit and establish a correct entrepreneurial consciousness. Entrepreneurial values are related to the development of entrepreneurship. When implementing entrepreneurship education, ordinary

undergraduate colleges should first pay attention to the formation of students' entrepreneurial values, and then begin to teach students entrepreneurial knowledge to attract students.

Nowadays, the society's demand for talents is no longer limited to strong professional ability, but comprehensively evaluated from various aspects. The living environment of college students is different, and the entrepreneurial values of college students cultivated in school will show the characteristics of diversity, which promotes the diversity of college students' entrepreneurial projects.

### **5.2. Cultivate and Shape the Entrepreneurial Spirit of College Students**

The essence of cultivating and shaping college students' entrepreneurial spirit is to cultivate their core competitiveness in the process of starting a business. Every enterprise is supported by corporate culture, and most of the corporate culture comes from entrepreneurship. College students learning entrepreneurship can have a spiritual support in the process of starting a business, and can also learn from the entrepreneurial spirit in the process of starting a business, to add entrepreneurial spirit to their own entrepreneurial projects and create more possibilities for their own entrepreneurial projects.

However, in the new era, entrepreneurship education in ordinary undergraduate colleges has not integrated entrepreneurship into the classroom, and ordinary undergraduate colleges have not realized the positive role of entrepreneurship. The integration of entrepreneurship into entrepreneurship education can not only help college students better understand the needs of enterprise development, but also provide reference for their own entrepreneurship in the future. Entrepreneurship can inject fresh "blood" into college students' daily study, improve their learning atmosphere and guide them to thrive.

### **5.3. Strengthen the Construction of Teachers in Entrepreneurship Education**

Teachers are the source of students' learning knowledge, and students generally rely on teachers' explanations in learning. If you want to develop entrepreneurship education quickly, ordinary undergraduate colleges should strengthen the construction of entrepreneurship education teachers. The construction of the teacher team for entrepreneurship education should firstly improve the professional level of entrepreneurship teachers and strengthen the learning of basic theoretical knowledge [7]. Secondly, encourage entrepreneurship teachers and entrepreneurs to communicate and cooperate, allow entrepreneurs to enter entrepreneurship classes, and provide students with some Entrepreneurship resources.

### **5.4. Provide Perfect Education Service Guarantee**

#### **1. Campus level**

Ordinary undergraduate colleges should spread the idea of developing entrepreneurship education to every teacher and student's mind, hold activities related to entrepreneurship, and build an entrepreneurial simulation platform, so that college students can experience the entrepreneurial process on campus, attract college students' interest in entrepreneurship and stimulate their innovative ability. Schools should also provide professional teachers to guide entrepreneurial students, and teachers should give professional opinions to entrepreneurial students for reference when they start businesses. At the same time, ordinary undergraduate colleges can also hire entrepreneurs to run special entrepreneurship lectures for students, so that students can listen to entrepreneurs' entrepreneurial stories and entrepreneurial experiences, and provide reference for students' entrepreneurship [8].

#### **2. Social dimension**

The government is the leader of entrepreneurship education. The government should set an example in entrepreneurship education, clearly formulate preferential policies for college students' entrepreneurship, and let schools publicize students so that every student can

understand entrepreneurship policies. At the same time, the government can also set up a special service management organization for college students' entrepreneurship, and provide efficient and responsible entrepreneurship management and service system for college students.

The government should give full play to the power of the media to publicize the preferential policies for college students' entrepreneurship, the successful cases of College Students' Entrepreneurship and the successful experience of College Students' Entrepreneurship [9], so that college students can realize that entrepreneurship has the support of the government, and the successful cases are in front of them. If they work hard to learn entrepreneurial knowledge and improve their innovation and entrepreneurship ability, they are likely to succeed in entrepreneurship. [10]

## 6. Summary

In a word, with the in-depth development of the Internet and the implementation of government policies, some college students have accepted the path of entrepreneurship education. They break the traditional idea, seize the opportunities of the times, and achieve good results. Ordinary undergraduate colleges are an important platform for college students to learn, where they should learn practical knowledge to help students enter the society. Universities should keep up with the trend of the times, pay attention to educational reform, strengthen the teaching force of entrepreneurial teachers and create a good cultural atmosphere. It is necessary to clearly formulate preferential policies for college students' entrepreneurship, provide financial loans and policy support, and join hands with major undergraduate colleges to promote the development of entrepreneurship education, train more innovative talents and make contributions to the development of the country.

## Acknowledgements

2019 School-level Education and Teaching Reform Research and Practice Project of Anyang Normal University: Research on the Integration of entrepreneurship education and professional education curriculum system (ASJY-2019-BZD-014).

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