The Research of Entrepreneurship Education Evaluation System of Private Colleges

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Abstract: Entrepreneurship teaching evaluation system constantly promotes the upgrading of university teaching quality in private enterprise education through actively promote the learn autonomy of students, the work enthusiasm of teachers and the management efficiency of teaching. Therefore, in the process of constructing the teaching evaluation system, the teaching managers of private higher education should clarify the ideas and emphasis of index selection, explore the appropriate construction way to further display the function and the role of entrepreneurship education teaching evaluation system.

High education serves the community development, social development is inseparable from the support of education, what kind of social and economic development needs, there will be what kind of education mode. Thus, today with the globalization of economic and the internationalization of education, the development of the entrepreneurship education has become the main content of high education, the quality of entrepreneurship education development determines the development level of higher education, in order to better promote the development of entrepreneurship education, universities and related departments should construct and improve the entrepreneurship education teaching evaluation system to promote the development and reform of university entrepreneurship education. Private Colleges with its own characteristics, should avoid weaknesses and make a special feature on student innovation and entrepreneurship culture to open up a new journey.

The Significance of Constructing the Entrepreneurship Education Evaluation System

Help Students Increase Learning Autonomy

Student is one of the main bodies of entrepreneurship education teaching evaluation, through student’s feedback and suggestions for teaching can help teachers better understand the needs of students, and contribute to more effective communication between teachers and students to promote learner autonomy enhanced. Firstly, in the construct of teaching evaluation system, students should recognize their own subjective position in the teaching process, so as to realize the importance and responsibility of their own learning, through self-evaluation and communication with teachers, students can more clear their own learning objective, thus increase the initiative and enthusiasm. Secondly, through setting teaching goal of the teaching evaluation system can help students more clear the general requirements between the individual and schools, establish learning awareness through rational thinking, search for their own learning. Finally, teaching evaluation system can be used effectively to identify the value of learning and learning outcomes, discover the learning problems and make improvements by comparing learning at different stages.

Help Teachers Improve Teaching Quality

Constructing the teaching evaluation system can promote the continuous improvement of teaching quality. Firstly, teaching is an interactive process of teaching and learning, teachers guide students to learn, think, and grow through classroom teaching, the effect on one hand can be
reflected through inspect students and their practical ability, another important way is student’s feedback for the teaching evaluation system. Teachers can better understand student’s needs by teacher-student interaction mode, thus contributing teachers to improve teaching methods to achieve better learning outcomes. Secondly, teachers can learn more personality traits of different students by the evaluation system, it can help teachers teach students in accordance of their aptitude, ultimately each student to maximize the potential to better promote the improvement of teaching quality. Finally, during the teaching evaluation system building process, teachers can know more clearly about the course’s objectives, process, method, etc., so as to better guide the work.

**Help to Improve the Teaching Management Efficiency**

The construction of teaching evaluation system is an important part of teaching management, with the features to promote teachers complete the task successfully, and achieve the desired goal, to help enhance the efficiency of teaching management. Firstly, the education evaluation system affects teachers and students together to complete the task of teaching through its internal regulation, to show the strength and validity of management of teaching evaluation system. Secondly, through teaching evaluation, students quantifies all indicators of the teaching process to determine the fit of the teaching methods and to adjust the teaching method for seeking the best teaching effect according to the needs of students and teachers and teaching resources. Finally, effective teaching evaluation can help evaluate the detection object and self-adjustment, and promote teaching reform, and teacher’s teaching quality and management efficiency in large scale.

**Difficulties of the Construction of Entrepreneurship Education Evaluation System**

**Invisible Index Dominance**

The construction of universities entrepreneurship education system involves a series of indicators from the invisible to the dominant, in the actual build, the dominant indicators are easy to measure, while invisible index are easily overlooked. Evaluator is easily quantified such data like attendance, student’s score, teacher-student interaction and so on by data, but other important indicators such as teaching attitude, teachers inspiring effects, students can easily perceive, but they are ignored in the construct of evaluation system for lack of standards which are hard to quantify. Therefore, the builders should pay more account about how to invisible indexes explicit when setting indicators, and to incorporate with the available quantitative methods to evaluate the whole system as much as possible, and stimulate teaching Invisible and Indexes effect and action by the action of teaching evaluation system, constantly improve teacher’s enthusiasm and work ethic.

**The Ease and Effectiveness of Indicators**

Firstly, in the construct of teaching evaluation system, system builders are difficult to choose for many indicators, but if you choose too many indicators, it is not conducive to effect the function of the system, therefore, the indicators which can really evaluate the teaching quality should be selected. These indicators should work hard to motivate teachers to improve their teaching and motivate students’ innovative spirit. By building evaluation system to encourage students to all-round development, percept life in practice, upgrade their skills, establish responsibility, and then improve their overall competitiveness. Secondly, building evaluation system should comply with the convenience and efficiency features, on one hand during the construction of the evaluation system new problems and loopholes will emerge, so builders should have the ability to control the system, to ensure its convenience of improvement and implementation, and reflect the true situation, objectively and effectively as far as possible. On the other hand evaluation feedback should ensure timely and smoothly, because evaluators and the objects evaluated are concerned about the results after the evaluation, if the feedback is not timely, the motivation of the evaluation body will be affected, and thus can not reach the desired effect. Therefore, the operability and timely feedback are considerate elements during construction the system.
Building Path of Entrepreneurship Education Teaching Evaluation System

Establish Teaching Evaluation Objectives Based on Cultivation of Entrepreneurial Ability

The goal of teaching evaluation is to promote the improvement of the quality of teaching entrepreneurship, while the goal of the entrepreneurship education is to develop comprehensive application-oriented talents, so the establishment of evaluation system should be based on the cultivation of entrepreneurship ability. Firstly, setting evaluation target bases on entrepreneurship theory. The cultivation of entrepreneurship ability is inseparable from the foundation of the theory of entrepreneurship, only by grasping the profound entrepreneurial theoretical knowledge can exercise a strong entrepreneurial capacity. In the evaluation system, the grasp of theoretical courses should also be the measurement standard of teaching quality. Based on the massive foundation, wide caliber, innovative spirit and practical ability, constantly improve students' comparative advantages and comprehensive quality. Secondly, setting the evaluation objective based on the practical ability. The meaning of theory is to promote practical ability, the practical ability is the basis of establish themselves in society of college students, and the support of their future survival and development, the altitude of practical ability can accurately reflect the pros and cons of student’s learning. Practice indicators should focus on the draw on student’s perception practice, participation practice and independence practice, to achieve the sublimation of self-innovation ability through observation, imitate, participation and cooperation. Finally, the effective complement of teaching evaluation index based on extracurricular development. The result of student’s learning not only reflect on the context of the curriculum, but also be further investigated from their social skills, universities should provide opportunities to encourage students to participate in social activities, such as volunteer social service, school entrepreneurship competition, students participate in entrepreneurial activities, students simulate practices and so on, on the one hand to enhance the students’ communication skills and ability to adapt, on the other hand let them know the society in advance, make adequately prepare in order to better integrate into the community.

Setting Teaching Evaluation Body Centered on the Enhance of Teaching Quality

Construction of entrepreneurship education teaching evaluation system should avoid the oneness of evaluation index, because the teaching process have to cover many aspects such as school management, teacher teaching, student participation, corporate support, government policy and other aspects, therefore the subject and object should be comprehensive, objective, systematic. Firstly, the evaluation should integrate many recommendations, the evaluation of the main level must be clear, the management of the subject, the implementation of the subject and the protection of the subject should clearly devise the power and responsibility. Secondly, the evaluation should include at least two levels: one is to build a self-assessment process, including management mode, management responsibilities, the ability of teachers, teaching methods, student engagement, etc. The purpose of self-assessment is to make the subject more clear understanding of their respective responsibility and mission, to promote the upgrade of their motivation to work and learn. Another is outside evaluations, including education authorities and social related units, and the evaluation of third party systems. Since there is no conflicting interests of outside, they are more objective and impartial in the evaluation, so as to effectively correct self-assessment subjectivity. Finally, guarantee the integrity of the evaluation. Teaching evaluation should be the whole process, from the selection of evaluation index to the post-evaluation feedback related to the subject of work and study improvements and enhancements, the evaluation value should be highlighted, in order to ensure the complete of teaching system and the enhance of teaching quality.

Choose evaluation method based on promote the comprehensive development of people

College entrepreneurship education teaching evaluation pay more attention to its operability, so we should considerate the select evaluation method comprehensively. Firstly, the combination of qualitative and quantitative. Since some evaluation are dominant, while others are invisible, so different evaluation index should select different evaluation methods in order to achieve an
objective, impartial results. On the same time, depending on the different evaluation object, we should select appropriate evaluation methods. Secondly, focus on the sustainability of evaluation methods. In the whole teaching evaluation system construction, the builders should consider the long-term effect of the evaluation methods deeply concern the actual influence from the evaluation methods, the evaluation to entrepreneurship education should establish its influence to society and the development features of evaluation, they should establish the value of based on reality, focus on the future, so as to promote the supervise sustainability. Finally, the evaluation should be specific, directional. Evaluation of teachers should reflect the selection of teaching content, the effect of teaching methods, the extent of interaction between teachers and students, the respond of teachers to students’ feedback, in order to promote the work of teachers more detailed. Evaluation of students should reflect the requirement to student entrepreneurship development which is students 'mastery of theoretical knowledge, practical participation, innovation development and so on, in order to promote students' awareness and autonomy. Evaluation of managers should focus on their management attitude, management capacity and the emphasis on systems development process, so as to promote their work efficiency.

Use the Effectiveness of Entrepreneurship to Measure Education Teaching Evaluation System

The construction of teaching evaluation system, its ultimate purpose is to promote the effectiveness of entrepreneurship education in higher education development and reform, therefore, measure whether a teaching evaluation system plays a role, the key is how much it influence the entrepreneurship education. Firstly, promote the cultivation of entrepreneurship education to student’s pioneering spirit. Entrepreneurship needs innovation, the ability of innovation is the inexhaustible source of entrepreneur to growth and development, which is an important indicator to measure the effectiveness of entrepreneurship education. If the evaluation system can promote the cultivation of education students' innovative ability during the development of entrepreneurship education, then its meaning is positive, the system is constructed successfully. Secondly, promote the growth of student self-consciousness. During the evaluation, by self-and other-assessment, students can further understand their own strengths and weaknesses, and realize the importance of promotion from constantly self-reflection, which is the burgeoning of self-awareness, the real education is ultimately let students themselves grasp the direction of life, constantly thinking and exercise in self-awareness, and thus be able to grow in self-thinking and capabilities. Finally, the establish of students’ self-confidence. Today the tide of social entrepreneurship constantly rising, and with the development lever of the Internet makes the entrepreneurs having international characteristics, so the evaluation system plays an active role for students in developing an international perspective.

In short, the construct of entrepreneurship education teaching evaluation system should consider the development needs of each subject adequately, comprehensively measure the upgrade role of system construct to entrepreneurship education quality, combining the characteristics of Private University Development, concerning the joint between theoretical knowledge and practical ability, attaching importance to students development of personal potential, coordinating student’s personality characteristics with the overall teaching requirements, guaranteeing student’s self-awareness and healthy growth, specifying the combination between teaching system objectives and entrepreneurship education goals, in order to enhance the smooth implementation and upgrade the quality of the Private University entrepreneurship Education.

References:
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