The Research About the Entrepreneurship Guidance System Development in New Period

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ABSTRACT

In this paper, based on the status quo of college students' entrepreneurial practice guidance system was analyzed, and the guidance of college students was studied in the field of entrepreneurship practice requirements, by means of questionnaire and individual interview, group discussion, summarizes the key problems of this field. To solve these problems put forward a set of college students' entrepreneurship education practice guidance system theory, the system will be the student's professional characteristics and time requirements and local business together. Entrepreneurship practice to apply the theory system to the current school education, found that the theoretical system to the students before the appropriate times entrepreneurial education, can effectively enhance the students' entrepreneurship consciousness, the concept of entrepreneurship and entrepreneurial ability.

INTRODUCTION

The national level have been emphasizing "public entrepreneurship, peoples innovation", but in the undergraduate course colleges and universities under the background of college students employment difficulty, college students' entrepreneurship problem is more particular[1]. How to according to the characteristics of the students and the characteristics of the entrepreneurial environment to establish reasonable and effective entrepreneurship guidance system is developing in the field of one of the problems to be solved.

Foreign college students' entrepreneurship education practice guidance research began in the 1960 s, Europe and the United States developed countries so far research organizations or experts on college students' entrepreneurship research mainly transferred to entrepreneurship for college students in the process of guiding how to grasp the influence factors of life cycle, how to effectively use the supporting system of venture capital, and the international comparison study of college students first venture, etc[2-8]. The main research results include the pioneering education curriculum system construction, teachers training, daily
teaching methods to explore theory and education practice, etc. After analysis found that the developed abroad in the research on the college students' entrepreneurial guide is very detailed, it established a lot of press close to its own characteristics, the school characteristics, the professional demand of entrepreneurial practice guidance system. Foreign students in both their awareness and have good performance in success rate of entrepreneurship, current famous Bill Gates, Microsoft is established during the period of university entrepreneurship. Although the gates would not necessarily be much entrepreneurship education, but at the time the whole of the United States in college students' entrepreneurial guidance and college students' entrepreneurship education system is very worthy of our using for reference. Compared with foreign research in our country college students' entrepreneurship education research began in the early 1990s, when the state education commission set up the craft of national education experiment coordination group of entrepreneurial education goal, the curriculum, some problems in quality education and entrepreneurship education experiment of exploration. The exploration for the current employment guidance on the implementation of various colleges and universities play an important theoretical support. With many years of university enrollment expansion, the current difficult employment has become the important issues affecting the development of colleges and universities, college students' entrepreneurial guidance has risen to the level of national strategy[9-10]. Will help foster college students' self-employment into the planning and implementation on guaranteed small loans, free training, establish college students pioneer park, encourage entrepreneurship guidance of researchers for college students to study. In such a good situation in the research of college students' entrepreneurship practice guidance in our country is not abundant. After analysis found that Chinese scholars study on college students' entrepreneurship education practice guidance mainly in three aspects, one is the study of European and American developed countries entrepreneurship education and introduction, 2 it is to our country teaching entrepreneurship education theory and empirical research, three is the study of entrepreneurship policy in our country and the environment. These research for our country college students' entrepreneurship education system construction is of important theoretical value. But in practice, and compared with Europe and the United States the research results of developed countries, systematic, the results of these theories have not formed systemic. So according to the characteristics of the students in our country, combining with the entrepreneurial policy and economic development needs, consult to overseas researching achievements in this field, can set up a set of integrate entrepreneurship resources, local demand oriented, face-to-face can grasp the new media in the current development direction, the comprehensive understanding policy at all levels, fully meet the requirements for the college students employment guidance theory system is very necessary.

ENTREPRENEURIAL GUIDANCE SYSTEM OF THE RESEARCH METHODS

Combining theoretical research and action research, with advanced teaching ideas and teaching methods as the forerunner, to cultivate college students' entrepreneurship core competitive power as the main line, by means of practice teaching, with professional skills education, professional education,
entrepreneurship education to be built on the basis of the training system. For training to adapt to current economic "new normal" interdisciplinary talents market, trying to find a set of entrepreneurial culture theory and practice mode. Eventually form college students' entrepreneurship core competitiveness. Through the theoretical research and practice test to establish theoretical system of a set of college students' entrepreneurship practice guidance. This system in reference to the current research results both at home and abroad, and integrate the existing face-to-face entrepreneurship resources, fully understand and apply at all levels of entrepreneurship support policy and turn it into the entrepreneurial education guidance system, combining with the current local economic development needs of the professional college students' demands will refine these requirements into the education system, comprehensive grasp the characteristics of the new media era. The system in the hierarchy will include government guidance and cooperation society rationalization, schools encourage policy specific, specialization of teachers' teaching entrepreneurship, entrepreneurship students subjectification.

1) To comb with basic integration face-to-face business resources

Campus television station, photography contest, micro movie creation competition make full use of campus resources, including can effectively improve participation of college students, at the same time, combined with their own interest develop on the professional ability of practice. Can be done in the use of outside resources also articles, such as use of the current college students pioneer park, introduce the mode of cooperation in running schools, establish training base. Characteristics, such as cartoon industrial park, television, film and television group resources to establish relations of cooperation, professional course substitution. In school, reform the existing concept of entrepreneurship, introduces refinement guidance in school education, at the same time, through in-depth study for professional business guidance to carry on the systematic construction, reference to domestic and foreign research results will be fine guiding throughout the entrepreneurial guidance system. In the process of the need for training school teachers, the reform of the school policy, to create a business environment, enhancing professional Settings and effective connection between the needs of the market, the resource integration.

2) To entrepreneurship support policy as an effective complement entrepreneurship resources

Countries and governments at all levels to support college students entrepreneurship issued many preferential policies, involving financing, opening, taxation, entrepreneurship training, entrepreneurship, and many other aspects. In this paper, the author studies on college students' entrepreneurship practice the guidance system should include the current various supporting policies, in-depth interpretation of college students' entrepreneurship related policies, such as business incubator policy, creative professional support, students pioneer park system, such as college students of the club, policy. At the same time, various universities to enhance college students' entrepreneurial ability, build a startup project declaration, studio set up a group support system, and how to fully use the system and policy into the whole teaching entrepreneurship education system is the important content of the education system.

3) Guided by the demands of local economic development to promote the school to cooperation
The local economy is one of the essential factors of entrepreneurship for college students, otherwise it is "madrassa reflected, anhydrous wood". Combined with the local economy needs select start-ups to entrepreneurship training guidance is key factors in the success of the business. College students in the entrepreneurial process can make full use of local needs, and therefore needs to set up the college students' venture fund and a series of resources. Such services to the local economy oriented and local industry policy support of the college students will have a greater likelihood of success, at the same time can provide positive energy for the local industry development.

4) Pay attention to the characteristics of the new media era of new methods

With the development of the era, micro film, wechat business, a guest and a series of business form is hit with the idea of people. Many famous film festival at the same time, photography festival for entries in terms of openness is rising. It is undoubtedly a Gospel for college students. College students in contemporary society with minimal costs involved in the era of Internet + entrepreneurship, and sharply reduce the cost of business, therefore, how to use these new media, new methods for teaching entrepreneurship has become the important content of college students' entrepreneurship practice guidance system.

ENTREPRENEURIAL GUIDANCE SYSTEM RESEARCH CONTENT

In comprehensive summary of the current undergraduate course colleges and universities students personality traits and entrepreneurship face-to-face support status quo on the basis of the integration of resources, face-to-face together more. In the "public entrepreneurship, peoples innovation" innovation under the background of college students entrepreneurship practice guiding theory, improving the adaptability of the system in terms of entrepreneurial guidance education and college students' awareness of entrepreneurship and entrepreneurial skills, combined with local demand prosperous school employment cooperation business. College students' career employment ability on the one hand, long-term accumulation of professional knowledge by college students, on the other hand, the entrepreneurship of college students employment psychological education, skills, methods and entrepreneurial employment environment factors such as the decision. College students' entrepreneurial employment guidance to solve is the second question. Research institute set up a practice of college students, this paper indicates the guidance of system theory can satisfy the research in the field of Chinese intellectuals in the blank. System of the theory lies in the integration of the current domestic and foreign research results, to explore the problems of the current university students in entrepreneurship, from theoretical height conducted in-depth research on these questions.

1) According to the professional market characteristics of university teaching entrepreneurship

Every professional characteristic is different, so you need to in college students' entrepreneurship "according to their aptitude". Entrepreneurial guidance in universities require according to these new features make the corresponding teaching plan. The current entrepreneurial guidance to a great extent, did not reflect professional pertinence, it will largely cannot effectively to meet the needs of college students' entrepreneurship and entrepreneurial characteristics. From a social point of view, on the one hand, the job market has been relatively stable, and the
popularization of higher education is directly increased the entrepreneurship of college students employment difficulty, on the other hand, due to "Internet +" to accelerate the popularization, many new forms of media forms appear constantly, and in the college students' entrepreneurship is actually not embody the new model, this will directly lead to college students' entrepreneurial market with colleges and universities teaching entrepreneurship. Therefore reflect first need to establish the principle of entrepreneurial guidance is based on the characteristics of the current market update and guidance in theory. Separate each major teaching entrepreneurship teaching and research section, in-depth analysis of the continuous business market, on the basis of the preparation of entrepreneurship education syllabus, the outline needs to include the current employment entrepreneurial market new formats of each professional will be "the national cultural industry development in the new period" closely associated with classroom teaching, targeted on college students "vertical, all-round" entrepreneurship education.

2) According to the characteristics of college students' entrepreneurial guidance plan

Entrepreneurial guidance to weak professional college students' education requires a higher level of education theory and more targeted measures. Overall professional students of this class has three shortcomings in terms of career employment ability. First, on the degree recognition in a vulnerable position. As a result of college expansion, the student basically is the lowest level of the students. Its academic foundation is also a lot of headaches. The students spent the most time and energy on professional learning, don't have much energy to learn cultural knowledge, and other disciplines. Second, poor weak professional college students' self-discipline. Because the young, high-souled youth, impetuous, liberal, poor discipline. Many of them to ideological and moral education is rebellious attitude, on the behavior, clothing, appearance reflect abnormal personality, collective idea. Third, universal over-expectation of employment, employment core competence is not strong. Communication, communication ability is weak, compressive ability is not strong in heart, team work ability is poor, poor interpersonal skills, comprehensive ability is low. According to these characteristics make the business with strong professional guidance plan is one of the key to the success of entrepreneurship education. According to professional characteristics can make short-term, high strength, compact entrepreneurship training.

3) According to the local characteristics improve college students' entrepreneurial guidance theory

In this paper, we study on normal university in changchun, jilin province, changchun, jilin province, changchun and normal university itself in the fields of both professional with strong cultural basis and local support. Research process we give full consideration to the local characteristics, set up a guiding theory "adjust measures to local conditions" of college students. In formulating the entrepreneurship education theory should be fully considered in the process of entrepreneurial base in our province, business incubators, startup hubs and other infrastructure, and college students' entrepreneurship support policy, the pioneering preferential loans, tax and other conditions. Will these advantages fully mix to the college students' entrepreneurship education theory guidance system.
CONCLUSION

This paper studies the college students' entrepreneurship education related problems, put forward and established a complete system of college students' entrepreneurship practice education system theory. Through the application of the theory system of promotion and improvement of the response the country's call that "to" public entrepreneurship, peoples innovation effectively improve the college students' willingness to entrepreneurship, entrepreneurship and entrepreneurial success.

REFERENCES