Research on the Construction and Function Orientation of College Students' Entrepreneurship Education Practice Base

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Introduction:
With the continuous development of our society and economy, entrepreneurship has become the most important economic form in modern society, which is also the main way to alleviate the employment pressure. College students are special group, and they have many advantages in the field of entrepreneurial activity, the report of the eighteenth National Congress of the Communist Party of China the has suggested that we should take innovation-driven development strategy, "to increase support of innovating and entrepreneurial talent training," to strive to enter the ranks of innovation-oriented country. Xi Jingping, general secretary, discussed with teachers and students of Beijing university at forum, pointing out that "to strengthen employment and entrepreneurship service system, to support and help students take the first step towards society "on May 4, 2014.
In May 4, 2015, Premier Li Keqiang who wrote a letter to the students of Tsinghua University, pointed out that" mass entrepreneurship and innovation,"what the core is to stimulate people's creativity, especially to stimulate the creativity of young people. Young people are willing to start their own business, and the society is full of vitality". College Students' entrepreneurship education training construction is a new type of economic organization in universities, which through the creation of entrepreneurial platform for college students to promote the improvement of college students' entrepreneurial ability, so that students can actively respond to the current situation of severe employment in the community, and successfully opened up a path of entrepreneurship.

The Current Situation and Problems of College Entrepreneurship
The National College student Information Consulting and Employment Guidance Center’s survey for nearly ten thousand college students data show that 25.93% of the students have strong passion for entrepreneurship, 53.03% of them once had the thought. It all shows us that the majority of the students have the wish of entrepreneurship. On the question of when to start a business, according to the people investigated, 52.8% for working for a period of time,23.8% for anytime they want to start a business,13% for after graduation, while 10% for during the school days. The survey also shows that more than three-fourths of the students hope the school conduct entrepreneurship education. Considering the necessity of entrepreneurship education accounts for 31.96% and 44.01%, with a total of 75.97%. And we also have 15.1% for dispensable and 2.85% for unnecessary. This series of data shows, along with the introduction of a series of preferential policies to promote the employment of college graduates, the concept of employment has changed a lot. Judging from the current situation, there will be more and more independent college students, which may become the main stream of the future employment and the first choice of the students. Limited by the aspect of age, experience and knowledge, they cannot have a breakthrough in knowledge, experience, mentality, technology and capital in a few years.
There are some main problems of the college students' enterprising activities in the actual survey:

1. High enthusiasm but low actual entrepreneurial proportion.
   Since the college students know the college entrepreneurship, our students have a stronger passion on entrepreneurship, also with an increase in the Entrepreneurial speed and number. Although the passion is strong, the actual participation rate is still low.

2. Low Conversion Rate of Science and Technology.
   Among the students at home, many of which are engaged in tutor, retail and service industry, something low-tech like that, though the network entrepreneur also focus on the Website maintenance which is unnecessary to develop the product design, development and production.

3. Weak Social and Cultural Foundation of Entrepreneurship
   College students in our country are short of support and cultivate phenomenon. They haven’t got the 100 percent support and approval from the society and their families and few parents give explicit encouragement. Neither the students who propagandize enterprising, nor the entrepreneur propagandize to the universities is few. All of these situations make a not strong public opinion atmosphere. Objectively speaking, the path of college students' entrepreneurship has the characteristics of creation, reality, diversity, high-hazard and risk. In our country, the entrepreneurial time is decades later than the European and American countries, which is a pioneering work for us. Entrepreneurship is the most difficult thing to pass on and it is also hard to get others advice. Other’s way is just a reference for you. Therefore, entrepreneurship is pioneering. It is not enough to have passion only. You should analyze all possible realistic factors calmly, rationally and objectively, be down-to-earth and move step by step if you want to open up a new world. Therefore, entrepreneurship is realistic. The entrepreneurial road belongs to themselves, there is only one suitable. College students cannot adhere to traditional ideas, not conservative, but also insist their own stable development of the cognitive system. They can also find their own way according to the law of the change, adopting the correct ideas, assumptions, methods and solutions. Therefore, entrepreneurship is diverse. Entrepreneurship is quite different from employment. Choosing entrepreneurship equals to choosing challenge. The way of entrepreneurship is not just a straight, wide and unobstructed path. Therefore, entrepreneurship is high-hazard. There is no easy way for entrepreneurship, nor the path of it. It is impossible for everyone to succeed, maybe with no results but big loss sometimes. Therefore, entrepreneurship is risky.

The Significance of the Construction of College Students' Entrepreneurship Education Practice Base.

(1) Provide students with a platform for all-round development
   The entrepreneurship education practice base can effectively cultivate the students theoretical teaching and practical operation. First of all, the students can grasp entrepreneurial knowledge and understand entrepreneurial process through entrepreneurship education. Students there can simulate the whole entrepreneurial process and cultivate entrepreneurial consciousness. What’s more, relying on this base, colleges and universities can develop various entrepreneurial activities, such as entrepreneurial games and contests, so that they can extend students’ thinking, develop the comprehensive ability of entrepreneurial designing, practical skills and teamwork.

(2) Help to strengthen the theoretical teaching and practical operation
   The concrete practice from the employment and entrepreneurship training base is indispensable for the students when putting the theoretical knowledge learned in class into social practice effectively. When they conduct entrepreneurship education for the students, they not only attach great importance to students entrepreneurial consciousness and spirit, but also the training of comprehensive quality and operational ability. Achieving the entrepreneurial goal can not only ensure the efficient complement of the professional theory teaching, but also the wider perspective.
and thinking of the students, aiming at changing the passive adaptation and making study serve the practical purpose.

(3) Establishing a Bridge of Communication for the Social and Integrated Personnel

The main purpose of higher education is to cultivate students' professional ability and comprehensive ability, especially engineering colleges, are to cultivate high-quality skilled talents for the society. And whether the talents trained in colleges can meet the needs of society needs to be tested by society. In the employment and entrepreneurship training base, various entrepreneurial activities can be carried out to help improve students’ professional skills and comprehensive quality to help them better adapt to the society.

(4) Being a Base of Cultivating the Double-Qualification Faculty Team in Colleges

After years of educational practice, we can see that the most effective way of cultivating Double-Qualification teachers is to actively participate in production practice and innovation activities. Therefore, most colleges are actively supporting and encouraging teachers to go deep into the business line and improve their practical skills. In the employment and entrepreneurship training base, through the simulation of internal management of enterprises, teachers can not only open up their horizons and understand the industry trends, but also participate in the enterprise first-line management, improve their overall quality in practice and change the mode of operation in the business, and finally grow into Double-Qualification teachers.

The Function of Entrepreneurship Education Training Base in College Students' Entrepreneurship

(1) Provide a Practical Platform for Entrepreneurship Education.

China starts college entrepreneurship education at relatively early time, but the results are not ideal, because entrepreneurship education is merely carried out in a theoretical way in many colleges, and it is often concentrated in the university stage, not penetrating into other learning stages, so when students enter the university, it is difficult for them to understand and remember when suddenly accepting such a entrepreneurship theory course. To develop entrepreneurship education effectively, in addition to basic theoretical knowledge, it needs entrepreneurial practice activities to improve students' entrepreneurial ability, which cannot be achieved in traditional classrooms, so the entrepreneurship education training base functions well in this case. The construction of college students' entrepreneurship education training base can establish a communication platform between universities and the government, which realizes the in-time sharing of various policies and resources, and increase the connection between universities and enterprises, and obtain more social resources support for the entrepreneurial practice of college students, and provide a more effective practice platform for college students.

(2) Business Incubation Function

The construction of the college student entrepreneurship education training is based on colleges with rich theoretical knowledge reserve, which can provide more effective information consultation service for incubation enterprises, and can provide more planning and legal consultation for entrepreneurs. At the same time, colleges can provide a scientific service system for the entrepreneurship education training base, and provide a good cooperation platform for college students' entrepreneurial practice and settled enterprises, and form a complete information service platform between government, enterprises and universities, and create a more favorable incubation condition for enterprises.

(3) Promote Scientific and Technological Innovation

The entrepreneurial incubation base of college students can introduce some projects with high technological content through project bidding, and carry out detailed incubation, so as to promote the richness of college students' entrepreneurial projects. These high-tech projects will be provided
with sufficient incubation conditions in the college student entrepreneurship education training base, and promote the rapid transformation of its results, and college students themselves is a group of rich imagination and creativity, and has a strong driving force, so their participation can effectively promote the rapid development of incubation projects and achieve rapid technological innovation.

(4) Improve College Students’ Entrepreneurial Ability
From the current entrepreneurial situation of college students in China, the success rate of entrepreneurship is low, and the influencing factors include lack of entrepreneurial funds, social network and the ability to grasp the market, the existence of these factors will have a great impact on college students’ entrepreneurial practice, which keeps them in a high morale, while when they start up they have to struggle a lot and end up with failure. The construction of the college student entrepreneurship education training base can not only provide the necessary entrepreneurial theory learning and training, but also provide the corresponding practice platform for college students' entrepreneurship, including office space and resource allocation. At the same time it can also provide guidance for entrepreneurial practice, help students to enhance their entrepreneurial ability and improve their ability to resist entrepreneurial risk.

Advice on the Construction of College Students’ Entrepreneurship Education Practice Base
(1) Clear Guiding Ideology.
The Construction of College students’ entrepreneurship education practice base have to carry out the party's educational principles and policies, based on local university talents training practice, the government should make policies to promote, the schools should be able to act on their initiative and integrate resources, the society should to interact positively, form resultant forces and try to form the construction pattern of entrepreneurship education practice base of "government promotion, the schools' initiative and the society's interaction" establishing a multifunctional medium around the goal of entrepreneurship education which integrates education, training and service, multifunctional. and then play a role of demonstration, and radiation for giving platform of entrepreneurship education, entrepreneurship practice, entrepreneurship training, helping the college students to improve cultivating entrepreneurial awareness, entrepreneurship, entrepreneurial capability, and training high-quality practical, innovative, and interdisciplinary talents.

(2) Build Target System.
The ultimate purpose of construction of entrepreneurship education practice base is to serve for cultivating the type of high-quality application, innovative and inter-disciplinary talents. the system is supported by the following five target systems: fostering entrepreneurship, enriching entrepreneurial knowledge, perfect entrepreneurial psychology, enhance entrepreneurial ability and stimulate entrepreneurial. the entrepreneurship education of the base let students fully understand the employment situation, change the view of employment, strengthen the enterprising consciousness and understand what is entrepreneurship, entrepreneurship, why choose to start business and how to start business and know basic knowledge, so as to perfect their cultural structure; and improve students' entrepreneurial mentality, cultivate their independent ability of thinking, innovation, communication, unity and cooperation and make them form a positive attitude, rational behavior and strong will; and also let students improve entrepreneurial skills constantly, for example. Planning, personnel management, marketing, production, operation, financial management, efficient financing and so on, to improve the entrepreneurial ability; through the support of the talents and finance to stimulate a certain number of entrepreneurial projects and help some college students to achieve entrepreneurial dream.
(3) Build Content System. 

Universities should carry out entrepreneurship education of different content according to different levels and types of students and establish entrepreneurship education content system, which is consisted of entrepreneurial knowledge education, entrepreneurship training and entrepreneurship practice of entrepreneurship education content system. Among them, entrepreneurial knowledge education as the first level for all students, mainly accomplished through the practice of entrepreneurship education curriculum, teaches students the basic theory, basic knowledge and basic methods of entrepreneurship, cultivate their entrepreneurship. Entrepreneurial quality training in the middle level to face most students, mainly relying on the business simulation training platform and entrepreneurship competitive platform to train students innovative ability, practical ability, entrepreneurial ability and cultivate their entrepreneurial qualities. Entrepreneurial practice is at the highest level for some students, mainly relying on the college students entrepreneurship practice platform and education practice base out of school to accomplish.

(4) Build a Good Security System

1. Organizational guarantee. Universities should set up entrepreneurial education leadership team to guide and conduct various levels of entrepreneurial education and practice; under the leading group, establishing the entrepreneurship educational research and management service center, which consists of Entrepreneurship Education Management Institute, entrepreneurship practice research institute (It is mainly in charge of the constructive research and experiment of the entrepreneurship education practice base) and Entrepreneurship Management Service Office, and these departments do their own works, interact with each other well and serve business. In addition, they should conduct students to set up a "entrepreneurship Association", play the function of student peer education; 2. Systematic guarantee. Governments at all levels have published the relevant policies and measures to encourage entrepreneurship, universities should be based on their own reality to make program and rules about entrepreneurship education and its practical base construction 3. Financial guarantee. The construction of entrepreneurship education practice base is a long-term systematic project, which needs a large amount of constant investment. The local educational funds universities is limited, in addition to give special funds to strengthen the construction of entrepreneurship education practice base, it is necessary to strengthen cooperation between schools, school and local place, school and enterprise, to construct the cooperation of entrepreneurship education practice base to build and make full use of all advantageous resources to perfect base construction, support base construction funds and achieve sustainable development of the base; 4. Teachers guarantee. It is an inevitable requirement to improve the level and quality of entrepreneurship education for building a team of teachers with a strong sense of professionalism, comprehensive ability, professional ability, teaching experience and entrepreneurial experience.

(5) Build a Evaluation System

The effect of the college students’ entrepreneurship education practice base is accomplished through subjective evaluation of the practical subject and quantitative detection of the scientific detective system, the former can be implemented by making scientific and reasonable questionnaire or interview, the latter can be finished through "the test system of entrepreneurial quality and ability of occupation managers and college students." Universities should regularly organize the evaluation of the entrepreneurship education practice base to sum up experience, find deficiencies, perfect the construction, and develop scientifically.

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