A Research of Contents and Methods of Undergraduates’ Entrepreneurship Education

Jian-hua XU¹ and Zheng GONG²

¹,²Chengdu Neusoft University, Chengdu Sichuan China, 611844

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Abstract. The undergraduates’ entrepreneurship is the core part of higher education teaching reform. This research focuses on training undergraduates’ entrepreneurial alertness, entrepreneurial ability, and entrepreneurial skill for helping they start a business during their school time and after graduation. In order to reform undergraduates’ entrepreneurship education, the characteristics and situation of a university should be considered in it. In addition, as a crucial way to training entrepreneurial ability, entrepreneurship courses could integrate into professional skill courses and quality courses.

Introduction

Four years in university witness students build their outlook on the world and values. Also, it is a crucial period for students to shape their personalities, characters and morality. The ways of thinking and habits of behavior which they cultivate in the four years will make a large extent influence their ways of working and life. The purpose of entrepreneurship education is to improve students’ quality and ability, to help and guide them run a business during the school time and after graduation. Furthermore, the training of entrepreneurial ability, entrepreneurial alertness, innovational mind, and entrepreneurial skill is the core courses in undergraduates’ entrepreneurship education. The methods of undergraduates’ entrepreneurship education include theoretical courses, entrepreneurial practice platforms, competitions of undergraduates’ entrepreneurship, entrepreneurship incubation bases for undergraduates, entrepreneurial practice bases, et al.

Undergraduates’ Entrepreneurship Quality and Ability Education

The quality and ability of entrepreneurship mean that these external manifestations come from the inner powers, such as entrepreneurial mind, concept, will, and quality during entrepreneurial process. A successful business depends on the good entrepreneurial ability. The entrepreneurial ability includes many qualities. For undergraduates, great endeavor, a truth-seeking spirit, and thrift are the most crucial entrepreneurial abilities than others.

A great endeavor can help undergraduates set ambitious goals and give them determination and confidence for business. Meanwhile, these entrepreneurs should struggle to start their business, which means they are meticulous, serious and responsible in work, have courage to forge ahead, and can face challenge.

A truth-seeking spirit can help undergraduates choose a business orientation with the development advantage and a high utilization rate of resource. In other words, it provides undergraduates with more opportunities of business success, offers them realistic goals, and requires them run their business steadily and surely.

Thrift can help undergraduates run business diligently. It keeps them reduce cost and improve efficiency continuously.

Undergraduates’ Entrepreneurial Alertness Education

Entrepreneurship is a huge challenge for all undergraduates who want to start their own business. The operation and development of a company test an entrepreneur’s talent, management mind-sets, courage, tolerance, and other abilities. An undergraduate with good entrepreneurial abilities could
handle overall situation and the entrepreneurial key accurately and avoid strategic mistakes. It also helps undergraduates overcome various difficulties and obstacles during running a business and makes their dream come true.

Entrepreneurial alertness includes strategic awareness, cost alertness, cooperation awareness and legal awareness.

At the beginning of a business, the first step of entrepreneurial alertness education is training undergraduates’ strategic awareness. It includes training their overall view of business, and then helps them orientate companies and themselves from strategic view, which is propitious to set up a suitable development strategy. Secondly, entrepreneur should analysis the market, products, customers, and competitors, and then make strategic decision depends on the change rule of market and marketing character.

For training undergraduates’ strategic awareness, there are several key points should be highlighted: deciding the development goal of enterprise, distinguishing the advantage and disadvantage of enterprise’s recourse, setting the enterprise’s development goal of market, presenting enterprise’s development strategy of market, setting enterprise’s development strategy of products, et al.

During entrepreneurship, enterprise development cannot separate from the expansion of business and revenue growth, but the income growth does not mean that profits rise. The profit could not grow, if sales rise along with even cost growth. This is why undergraduates learn cost alertness course to understand how to increase income at the same time reduce cost. In this way, the enterprise can gain more profits.

Cost alertness education focus on cost management. In modern business management theory, the cost management is favor of optimizing resources and managing capital output efficiently. Cost management covers all aspects of business operation. Besides production cost, there are capital cost, technology cost, human resources cost, administration cost, sales cost, service cost, intangible cost, environment cost, et al. Various cost factors constitute a “value chain” in a company, which result in a management system of cost management. So, instead of managing cost separately, cost should be planed and managed integrally from the aspect of enterprise development strategy.

Teamwork awareness epitomizes the concept of overall situation, work distribution awareness, cooperation awareness, and service awareness. The awareness of overall situation assist entrepreneurs in creating a view of overall situation which emphasizes analyze problem from the perspective of the whole enterprise. Moreover, work distribution awareness stresses that each department of a company performs their own functions. And cooperation awareness is in favor of cooperation and collaboration among team members. In addition, service awareness shows that each team member could consider other members and pursue maximizing the interests of the whole team.

Legal awareness, which is composed of legal consciousness, legal knowledge and legal understanding form ideology view, is a motivation that impels people to respect, abide and comply with the law. Furthermore, graduates’ legal awareness education focuses on four sections. The first one emphasizes that these business operations must comply with the national law and social ethics. Secondly, during entrepreneurship, these business strategies, methods and means must comply with the law. Additionally, these agreements or contracts signed with other companies must be performed according to regulations and rules seriously. Complying with the law requires following the contract. Thirdly, entrepreneurs should persuade and report other individuals who violate regulations and morality. They also should maintain the social order and justice on their own initiative. Finally, during business, graduates should protect themselves by regulations when their rights and interests are violated and damaged. It is not permitted to take radical or illegal active for revenge.

**Undergraduates’ Innovation Mind Education**

Innovation, as the first vitality of development of enterprise, is the most crucial humanity quality and entrepreneurial spirit for entrepreneurs. Innovation is not only a continuously accumulating and developing process, but also a continuously improving and surpassing process. Considering
undergraduates’ entrepreneurship, innovation mind is trained through thought innovation, business innovation and technology innovation.

1) Thought innovation

Thought innovation is the most crucial part in innovation mind. The first step for undergraduates to start a business is opening mind, keeping extending business with aggressive spirit and courage. Last but not least, undergraduates need always to be full of energy. The core of thought innovation is about ideas. Hence, thought innovation does not mean denying all previous ideas and thoughts completely, but stands for ‘sublation’, which requires that entrepreneurs persevere with these correct ideas and thoughts, while they reject those inapplicable and outdated ideas and thoughts. Thus, entrepreneurs could stand in the forefront of the latest ideas and thoughts.

2) Business innovation

Business innovation is the main way of enterprise growth and development. The power of enterprise development relies on business expansion, business development, and business innovation. First of all, business innovation reflects the innovation of business content and line. In other words, entrepreneurs should explore new business and launch new product lines, at the same time they could find new business approach, open new market, and expand business to gaining more market and profit for enterprises. Besides, business innovation includes innovation of business model. Specifically, it claim entrepreneurs to stay alert about business and market, to follow these hotspots and trends seriously, and then carefully analyze and explore the new model of business development.

3) Technology innovation

Technology innovation always acts the role of ‘engine’ of business development. Technology innovation does not only provide the better and newer products for enterprises, but also optimizes operation, reduces cost, improves efficiency, and increases profits. Therefore, it could create more wealth for enterprises. Moreover, the innovation of idea could occur through technology innovation. Many traditional thoughts and ideas have changed gradually depends on technology innovation. Meanwhile, technology innovation changes the way people live and work. So, for undergraduate entrepreneurs, technology innovation invariably is their goal of entrepreneurship. It is the only way to stand in an impregnable position in intense competition to keep the superiority of technology. In addition, only if entrepreneurs improve technology continuously, can they improve enterprises’ intrinsic value and development.

**Education of Entrepreneurial Skills for University Students**

Entrepreneurial knowledge hierarchy involve subjects from economics, business management, law and Organizational Behaviour. From those area, entrepreneur should acquire skills such as company management, marketing, financial management, human resource management, business etiquette, negotiation tactics and custom service et al. The detail of workload for enterpriser comprises founding a company, decision making body, department set-up, formulating management and financial regulation, recruitment and training, establishing encouragement regulation, market and business development and creating enterprise culture. Management of a business is challenging and entrepreneur acquire outstanding overall quality and perseverance to achieve successful.

Detail of office skills and professional skills will be introduced below.

1) Undergraduates should master in computer skills

Current business working environment is highly automized and computer based informatization. Using electronic devices for business research, contact through email and video conference are effective in working. Computer based skills are fundamental in business. Thus, adequate computer skills are required for entrepreneur. For example, master in Microsoft® office and able to edit in word, PowerPoint, excel and outlook to manage email. Proficiency in business professional software to conduct market survey and statistical data analysis. Proficiency in communicational software to make contact to customers and business partner. In addition, entrepreneur should have adequate skills on fixing computer, platform maintenance, acknowledge and solving software breakdown and using anti-virus software. Courses related to skills above involve fundamental skills of computer science, data analysis and processing, fundamental of e-commerce and business planning and demonstration.
2) Undergraduates should master business etiquette

Business etiquette is a moral standard and code of behaviour which is complied by people in business occasions. Undergraduates should pay more attention to morality self-cultivation and etiquette when they start their business. Good business etiquette could be learnt and trained from these aspects below. The favorable personal appearance is the basic requirement of business etiquette. Specifically, undergraduates should build an elegant professional image and master appropriate social manner. Further, undergraduates are asked to meet the standards about the linguistic behaviour and manner of dealing with people. They also must master favorable business activity etiquette. There are various business activities in business occasions, such as visiting, treating, catering, meeting, etc. People run their business through these business activities which can build friendship, strengthen the bonds of friendship, exchange information, share resource, expand market. The related courses include: modern business etiquette, professional image, modern business negotiation, etc.

3) Undergraduates are cultivated entrepreneurial management capability

Entrepreneur request many skills and knowledge to run their company. Those capability such as entrepreneurial strategic planning and executive ability, marketing analysis and forecast ability, technical development and innovation, marketing expansion and marketing capacity, exploring new client and service ability. The related course of those skills consists of fundamental skills of entrepreneur, entrepreneurial practical training simulation, market forecasting and evaluation, marketing, internet marketing, theoretical and practical of international business and management of customer network et al.

4) Entrepreneur should have the abilities to operate and manage company

Scientific business management promotes health and efficient development of company. Subject of business management aims each part of business set-up. The main management skills include company management, business management capability, project management, financial management, human resources management et al. In other words, university aims to cultivate students with abilities of project management ability, financial management ability and human resource management ability. Modern enterprise management, fundamental knowledge of accounting, business investment, practical of project management and management of human resources are composed of courses associated with skills above.

Entrepreneur Education and Practical Platform for University Students

University entrepreneur programme is a system and in fact a project. Promoting the new methods and channel in entrepreneur education is highly important. In general, conventional methods and channels of entrepreneur programme include lecture of theoretical knowledge, understanding the entrepreneur platforms, prize giving competition of entrepreneurial ideas and business incubator.

University entrepreneur programme delivery the systemic and comprehensive knowledge of development of business. Students through lectures and practical in company in programme gain the fundamental of entrepreneurial abilities and skills. This is the vital method for university to culture innovative talents in society.

Entrepreneurial platforms provide students with theoretical and practical support. Those various platforms consist of national entrepreneurial support and local government and department launched project. National support contains “University students platform for innovation and entrepreneurship training programme”, “Students entrepreneurial leader” project, “Start your business” project et al. Local government launched such as “Sichuan Youth Entrepreneurship Promotion Plan” and “Fanhaiyangfan-Chongqing students entrepreneurial action” project. Many university cooperate with local entrepreneur promote project such as “Baiyi students entrepreneurship” and “Universal innovator tank” project. Those entrepreneurial platform and project provide chance of understanding the entrepreneurial policies, fundraising, training, marketing, revenue and other information. This entrepreneurial environment boost the development of entrepreneur.

University entrepreneurial competition represent another form of entrepreneurial training programme. At present, it is appearing entrepreneurial competitions aim university students
progressively. This include many prestigious competitions such as “Challenge Cup” undergraduate entrepreneurial event, China college students’ “Internet plus” innovation and entrepreneurship competition and China national college student “Innovation, Originality and Entrepreneurship” challenge. The competitions above effectively cultivate and improve student’s ability and mind-sets of innovation, creativity and entrepreneurship. Business competition enrich and ameliorate the methods and approach in college entrepreneurial education.

Lately, in response to strategic deployment at “encourage entrepreneur promoting employment”, local government and universities start to deploy the construction of students’ entrepreneurial incubator centre. For instance, university entrepreneurial incubator base, students’ business incubation centre and university scientific incubation centre. The incubation centre can provide entrepreneurial assistance and guidance for university students and graduating students. It provides environment for students to develop self-employ, innovation and practical ability. The service provided by entrepreneurial incubation centre involve entrepreneurial tutorial, employment recommendation, tenancy of office, marketing development and skills, revenue and legal consulting.

Conclusion
Entrepreneurship is a complicated social activity. Starting a business in university is especially challenging. For students often encountering with realistically problem which may stop their process. University act as a crucial learning platform before students enter society. It is our mission to inspire students to innovate in their business and guide them to be successful. Higher education entrepreneur programme is the trend of future education evolution. It will compose of part the strength in promoting country development and employment. Many methods and contents in terms of university entrepreneur programme are worth to consider and research.

References