Reflections on How to Guide College Students to Start an Undertaking

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Abstract: Entrepreneurship education is the direct way to cultivate college students' entrepreneurial awareness, entrepreneurial skills, entrepreneurial ability. Therefore, colleges and universities should focus on strengthening the students' Entrepreneurship Education during the period of school, and inspire college students' entrepreneurial thinking from a comprehensive and multi angle, and cultivate talents with a high level of comprehensive quality. The entrepreneurship as a kind of social action is analyzed, according to the current status of students start, entrepreneurial environment, entrepreneurial culture and entrepreneurial dilemma, reference foreign experience combined with China's actual conditions, using the theory of structural functionalism, the countermeasures and suggestions from the school level to sort out.

Keywords: College Students; Entrepreneurship; Entrepreneurship Education

1. Introduction

From the sociological point of view, it is the best way to analyze and solve the University Entrepreneurship problem with Parsons's theory of structural functionalism. If Blau's social exchange theory is the change of the development of Sociology (American) from micro research to macro research, the sociology of structural functionalism represented by Parsons is the prelude to the research of macro sociology. From the perspective of social action, the four structural functions are four different functions, namely, organism action, personality action, social communication and cultural activity [1-5]. The entrepreneurship as a kind of social action is analyzed, according to the current status of students start, entrepreneurial environment, entrepreneurial culture and entrepreneurial dilemma, reference foreign experience combined with China's actual conditions, using the theory of structural functionalism, the countermeasures and suggestions from the school level to sort ou [6-10]t.

2. Deepen the Reform of Entrepreneurship Education System

Along with the era background of economic globalization, the direction and type of social demand for talents has changed greatly. In the past, talent is more passive to adapt to the environment of social development, but now is the talent should actively go to the social environment to explore, to develop, to transform. Such a development situation means that the traditional education model has been unable to meet and adapt to the needs of modern social development. The situation of social development in the future requires that our educational model should not be limited to simplification and mode. College stu-dents should have creative thinking quality, break the conventional shackles, challenge the traditional mode of thinking, tap the potential of students, and have the courage to innovate. Therefore, it is a new direction for China's educational reform to change traditional and conservative educational ideas and adapt to the new situation of world development.

Entrepreneurship is one of the ways to adapt to social development, broaden employment channels, realize personal self-worth, and undertake social responsibility. Therefore, deepening the reform of entrepreneurship education and strengthening entrepreneurship education is one of the important contents of the current reform of education and teaching in china. Colleges and universities are the basic organizations to impart professional knowledge and skills. In the past, entrepreneurship education in China's colleges and universities is more just floating in the form, and did not put entrepreneurship education to the same and cultural knowledge or professional skills, such as the importance of similar. To strengthen the entrepreneurship education reform should put entrepreneurship education in Colleges and universities talent training program or education program, one of the entrepreneurship education curriculum and the implementation status as the appraisal content between college students; entrepreneurial achievements as one of the assessment of the project evaluation in Colleges and universities. It emphasizes the importance of practice by combining the knowledge theory of entrepreneurship with entrepreneurial practice. Through the practice of entrepreneurship to cultivate college students will, action ability, team spirit and so on to better socialization. In terms of educational philosophy, we should develop from a single mode to a pluralistic one. For example, science

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and engineering students will study the design of related professional and technical fields, but also to let them understand the invention, creation and marketing links or marketing related essentials. And the liberal arts students learn to manage or operate the theoretical knowledge, strengthen the practice of practice, at the same time to understand the management of the management of the relevant technical knowledge. Strengthen the interaction and interaction between liberal arts students and science students, and strengthen the cultivation of compound talents. By strengthening the entrepreneurship education of college students to stimulate the entrepreneurial potential of college students, strengthen the independent ability of college students, cultivate the innovative spirit of college students, improve their professional skills, improve their independent viability and competitiveness. To encourage students to entrepreneurship and risk-taking, while good technical theory, objective conditions to also want to pay attention to the cultivation of psychological quality, fully prepared, adjusted from students to entrepreneurial role change, courage in the process of the ideal and the reality of the combination of the challenges facing the social reality.

3. Strengthen the Construction of Teaching Staff

The specific implementer of teaching entrepreneurship education is teachers. Students' understanding of entrepreneurship, the mastery of entrepreneurial skills and the cultivation of entrepreneurial spirit are inseparable from the guidance and help of teachers. It can also be said that the success or failure of College Students' entrepreneurship is closely related to the cultivation of entrepreneurial teachers. Therefore, to strengthen the construction of excellent entrepreneurial teachers, to increase the cultivation and excavation of entrepreneurial teachers, and to modify and improve the entrepreneurial curriculum, enrich the form and content of the course is a powerful way to promote entrepreneurship.

The driving force of entrepreneurship education comes from the market, the competition in the market and the cruelty of the reality are very obvious in the entrepreneurship education. So they have professional entrepreneurial research team, specialized entrepreneurship education center, set up entrepreneurship centers, entrepreneurial practice base and entrepreneurship Alumni Association and other organizations, to the students a certain pressure, motivation and activities of the development of space. At present, the number of teachers who have a professional background of entrepreneurship education in our country is not very large. Many teachers are teaching in the process of entrepreneurship education halfway, and the quality of entrepreneurial teachers should be improved as a whole. This leads to entrepreneurship education only stay in some basic theoretical explanation, the

teacher itself does not have practical entrepreneurial experience, in the teaching process often make students feel too formal, content dry and empty. In the course setting, the combination of the theoretical level of entrepreneurship and the process of practice is incorporated into the credit system, emphasizing the importance of entrepreneurship. We can use open, attract students' eyes, mobilize the enthusiasm of students of innovative teaching methods for education. In the process of teaching, pay attention to personalized training, cultivate students' ability to think actively, let the students master the main practice of entrepreneurship.

4. Improve the Campus Entrepreneurial Culture Atmosphere

Campus culture represents a unique spiritual and cultural environment of the school, including school spirit and style of study, the school within the scope of the traditional social psychology, and other related characteristics and content. The campus landscape environment, and various rules and regulations and between teachers and students interact with each other by the formation of the code of conduct not expressly always exerts a subtle influence on the students' mind and thinking of the formation of the concept, it is a school's spirit and soul, has important guiding role. So as the management of colleges and universities, should clearly recognize the strengthening of entrepreneurship education should start from improving the entrepreneurial campus culture atmosphere, creating a rich and positive campus culture atmosphere, provide support service system more conducive to entrepreneurship students perfect entrepreneurship.

5 . Conclusions

The cultivation of comprehensive quality of entrepreneurship is that the formation of entrepreneurship and entrepreneurial concept is a long process, good spirit of traditional all university administrators to establish and develop well, but it is more important to put this spirit into a kind of culture, to develop and inherit. The formation of entrepreneurial culture is the result of the joint efforts and efforts of every teacher and students. It is a long way to go to improve the entrepreneurial culture atmosphere and make the entrepreneurial idea popular among the people.

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