Applied Undergraduate Professional Entrepreneurial Talent Training Study—Precise Entrepreneurship Education

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Abstract. Prime minister Lee Keqiang in 2015 and puts forward the government work report, "the masses entrepreneurship, peoples innovation", carried out a series of policies and measures, entrepreneurship in good business environment, the domestic institutions of higher learning can moderate guide is suitable for the students of applied undergraduate in the precise entrepreneurial business, improve the success rate of entrepreneurship, for the society conveying both have professional quality, and entrepreneurial ability of entrepreneurial talent. This paper focuses on the cultivation mode of application-oriented undergraduate majors in the concept of precise entrepreneurship.

Introduction

High school is a professional education base, capable of professional education in colleges and universities, and can undertake to the student entrepreneurship education, at a certain Angle, college students entrepreneurship can be thought of as the pioneering of the elite of the masses.

Country is superior to college students entrepreneurship policy, with entrepreneurial talent training in colleges and universities of fertile soil, in order to college students' self value realization, can get more diverse talents to society, in order to solve the employment difficulties of college students, colleges and universities can be accurate for applied undergraduate majors entrepreneurial talent training.

The Choice of Students Majoring in Precision Entrepreneurship

Entrepreneurship education is not suitable for all professional college students, to improve the success rate of entrepreneurship of college students, colleges and universities should accurate from various professional students to choose suitable for entrepreneurship students, and according to the actual situation of professional skills, to tailor the class students' entrepreneurship education courses and practical skills, for precise entrepreneurial talent training.

Application-oriented Undergraduate Majors are Suitable for Accurate Startup Education

Applied undergraduate emphasis on "application", which requires to meet the requirement of time spirit and social development of talent, quality and education as the forerunner, with constructed for higher education in the new situation and new discipline direction to satisfy the needs of the economic and social development, specialty structure, curriculum system, updating the teaching contents, teaching links, teaching methods and teaching means, improve the teaching level, develop strong social adaptation ability and competition ability of the applied talents with high quality. It is required that all majors closely integrate local characteristics, pay attention to students' practical ability, cultivate applied talents, and embody "application" in the construction of teaching system. The core link is practical teaching. It is common to say that application-oriented undergraduate programs cultivate students with some professional skills of social demand. Has one of the important conditions of entrepreneurship is the technology, the students can have a certain
professional skills, just have the prerequisite for business success, precision for such students in entrepreneurship education training, to improve the students’ entrepreneurial success.

The Training Mode of Application-oriented Undergraduate Courses under the Concept of Precise Entrepreneurship

Guiding the entrepreneurship program of college students

Applied undergraduate professional precision entrepreneurial talent training, not only to the government, universities, social policy, theory and practice skills of supporting education, to guide students according to its own characteristics, based on their own position, for its own business planning. To guide students to recognize the school can accurate business develop their professional skills and business knowledge, and master the knowledge itself more secure, more promote entrepreneurship in business practice and entrepreneurship, the autonomous learning of college students' subjective initiative. At the same time to make college students to oneself to create enterprise development prospects, management concept and mode of operation and the market competitiveness of products and services with global cognitive, completes the medium and long term planning of venture enterprises, timely adjustment according to the requirements of national policy and national night direction, enhance the viability of the venture enterprises and has a good business prospects.

Cultivate the accurate management of entrepreneurial students

At present, national and local governments offer many preferential policies for college students to attract and guide university students. Elite in order to ensure the success rate of entrepreneurship, can run enterprise foundation course in university, to guide the university students' entrepreneurship consciousness, and in view of the applied undergraduate students, colleges and universities must strengthen the guidance, the main stimulating the enthusiasm of such specialized student entrepreneurship, and gives the entrepreneurship education services. So can the cultivation of the internal entrepreneurship education from school, the school outside of the policy support, for college students with entrepreneurial zeal for entrepreneurial resources integration and configuration, give students entrepreneurial precision entrepreneurship resources, can guide students to entrepreneurs to legitimate business start-ups, continuous innovation, at the same time for college students venture to provide continuous help and support.

Courses on precise entrepreneurship and precise entrepreneurship practice

Entrepreneurship education in colleges and universities is a college student entrepreneurship consciousness of enlightenment tools, is the guarantee of college students entrepreneurship policy implementation, colleges and universities should be open to public for applied undergraduate students taking business courses, with entrepreneurial enthusiasm will attract applied professional students, and then according to the professional characteristics and features targeted set a series of entrepreneurship, the accuracy of entrepreneurial talent cultivation.

In the course, we can offer courses such as "introduction to entrepreneurship education", "entrepreneurship", "introduction to college students", etc. I have offered courses such as entrepreneurship legal basis, entrepreneurship management, marketing, successful case study, etc. Courses in precise entrepreneurship education collective activities, host school entrepreneurship education BBS. Entrepreneurship education BBS regularly invited socially experienced entrepreneurs, entrepreneurs, venture capitalists, relevant government officials, especially in the field of entrepreneurial success is opened to the school's alumni lectures, face-to-face communication with students, teach students experience and Canon, make up for students' lack of social experience and the limits of the school entrepreneurship education theory teaching. The course of launching precise entrepreneurship education can be a business plan competition. The business plan competition is an effective way for college students to practice and train their own business. Can clear around the entrepreneurial education theme into the successful entrepreneurial
enterprises to visit, social investigation, etc., let the students and successful business people to zero
distance contact, can understand the entrepreneurial personality, understanding of entrepreneurs to
choose start-ups, insight into consumer psychology, understand the market service, the production,
the demand price and the company operation process, direct comprehension entrepreneurship,
entrepreneurial perceptual knowledge.

Only the training of entrepreneurship theory course for college students is to meet the business
needs, in addition to the accurate theory of entrepreneurship courses, more precise entrepreneurship
practice courses, training into the quasi accurate entrepreneurship practice course. The practice
course consists of two kinds: simulation start-up experiment and entrepreneurial practice. The
simulation of entrepreneurial experiment is under the guidance of teachers, using the virtual start-up
education training system or virtual start-up company, the students can experience the whole
business operation process. Entrepreneurship practice, mainly to open entrepreneurship practice
base to complete, and as far as possible the introduction of social forces, in the form of cooperation
between higher vocational colleges cultivate the students' professional skills and entrepreneurship
practice, causes the student to have the opportunity to enter the business enterprise, and participate
in the enterprise operation and management, experience and experience the real process of
entrepreneurship.

Local colleges and universities build incubators for college students with precise
entrepreneurial enterprises

Local colleges and universities should use their own resources and social forces to provide
entrepreneurial incubators for college students with the support of the government, providing them
with office space, equipment, and advice and funds. Mentioned in the 2016 China innovation
business report, by the end of 2015, 2530, the department of science and technology business
incubators in China national report to the list of 2345, the space of two totals 4875 to become the
world's the largest number of countries in the incubator, and constantly question from the voice:
"there are too many incubators, entrepreneurs are not enough; The whole street is the same
incubator; Incubators don't have the power to help entrepreneurs develop... ".University incubator
construction can't blindly, takes the specialized course, should have its own characteristics, to be
dedicated to service diversification and profit mode diversification direction, vertical to the depth,
walk along the lines of: "investment + severe services.

The Training Effect of Application-oriented College Graduates should be Cultivated

Entrepreneurship education is compound talent training

Entrepreneurship education and liberal education, professional education and general education,
quality education and so on, is just a part of education development. Its remarkable feature is that it
joins education and joins the market, emphasizing practical and practical. The purpose of
entrepreneurship education is to help students learn to actual problem ability, is a interdisciplinary
education, the core of entrepreneurship education is to cultivate students' innovative consciousness
and the entrepreneurial spirit, the achievement of high quality talents.

Entrepreneurship education should emphasize students' responsibility to take on
consciousness and spiritual cultivation

Beijing university Chinese department professor Qian Liqun said: "some of our universities,
including Beijing University, is to develop some exquisite egoist, their high IQ, secular,
sophisticated, good performance, know how to cooperate, more good at using system reach own
purpose. This kind of man, once he has power, is more dangerous than the ordinary corrupt
officials."Therefore, it is important to cultivate students' responsibility to carry out the training of
the precise business of entrepreneurship education. To cultivate the students first and foremost a
consciousness: have the courage to bear the responsibility consciousness, to tell the students in
entrepreneurship education, a qualified entrepreneurs must have the responsibility to self
development, responsible for employee development, responsibility for the development of the society. In entrepreneurship education, to guide and clear tell students, entrepreneurs should have a strong sense of social responsibility, must be aware of their shoulders the responsibility of what is, the process of entrepreneurship is not just his interpret a dream, more social services, or the entrepreneurs to provide products to meet the requirements of people, or the entrepreneurial enterprises can provide employment opportunities for someone else to solve social severe problem of employment, only in this way can better reflect the entrepreneur's own value.

Conclusion
College student education is a long way to go. In order to achieve the goal of college students' entrepreneurial education training, this paper introduces a new concept, precise entrepreneurship education. Not all universities are suitable for entrepreneurship education, this paper argues that can applied undergraduate professional courses in entrepreneurship education, precise selection to the student, carries on the precise entrepreneurial talent training program setting and training, so that students from their own internal business needs to the external school entrepreneurship education good fusion, more students can cultivate qualified and outstanding entrepreneurial talent.

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References
