Role Orientations of University Counselors in the New Era: Research Based on Entrepreneurship Education in China

Xiao-jing WU

College of Information Science and Engineering, Fujian University of Technology, Fuzhou City, Fujian Province 350118, China

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Abstract. Entrepreneurship education is a product of education development in the new era. Effectively launching entrepreneurship education can not only relieves the current huge employment pressure in China, promotes economic growth, but also helps universities cultivate innovative talents. However, at present, entrepreneurship education in Chinese universities is still in its initial stage of exploration and there are many problems to be solved urgently. By reviewing the current situation and development trend of entrepreneurship education, this paper elaborates on the significance and the contents of college students' entrepreneurship education, and analyzes the role of university counselors in entrepreneurship education in detail. In this paper, the author advocates that taking their initiative to adapt to students' entrepreneurship situation, counselors in our colleges and universities should strengthen and improve the entrepreneurship education.

Introduction

In 1980s, UNESCO introduced the concept of "entrepreneurship education" for the first time at the symposium on trends in international education towards 21th century[1]. Since then, UNESCO has called for universities to make entrepreneurship education as the basic goal of higher education, and to raise it to the same importance as academic research and vocational education. In 20th century, an educational reform focusing on entrepreneurship education was launched around the world. It is said that "Entrepreneurship education is the third education pass that future workers should master." "graduates will be more and more than job seekers."[2] The idea that graduates will first be the creator of the job has been strongly advocated.

Throughout the world, entrepreneurship education for college students has become a worldwide trend in the field of knowledge service, modern service and high-tech. As is known to all, the United States is the most successful country in implementing entrepreneurship education in the world. It is reported that more than 1, 100 colleges and universities in the United States have offered courses in the field of entrepreneurship. More than 50% college students have started their own businesses after graduation. Compared to the situation in the western, Japan has put forward the implementation of employment and entrepreneurship education from primary schools since 1998. In the educational reform plan of 1995, the Korean government proposed that education should be transferred from knowledge and memory to creativity.

Compared with foreign countries, entrepreneurship education in colleges and universities is still in the stage of development and improvement in China. In May 1998, the first "Challenge Cup" College Student Entrepreneurship Plan Competition was held in Tsinghua University. In the same year, entrepreneurship education was officially defined as an important part of educational reform. In 2002, the Ministry of education identified 9 colleges and universities such as Tsinghua University and Beihang University as entrepreneurial education pilot institutions in China, and explored entrepreneurship education in these colleges step by step. Nowadays, the entrepreneurial spirit and basic quality and ability of college students have become one of the marks to evaluate the quality of higher education in China.
Significance of College Students' Entrepreneurship Education

In order to achieve a true sense of high-tech and new service concept of entrepreneurial innovation, the purpose of entrepreneurship education among college students is not only to cultivate more bosses and managers, but also to cultivate college students' entrepreneurial awareness, entrepreneurial ability and entrepreneurial personality. On the one hand, entrepreneurship education can cultivate the competitive ability and entrepreneurial quality of college students, make them have certain social employment ability, thus occupy the advantage in the talent competition. On the other hand, college students can choose new industries, from unemployed to job creators, which not only solve the problem of individual entrepreneurship, but also create more jobs through their individual entrepreneurship. Under the circumstances of increasing employment pressure, it is undoubtedly an effective way to promote the employment of college students through entrepreneurship education. Meanwhile, with the development of knowledge economy, modern social economy development needs more and more innovative enterprises with flexible operation, which creates opportunities for college students to start their own businesses. Cultivating college students' entrepreneurial spirit and advocating their independent entrepreneurship can promote them to connect their own professional knowledge with entrepreneurship, and transform scientific and technological knowledge and innovative achievements into industrialization, thus speeding up the transformation of economic development mode. We will promote the optimization and upgrading of the industrial structure and the upgrading of industrial quality, and promote the prosperity and development of the national economy as a whole. Generally speaking, it is necessary and feasible for college students to start a business after colleges and universities carry out entrepreneurship education for them.

The Main Contents of College Students' Entrepreneurship Education

The main contents of entrepreneurship education for college students should include the following four aspects:

Entrepreneurial Consciousness

Innovation consciousness is the key to the success of entrepreneurship education. Strengthening the education of entrepreneurship awareness is of special significance to contemporary college students. There is obvious dependence on personality characteristics, because they received the training of traditional education model in primary and secondary schools. Even with entrepreneurial desire, our college and university students lack strong entrepreneurship awareness, entrepreneurial spirit and entrepreneurial abilities. Taking this situation into consideration, college education must infiltrate and implement entrepreneurship education concept comprehensively and systematically. Through systematic and specialized entrepreneurship education, college students can set up their own entrepreneurial consciousness, consolidate the theoretical foundation and operational skills, and master the ability of independent entrepreneurship.

Entrepreneurial Ability

Entrepreneurial consciousness should be externalized as entrepreneurial ability, and be supported by entrepreneurial ability. Therefore, cultivating college students' entrepreneurial ability is not only the core content of entrepreneurship education, but also an important way to cultivate entrepreneurial consciousness. Entrepreneurial ability is a kind of special ability which can successfully realize the goal of entrepreneurship. It mainly includes specialized technical ability, management ability and comprehensive coordination ability. In entrepreneurial activities, the ability of comprehensive coordination is the highest level, including decision-making ability, innovation ability, flexibility ability, social ability, information processing ability and so on.
Entrepreneurial Knowledge

What is the entrepreneurial knowledge college students have to gain? Solid knowledge foundation is the key answer. Entrepreneurial knowledge includes not only the professional knowledge that is needed in the direction of entrepreneurship development, in the process of establishment and operation, laws and policies related to entrepreneurship, but also the knowledge about business, taxation, insurance, and other knowledge in real social life.

Entrepreneurial Psychological Quality

For an entrepreneur, there may be a variety of problems and obstacles that they have to suffer. As long as there is a problem or an obstacle cannot be overcome, it is possible for him(her) to completely collapse in mental. Therefore, it is very important for college students to strengthen psychological quality education. The education of entrepreneurial psychological quality is mainly to cultivate the determination and confidence of college students to pursue their career, to dare to take risks and help them persevere, not afraid of failure, love life and the emotion of their work.

The Role Orientations of College Counselors in Entrepreneurship Education

As entrepreneurship education is a systematic project, the role of counselors in this process should not be underestimated. The author believes that college counselors ought to, at least, play the following roles in entrepreneurship education in colleges and universities:

Propagandists of Entrepreneurial Policies, Information, Procedures, etc

The Chinese government attaches great importance to the work of starting a business for college students, and has formulated a series of support, preferential policies and specific measures every year. Educational administrations and schools also have a complete set of standardized management services and procedures. It is more important for college students to understand and follow the social information about the needs of the entrepreneurs in time. College counselors are responsible for educating students, managing students and serving students directly. They should do a good job in publicizing and explaining the principles, policies, methods, measures and other information about students' entrepreneurship.

The Inspiration of College Students' Entrepreneurship Education

As soon as college students enter the universities, the schools should conduct a variety of entrepreneurship guidance lectures according to the characteristics of their students. It is required to pay attention to the enlightenment of students' entrepreneurial thinking, to formulate a business plan for them respectively, and to help them identify not only goals at each stage of their career, but also specific measures to achieve them all. It takes a long time to cultivate the idea of starting a business. In order to establish the students' entrepreneurial consciousness, it is necessary for counselors to make use of public or private occasions to educate students about their entrepreneurial ideals and beliefs. Counselors should make their great efforts to cultivate the sense of social responsibility for students, help them establish a correct view of employment, foster the idea that entrepreneurship is a higher form of employment and enhance their sense of pride in starting a business. Moral education is said to be both the characteristic of Chinese higher education system and the focus of university counselor's work. In order to make entrepreneurship education become an important part of moral education in colleges and universities, we should combine moral education with it and infiltrate the idea of entrepreneurship into the content of moral education.

A Mentor in the Process of Entrepreneurship Education

Entrepreneurship education is a kind of education which pays attention to practical teaching. It requires teachers to have both theoretical basis and practical experience, which requires that colleges and universities have a team of teachers with high quality and capable of undertaking education.
Because most counselors study similar majors to their classes, we can make up for the lack of professional entrepreneurship education teachers by letting counselors lead students to learn and practice, to enlighten and guide students in their careers. From the beginning of freshmen, counselors should assume the role of general guidance of students' entrepreneurship education. According to the unified arrangement of the school, and referring to the professional characteristics or characteristics, the counselors should formulate their own class or professional entrepreneurship education and training plan. In other words, counselors should act as a general outline and action guide for entrepreneurship education during college period.

The Organizer of the Entrepreneurial Practice

Creating a good practice atmosphere of entrepreneurship education is an important prerequisite for undertaking entrepreneurial activities. Counselors should organize various extracurricular scientific and technological activities to promote students' entrepreneurial ability and cultivate a practical atmosphere to encourage and support their entrepreneurship education. The advantages include as follows: strengthening the construction of practice base, reasonably increasing the time of practical activities, organizing students to contact the society, conducting investigation and research in society, encouraging and supporting students to participate in scientific research activities, etc. In practice, our counselors should keep close to the actual situation of contemporary college students, close to their real life, their innovation and entrepreneurship process, so as to ensure the pertinence of entrepreneurship training and enhance the actual effect of entrepreneurial training.

The Healer of Psychological Pressure and Confusion in the Process

It is necessary for college counselors to cultivate the psychological quality of college students in the process of starting a career. Under the more and more intense employment environment, the success of students’ entrepreneurship education not only depends on whether they have a strong sense of entrepreneurship, excellent entrepreneurial skills, but also depends, to a greater extent, on their facing setbacks and their ability to overcome difficulties. Therefore, in the process of implementing entrepreneurship education, counselors should train college students how to face adversity, how to form a good way of thinking, strengthen their willpower and the ability to extricate themselves from difficulties, and thus improve their success rate. In addition, counselors are also required to guide students to develop a steady state of mind and a habit of cool-hearted and objective observation.

Intermediary to Tracking and Investigating Entrepreneurial Development

According to the Entrepreneurship Education in China, keeping necessary contact with students who have started a business is an important part of university counselors’ work. College counselors are the best bridge and bond between students and their universities. It is necessary to carry out a regular survey on those students who have established their careers. Caring their difficulties and problems in the employing unit is helpful to discover the advanced model and encourage the college students to sum up their experiences and make great efforts to become talents.

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References


