Research on the Cultivation of Entrepreneurial Spirit of Local College Students

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Abstract. Cultivating college students' entrepreneurial spirit is an important part of entrepreneurial education in local colleges, which helps to establish a correct employment concept for college students. Based on running-school concept of "serving the local" in local colleges, the cultivating strategies of college students' entrepreneurial spirit reflect spirit and value pursuit of local colleges, which can not only improve training quality of the applied talents for local colleges but also promote successful entrepreneurship and fulfill the objective of creating employment through entrepreneurship for the local college students.

Introduction

Local colleges mainly refer to the colleges that aim at training the applied talents and include the provincial colleges, the municipal colleges and the provincial and municipal joint construction colleges which serve the local economic and social development in China's higher education structure system. Compared with the former 985 or 211 universities, local colleges are for the purpose of training applied talents who serving local economic and social development. At present, there is a great pressure and a phenomenon of employment which is unfit for a higher position but unwilling to take a lower one for graduate employment in local colleges. Employment difficulty of college students has become the primary problem that the local college educators need to solve. In recent years, Chinese government has been advocating and supporting college students start their own businesses, more and more college graduates choose entrepreneurship, but within 3 years over half of them quit, entrepreneurship—this bowl of rice really does not taste good![1] Of course, these college student entrepreneurs quitting from the markets include some students in local colleges. In view of the difficulties of the local college students' employment and entrepreneurship, the educators of local colleges need to strengthen their training of entrepreneurial spirit while imparting professional knowledge and practical ability for college students. As the competition pattern of change, cultivating the spirit of the entrepreneur has become a topic of concern.[2] It is great significance to cultivate college students' entrepreneurial spirit no matter what the students will do in the future. It is the fundamental tenet of cultivating college students' entrepreneurial spirit that the applied talents training in local colleges can adapt and meet the needs of local economic and social development.

The Connotation of College Students' Entrepreneurial Spirit

Entrepreneurial spirit refers to ideals, beliefs, ideology, values, good style, strong will and excellent quality gradually formed by individual's own cognition and entrepreneurial practice under the influence of certain social environment and education. Such as passion, enthusiasm, adaptability, leadership and ambition are the five key elements of entrepreneurship. College students' entrepreneurial spirit refers to that college students create certain quality and spirit in the process of achieving entrepreneurial goals and actively explore and innovate in an unknown environment for pursuing their entrepreneurial dreams. Under the influence of certain social environment and education, the local college students' entrepreneurial spirit should have its own characteristics.
Analysis for the Local College Students' the Entrepreneurial Actualities

Taking Jianghan University in local colleges as an example, from August 2014 to January 2015, the author surveyed 59 entrepreneurial graduates 25 grades for Jianghan University in the form of questionnaire, including 5 entrepreneurial graduates between 1990 to 1999, 21 entrepreneurial graduates between 2000 to 2009, 33 entrepreneurial graduates between 2010 to 2014. Based on the survey result, the age of entrepreneurial college students reflects that young college students have higher entrepreneurial enthusiasm than older people. As the age of college students grows, there are fewer and fewer persistent entrepreneurs. The entrepreneurial effect of college students shows that development prospects of 78% entrepreneurial projects are not very bright in the future. We call them early entrepreneurs whose entrepreneurial projects are not very stable.[3] The so-called early entrepreneur refers to the first-born entrepreneur (starting business activities and paying wages less than three months) and the owner and manager of new business (starting business activities and paying wages for 3 to 42 months).[4] The lack of entrepreneurial spirit is the main reason why these early entrepreneurs' the entrepreneurial projects are not very stable. Specifically, these entrepreneurs are not able to explore and adventure in the unknown environment. In the process of achieving their entrepreneurial goals, there is a lack of firm belief and determination. The case of entrepreneurial graduates in Jianghan University just confirms the fact “within 3 years over half of the college graduates quit”.

The Significance of Cultivating the Local College Students' Entrepreneurial Spirit

Further Enriching the Content of Entrepreneurial Education in Local Colleges

At present, the content of entrepreneurial education in local colleges is based on the first class teaching, the training of entrepreneurial knowledge and practical skills, which is far from enough for entrepreneurial spirit cultivation, thinking and mentality of college students. Strengthening the cultivation of college students' entrepreneurial spirit in local colleges will help to enrich the content of entrepreneurial education and explore teaching law of innovation and entrepreneurship for the local college students.

Helping the Local College Students to Build a Correct Concept of Entrepreneurial Education

To cultivate college students' entrepreneurial spirit and improve their innovative and entrepreneurial ability is the need to relieve increasing pressure of college students employment. After entering twenty-first century, the number of the college undergraduates in China has increased and the phenomenon of unemployed graduates has risen year by year. Facing the serious problem of employment, cultivating entrepreneurial spirit of the local college students will help to establish the correct concepts of employment, the career ideals and choices. Whether the local college graduates choose their jobs or start their own businesses, these values have important theoretical reference significance to take part in competitive society for the local college students.

The Need to Improve Training Quality of the Applied Talents in Local Colleges

Cultivating entrepreneurial spirit of college students is the requirement of Chinese society for the college students, which is also the spirit that college students have to adapt to the future career positions. [5]The applied talent refers to a specialized person who can apply professional knowledge and skills to professional social practice. The local colleges bear important task of cultivating the applied talents for the country, and can provide intellectual support and talent support for the local economic and social development. Cultivating college students' entrepreneurial spirit can promote the students master basic knowledge and skills of social production activities, which will better serve economic construction and social development in local regions.
An Effective Measure to Promote Successful Entrepreneurship and Employment for the Local College Students

Cultivating college students' entrepreneurial spirit can arouse entrepreneurial enthusiasm and passions of the local college students. College students actively start entrepreneurship, which not only can create a more wide employment space for themselves and enhance successful rate of the college students' entrepreneurship and achieve their personal value but also can provide more operating post and job choice and realize the social value for college students. It is the great practical significance to alleviate the employment pressure of college students in China.

The Strategies of Cultivating College Students' Entrepreneurial Spirit in Local Colleges

Extensive Ideological Mobilization to Instruct the College Students to Establish an Awareness of Entrepreneurship for Serving Local Areas

Local college attaches importance to the whole staff guidance and takes ideological and political education as main way to cultivate entrepreneurial spirit of college students. First, it helps the college students to establish entrepreneurial awareness of serving local areas. The professional teachers should play a good role in teaching professional class with their own work and society experience to cultivate serving local economic and social development of entrepreneurial awareness for college students, especially the double qualified teacher owning the experience of the production line will teach with professional knowledge and give college students serving local scene. The ideological and political education workers, especially the counselor and the teacher in charge of a class can cultivate college students' entrepreneurial spirit by carrying out the class meetings and activities of serving local awareness. Strengthening the communication links between home and school to guide parents to change traditional conception of employment and to encourage students to participate in the boom of mass innovation and entrepreneurship for serving local economic construction and social development.

Relying on the Entrepreneurial Activities to Stimulate College Students' Entrepreneurial Passion and Establish Firm Ideals and Beliefs for the Entrepreneurial Students

Local college should carry out the rich and colorful community service activities by College Students Innovation and Entrepreneurship Culture Festival such as innovation and entrepreneurship competition, entrepreneurial lectures, entrepreneurial alumni experience exchange meeting, well-known entrepreneurs seminars and other activities creating the local college students' entrepreneurial culture environment for sowing the seed of entrepreneurial aspiration and stimulating college students' entrepreneurial passion. Local colleges set up work-study positions to improve the students experience both small social position competition and perceive widely social employment pressure, which helps students to set up the entrepreneurial aspirations. Relying on the social practice platform and college students' innovation and entrepreneurship practice base, the students are allowed to engage in the social activities and to participate in the innovation and entrepreneurship practice activities, which help the students to build the entrepreneurial ideals and beliefs.

Basing on Entrepreneurial Practice to Train College Students' Entrepreneurial Willpower and Enhance Their Creative Spirit and Entrepreneurial Competency

College students can go to the local community and take part in the practice of part-time jobs during their winter and summer vacation or weekend time. For example, they participate in others' entrepreneurial activities by doing agency bookkeeping, merchandising and selling, hotel management and service, educational guidance of the training institutions, etc. The conditional college students can base on their own expertise to start a business, for instance, opening an online shop, operating a physical store, designing and developing new products, initiating the form such as early childhood education or primary and secondary school training and education institutions to exercise their entrepreneurial wills and to enhance their adventurous spirit and entrepreneurial competency.
Summary

With the changes of the times and science and technology innovation, Chinese society more and more need college students with entrepreneurial spirit to transform a new world. Local colleges as an important part of Chinese higher education which should be responsible for cultivating the applied talents to serve the local community. The teaching staffs as a local college should also bear the sacred mission of history cultivating the applied talents with entrepreneurial spirit to create value for local economic and social development.

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