Research on Entrepreneurship Education Practical Activities  
in the Background of the Transformation and Development of Local Universities

Ming LEI
Baicheng Normal University, Baicheng City, Jilin Province, China
teacherleiming@qq.com

Keywords: Local Universities, Transformation, Development, Entrepreneurship Education, Practical Activities.

Abstract. Starting from the transformation of development under the background of local undergraduate colleges and universities entrepreneurship education practice, from building the system of entrepreneurial guidance service system, create a strong entrepreneurial culture atmosphere, to build a solid platform for the entrepreneurial practice, establish a complete business incubators and so on several aspects in this paper, the systematic model, how to effectively build college students entrepreneurial practice to carry out targeted and effectiveness of the students' entrepreneurship practice activities, improve the effect of practical education to provide the reference.

Introduction

Strengthen innovation and entrepreneurship education is a necessary way for the rapid development of local colleges and universities in the context of transformation of local colleges and universities. It is necessary to realize the construction of innovation-oriented country, and it is also necessary to improve the comprehensive quality of students, and it is also necessary for the future employment of university students to expand channels and maintain social stability. This paper will focus on the development of education practice in the context of the transformation and development of local universities.

The Understanding of the Entrepreneurial Practice of College Students

College students' entrepreneurship practice activities is the goal of talent cultivation in colleges and universities, is an effective way to improve college students' employment, entrepreneurship, and can operate to guide college students in actual business entrepreneurship skills. It is of great significance to carry out the practical activities of college students' entrepreneurship, to enhance students' entrepreneurship awareness, to improve the ability of innovation and entrepreneurship, and to promote the cultivation of innovative talents in colleges and universities.

Entrepreneurial practice is an effective carrier of college student’s quality education

Entrepreneurial practice is an important part of education for college students, which is the main content of extracurricular training. By conducting business practice, can improve students' practice manipulative ability, analysis and decision-making ability, problem-solving ability, ability to adapt to society, interpersonal communication ability and so on, is conducive to students' personal development and the improvement of comprehensive quality.

Entrepreneurship practice is an important measure to foster the innovation spirit of college students

College students through a series of entrepreneurial practice experience and intuitive understanding can be obtained and entrepreneurial experience, to accumulate rich experience, exercise good psychological quality, entrepreneurship training business will, exercise ability, inspire innovative spirit.
Entrepreneurial practice is an important way to improve college students' employment and entrepreneurial ability

Through the guidance of college students' entrepreneurship practice activities, and lead the students to the road of practice growth, help students increase social experience and work experience, set up the correct employment entrepreneurial ideas, to master relevant knowledge and skills, employment entrepreneurship improve the success rate of employment.

The Current Situation of Entrepreneurial Practice of College Students

Students and teachers in colleges and universities do not know enough about innovation and entrepreneurship policy

The lack of publicity and the lack of access to information leads to the failure of teachers and students to obtain specific entrepreneurial policies.

Policy interpretation is not enough, in the process of innovation entrepreneurship, once the actual problems, teachers and students can't accord the policy and corresponding terms are used to solve the problem, especially in support of students' innovative entrepreneurial industry policy. (e.g., fiscal and taxation)

The staff policy of the university's entrepreneurial service department is not familiar enough to provide complete and efficient consulting services for entrepreneurship policy.

The relevant system of the university's entrepreneurial economic environment needs to be perfected

On the one hand, the government business policies are mostly from the perspective of teaching, scientific research and management regulations, not from the aspects of campus economy formulated to encourage the teachers and students in colleges and universities innovation entrepreneurship policy guidance, lead to entrepreneurship students cannot achieve the permission of the campus market access. On the other hand, the policy of encouraging teachers and students to carry out innovation and entrepreneurship in colleges and universities has carried out. However, there is still a large part of the policies haven’t carry out, resulting in implement difficulties, and the enthusiasm of teachers and students innovation and entrepreneurship is contusion.

Entrepreneurial students lack the guidance of systematic and experienced entrepreneurial mentors

The entrepreneurial mentors hired by colleges and universities are all from external enterprise tutors and in-school professional tutors, but the quantity and quality of the teachers are of great problems. On the one hand, the school hired mentors channel is narrow, mostly depends on the university-enterprise cooperation enterprises, while companies are actively arrange corresponding innovation mentors, and one to several colleges and universities campus innovation mentors as auxiliary, but outside the mentors in guiding students mostly on project schedule is tight, such as some teachers only through new media communication and guidance with students, unable to conduct on-site face-to-face instruction. As some instructors can only participate in the guidance of a certain stage, unable to participate in the process of systematic and complete process, so that students lack scientific, systematic and comprehensive guidance in the process of entrepreneurship. On the other hand, the campus innovation mentors are mostly stay in theoretical, there is no entrepreneurial experience, although there are relatively plenty of time, but lack of practical experience, caused by teachers, unable to do so can't do the students' innovative undertaking effective guidance.

The Countermeasure and Practice Strategy of College Students' Entrepreneurial Practice

Social practice is carried out hierarchically

It is the main way for college students to enhance their entrepreneurial ability. Through social practice, theoretical knowledge is applied to practice, solving practical problems and deepening
understanding of theoretical knowledge. It is the main way for college students to enhance their entrepreneurial ability. Through social practice, theoretical knowledge is applied to practice, solving practical problems and deepening understanding of theoretical knowledge. Taking part in social practice activities also helps to improve the social ability and effectively avoid the risks in the early stage of entrepreneurship. Social practice activities should be carried out in a step-by-step manner, through education of the university, from cognition to application, from application to creation of education targets. To make full use of the vacation time, according to the student grade classification guidance.

**Actively guide university students to participate in innovation and entrepreneurship practice activities**

Aiming at the problem that college students participate in the innovation and entrepreneurship practice initiative and the lack of initiative, colleges and universities should further improve the construction of education practice system for college students' innovation and entrepreneurship. Continue to improve the original practice education mode, innovate the innovation and entrepreneurship of university students, education practice new way. In order to create a culture atmosphere of innovation and entrepreneurship, we should take the college students' challenge games and other college students' entrepreneurship program competition as the leader. Actively inviting experts and professional teachers on college students' innovative undertaking practice guidance, organize and conduct innovative entrepreneurial preaching activities, by means of the implementation of reward innovation entrepreneurship practice activities and supporting measures, and actively encourage and guide the student to innovate in the form of diversification and individuation, consciously participate in college students' business plan competition, to carry out research, independent design and development of innovative business products, guide and help students to build innovative thinking, the participation in innovative entrepreneurial attitude, improve innovation ability.

At the same time, colleges and universities should actively establish college students' innovative business incubators, college students pioneer park or business services, etc., to strengthen college students' innovative undertaking market guide, organize students to participate in market operation mechanism, causes the student to enhance understanding of the market, improve their professional skills and rich experience, innovative undertaking creative entrepreneurial practice to further improve the university students to participate in the enthusiasm, initiative and creativity. Meanwhile, also to strengthen the psychological counseling of college students' innovative undertaking, in carrying out the necessary psychological tests, help to understand and grasp their own actual situation, innovative undertaking the innovative entrepreneurial attitude, encourage them to have the courage to innovation, dares to venture. Guide the students to set reasonable expectations of the business, to avoid the quick and fast thinking and blind conformity.

**Establishment of innovation and entrepreneurship incubation center**

As an effective carrier of innovation and entrepreneurship of college students, innovation and entrepreneurship incubation base should be strengthened. School from the college students' innovative undertaking, set up a batch of high level innovation business incubators, and setting up innovative entrepreneurial support funds, provide convenient conditions for college students' innovative undertaking, maximum support for college students' innovative undertaking. Incubation center at all levels shall, according to the national, provincial, municipal, and other kinds of innovative entrepreneurial team to provide platform for practice and training activities, actively coordinate with venture capital investment, financial support, to speed up the project docking with the money, to promote and accelerate the breeding process.
Acknowledgement

This research was financially supported by the Jilin Social Science Foundation. Research on the countermeasures of promoting entrepreneurship education under the background of transformation and development of local undergraduate colleges universities. No.20165083.

References