

Research on the Function Mechanism of Entrepreneurship Education on College Students' Entrepreneurship Tendency

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ABSTRACT. *In recent years, in the context of the policy of “mass innovation and entrepreneurship” put forward by the state, our school has attached importance to various disciplines and technology competitions in innovation and entrepreneurship, and has actively promoted the work of “excellence program”, “Internet + College Students' innovation and entrepreneurship competition”, “university students' research learning and innovative experiment project”, “SIYB entrepreneurship training” and so on. In 2017, The College of Innovation and Entrepreneurship has been established in order to further promote the training of applied talents and promote students' entrepreneurship. After summarizing and analyzing the current situation of entrepreneurship education practice of Applied Undergraduates in China, this paper starts from the dimensions of entrepreneurship education and entrepreneurship orientation to verify the current backbone of these factors and their impact on entrepreneurship orientation.*

KEYWORDS: *College students'entrepreneurial; Orientation and self-efficacy of entrepreneurship education*

1. Basic theoretical concepts

1.1 The theory of entrepreneurship education

Overseas research on entrepreneurship education has developed relatively early. The concept of entrepreneurship education was first put forward by Baron (1986), a foreign scholar. In his report to the World Economic Cooperation and Development Organization, he pointed out that ordinary people should receive more education on enhancing their career ambition and comprehensive technical ability than academic and vocational education, that is entrepreneurship education [1]. Subsequently, the scholar Virick (2008) mentioned in his research that entrepreneurship education plays a very important role in improving the business analysis ability of potential entrepreneurs. Through the recognition of entrepreneurship education, entrepreneurs can accumulate more knowledge, skills and advanced experience needed for entrepreneurship practice, which can lay a solid foundation for entrepreneurship

practice [2].

Generally speaking, entrepreneurship education is a kind of education aiming at entrepreneurship and entrepreneurship, among which entrepreneurship mainly includes some education in planning, activities and processes of enterprises and businesses, and the latter is mainly composed of entrepreneurship, enterprising spirit and risk-taking spirit [3]. Entrepreneurship education is based on the premise of cultivating the knowledge, skills and psychological qualities that individuals need to carry out a series of entrepreneurial practices, so as to cultivate a group of participants with pioneering personality and social change for the country and society.

1.2 Entrepreneurial Tendency Theory

In the 1980s, the concept of entrepreneurship has attracted the attention of the masses as soon as it was put forward. American scholar Bird (1988) proposed that entrepreneurship tendency is a specific psychological tendency, which can lead entrepreneurs to produce a very concentrated mental state of energy, attention, time and so on in order to achieve a specific goal, thus investing a lot of money and energy for this goal^[4].

In China, entrepreneurship tendency is also called entrepreneurship intention and entrepreneurship intention. On the basis of Kureger, Ding Minglei (2008), a domestic scholar, further puts forward that entrepreneurship tendency is the basic premise of a successful entrepreneur, the basic attitude of whether an individual undertakes entrepreneurship, the ability of entrepreneurship needs and a set of concepts representing the specific temperament of entrepreneurs. Domestic scholars such as Wang Dali (2009) and Jiang Haiyan (2012) indicate that entrepreneurial tendency is proportional to entrepreneurial behavior, that is, the stronger one's idea of entrepreneurship, the greater the possibility of choosing to start one's own business in the current and future existence. Entrepreneurial tendency can be expressed as the degree of inclination and acceptance of an initial entrepreneur to start an independent business.

1.3 The Theory of Entrepreneurial Self-efficacy

Entrepreneurial self-efficacy was first introduced and studied by foreign researchers Boyd and Vozikis (1994). They believe that entrepreneurship self-efficacy is not only a personal trait or entrepreneurship ability, but also a degree of trust in the ability to become an entrepreneur and end entrepreneurship on the basis of personal comprehensive information. Self-efficacy of entrepreneurship also means that through entrepreneurship education, entrepreneurs can acquire knowledge and skills related to entrepreneurship, and can get some opportunities to participate in Entrepreneurship practice. Under the training of these learning and practice, entrepreneurs can accumulate a lot of advanced experience and select some suitable entrepreneurship experience, so that they can have an entrepreneurship

ability or not. Positive and positive evaluation.

2. Basic Situation of Entrepreneurship and Employment of College Students in China

Since 2013, the Ministry of Education has carried out an auditing evaluation of undergraduate teaching in Colleges and universities all over the country. In the evaluation of Applied Undergraduate Colleges and universities, the feedback on students' employment is concentrated. In May 2018, the Ministry of Education conducted an undergraduate teaching audit and evaluation. The expert group fully affirmed the application-oriented orientation and level of running a school in our university. At the same time, it pointed out some problems, including the employment of students. In December 2017, Lin Huiqing, Deputy Minister of the Ministry of Education, said at the 2018 National Conference on Employment and Entrepreneurship of Graduates of Colleges and Universities that 8.2 million college graduates are expected to graduate in 2018. On January 25, 2019, the 2019 Full-time Video Conference on Employment and Entrepreneurship of Graduates of Colleges and Universities was held. It is expected that the number of new graduates will reach 8.34 million in 2019, which will undoubtedly be welcomed again. A new "hardest job season in history". Therefore, promoting entrepreneurship education and promoting college students' independent entrepreneurship has become an important way to solve the employment problem.

In 2015, the General Office of the State Council promulgated the "Opinions on the Implementation of Deepening Innovation and Entrepreneurship Education Reform in Colleges and Universities". It clearly stated that "by 2020, we will establish and improve the innovation and entrepreneurship education system in Colleges and universities, which integrates classroom teaching, independent learning, practice, guidance and assistance, and cultural guidance". Under the background of completing the periodic task of school auditing and evaluation and advocating "mass entrepreneurship and innovation" by the state, it is of great value and significance for us to keep a steady and thorough understanding of the orientation of applied universities, promote the development of connotation and characteristics, and further improve the quality of personnel training in order to promote the construction of high-level engineering application-oriented universities in our university.

A sketch map of the increase in the number of college graduates in China in the past ten years.

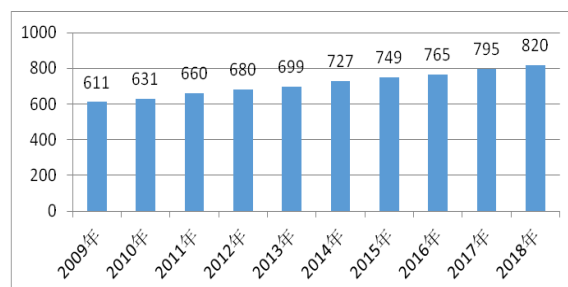


Figure.1 A sketch map of the growth of the number of college graduates in China in the past ten years (unit: 10,000 people)

According to the China Report of Global Entrepreneurship Observation (GEM) 2006 (hereinafter referred to as “GEM”), the proportion of self-employed people aged 18 to 24 in China is higher than the global average. It can be seen that college students are an important group of entrepreneurs. According to the Employment Report of Chinese College Students from 2009 to 2016, the proportion of entrepreneurship among college graduates in China has been increasing.

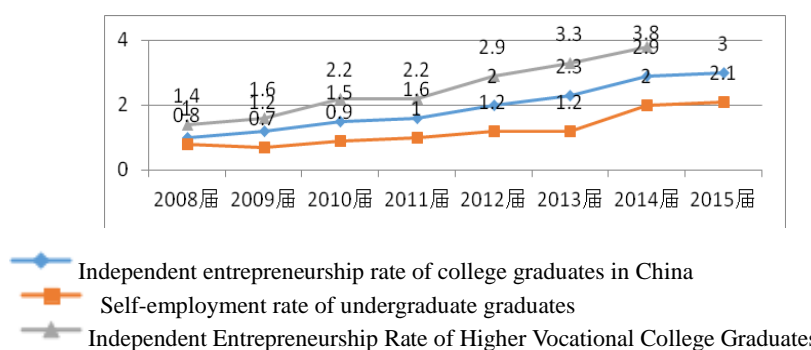


Figure.2 Schematic map of the proportion of self-employed college graduates from 2008 to 2015 (unit:%)

According to the above two figures, the number of college graduates in China is increasing year by year, and the proportion of independent entrepreneurship is also rising, reflecting that in recent years, the support of our government for college students' independent entrepreneurship has been strengthened, and college students' awareness of independent entrepreneurship and innovation has been further strengthened. However, compared with 20% to 30% of college students in developed countries in Europe and the United States, the proportion of college students in China still needs to be further increased.

3. Definition and Dimension Division of Relevant Variables

3.1 Definition and dimension of entrepreneurship education

After consulting and consulting many literatures, this paper concludes that the main purpose of entrepreneurship education is to cultivate a certain entrepreneurial ability, a certain spirit of innovation and a relatively high quality of entrepreneurship. In daily life, we attach importance to the accumulation of experience in Entrepreneurship practice, and correctly guide teachers and students to identify more entrepreneurial opportunities and start new education in Entrepreneurship practice. For example, Table 1 is the main dimension division summarized by many research papers.

Table 1 Measurement and Definition of Entrepreneurship Education

Main Views of Relevant Scholars	Universities or Regions
Zhao Lei (2011)	The composition of entrepreneurship education system is mainly composed of teachers,certain entrepreneurship education courses and a good external environment.
Baisen Business College	We should disseminate advanced educational concepts and methods, constantly build a sound curriculum system for entrepreneurship education, and establish a professional team of entrepreneurship teachers.
Stanford University	The entrepreneurship education must have a profound campus entrepreneurship atmosphere, a clear educational concept and a better curriculum design for entrepreneurship education.
Shan dong	Establishing the Dual-Creative Growth Alliance of Aesthetic Education, we will build some students who have some ideas, motivation, perseverance and sense of responsibility into a team to carry out the task of aesthetic education and Dual-Creative Education in the whole province.
Beijing	Beijing Municipal Education Commission has supported more than 300 entrepreneurship teams of College students, and will continue to support the work of entrepreneurship teams of college students with scientific and technological innovation and cultural creativity.

As a training system, the dimension of entrepreneurship education is actually to divide the components of this education system. The real practice link can be some real participation in entrepreneurship or simulation of some entrepreneurship experiments. The SIYB entrepreneurship training work established by our school can simulate the real entrepreneurship link. A good environment for entrepreneurship is very important in the process of entrepreneurship. Financial support, policy services and building a good atmosphere for campus entrepreneurship. The establishment of a separate College for innovation and

entrepreneurship provides a good environment for entrepreneurs with Entrepreneurship ideas. Certain theoretical education means that we can arrange some training courses for entrepreneurship cultivation in school, or as optional courses, so that interested students can consciously listen to and experience, at the same time, the school can also hold some lectures on entrepreneurship knowledge or invite well-known alumni to give lectures on Entrepreneurship from time to time. Teachers play a leading role in the whole process of entrepreneurship education. Schools should have a teacher with entrepreneurial experience or academic accumulation to be responsible for the guidance of entrepreneurship practice.

(1) Definition and Dimension of Entrepreneurship Tendency

Entrepreneurial orientation is a psychological response, which plays an indelible role in the real implementation of entrepreneurial intention. In the process of forming a certain entrepreneurial orientation, it will also be influenced by intuition, individual's perception of entrepreneurship and their preferences. Strong entrepreneurial orientation can provide enough motivation for entrepreneurs, so that entrepreneurs can correctly understand and overcome the difficulties encountered in the process of entrepreneurship. For the measurement criteria and dimensions of entrepreneurial orientation, domestic and foreign scholars have not agreed on the measurement criteria. The following table is obtained after summarizing the literature:

Table 2 Introduction to the Main Measuring Scale of Entrepreneurship Tendency

Related scholars	Main points
Fan Wei and Wang Chongming (2006)	Divide entrepreneurship tendency into two dimensions: entrepreneurship aspiration and entrepreneurship feasibility.
Chen, Greene & Crick (1998)	Richter was used to measure participants' interest in starting a new business, their readiness to start a new business, and their consideration and effort in starting a new business.
Thompson(2009)	The subjects were tested for their self-consistency in the following topics: intending to start a business in the future, never searching for opportunities for starting a business, preparing funds for starting a company, never reading books on how to start a company, and not knowing how to start a business.

3.2 Definition and dimension of entrepreneurial self-efficacy

Self-efficacy is one's confidence in whether a task can be completed on time. Then, broadening self-efficacy to entrepreneurial self-efficacy can show entrepreneurs' confidence in their success in the process of entrepreneurship, that is, the degree of trust in their entrepreneurial skills and related knowledge. After summarizing the views of scholars, this paper holds that entrepreneurial self-efficacy is an emotional state of human beings and self-confidence that they can succeed on the road of entrepreneurship. After the introduction of entrepreneurial self-efficacy,

it has attracted the attention of many scholars, and regards entrepreneurial self-efficacy as an important variable of entrepreneurial activities. At the same time, scholars at home and abroad have not reached a unified division of the dimensions of entrepreneurial self-efficacy. The following are the different views of scholars.

Table 3 Definition and Dimension of Entrepreneurial Self-efficacy

Related scholars	Dimension quantity	viewpoint
Wu Na (2011)	four	Risk-taking, opportunity identification, relation management and Innovation
Kolvereid & Isaksen(2006)	four	Management, Opportunity Recognition, Investment Management and Risk-taking
Barbosa(2007)	four	Efficiency of New Enterprise Management, Uncertain Risk Tolerance, Opportunity Recognition and Relational Efficiency

4. The Impact of Variables on Entrepreneurship Tendency

4.1 The influence of entrepreneurship education on entrepreneurship tendency

In order to fulfill the task of employment and entrepreneurship for graduates of general colleges and universities in 2019, the Ministry of Education calls for a thorough reform of innovation and entrepreneurship education in Colleges and universities from all aspects. In order to improve the service level of employment and entrepreneurship guidance, the Ministry of Education also requires colleges and universities around the country to strengthen the work of College Students' career education, focus on the junior students' career germination tasks, while the senior students mainly improve their professional literacy and job-hunting skills. In the field of education significance of entrepreneurship education, there have been a lot of studies to prove that graduates who have carried out entrepreneurship education have more entrepreneurship behavior than those who have not received entrepreneurship education. That is to say, entrepreneurship education plays an important role in enhancing college students' entrepreneurship tendency.

4.2 The influence of entrepreneurship education on self-efficacy of entrepreneurship

As we know in the previous article, entrepreneurial self-efficacy is actually a measure of self-confidence in their own successful entrepreneurship and believe that they can succeed in entrepreneurship. Through the study of innovation and entrepreneurship education in school, college students have a certain understanding of the whole process of entrepreneurship and the risks encountered in the process of entrepreneurship. They can also obtain the basic theoretical knowledge of

entrepreneurship and certain opportunities of entrepreneurship practice or entrepreneurial simulation experience in school, so that before the real entrepreneurship, entrepreneurs can make a more positive evaluation of themselves.

5. Summary

5.1 Efforts to enhance college students' sense of entrepreneurial self-efficacy

During the school period, students have enough time to participate in some activities, so the school should carry out more colorful entrepreneurial practical activities, encourage students to participate in them, so that students can have the opportunity to experience entrepreneurial activities, in the process of activities, students have the opportunity to obtain successful experience, lay a solid foundation for future real entrepreneurial activities. At present, various entrepreneurship competitions held in our school, such as the Internet+'innovation entrepreneurship competition, can give students the opportunity to write a business plan according to their own ideas. The entrepreneurship incubation base established by the school can sponsor the teams who have achieved excellent results in the course of the competition, so that students can experience the process of entrepreneurship and enhance their sense of self-efficacy in entrepreneurship.

5.2 Improving the entrepreneurial environment

A good environment for campus entrepreneurship is the basis for stimulating college students' entrepreneurship. Only by providing a certain platform for entrepreneurship can the school stimulate students' enthusiasm for entrepreneurship. The government should provide policy support for college students. At present, the state's support policy for college students' entrepreneurship enables graduates with a high number of graduates to find a route that reflects their self-worth. Every year, college students start their own businesses. In addition, all sectors of society should also increase support for college students' entrepreneurship. School-enterprise alliance has become a trend. Enterprises create entrepreneurship funds, which have a very good role in the teaching of entrepreneurship information and experience. The cooperation among schools, society and government can effectively help college students to carry out entrepreneurial activities smoothly.

5.3 Deepening the Reform of the Ministry of Education

In response to the announcement of the 2019 National College Employment and Entrepreneurship Work, the Ministry of Education clearly put forward 19 specific programs. Among them, the Ministry of Education requires colleges and universities to further refine the policies of credit accumulation and transformation for innovation and entrepreneurship, flexible school system management, retention of student status for entrepreneurship, support for innovation and entrepreneurship

students to transfer to relevant professional studies after resuming their studies, and agree that undergraduates should apply for dissertation defense with entrepreneurial achievements. Universities around the country should increase their investment in the construction of innovation and entrepreneurship platforms, such as university science parks and business incubation bases, so as to provide adequate support for college students' innovation and entrepreneurship. Universities should also actively promote the opening of teaching resources such as research bases, laboratories, equipment and facilities to innovative and entrepreneurial students.

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