

# An Analysis of College Students' Entrepreneurial Consciousness and Entrepreneurship Education Satisfaction Evaluation

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**ABSTRACT.** *Under the background of “double innovation”, entrepreneurship education in colleges and universities has developed rapidly, and academia has also attached great importance to the implementation and performance evaluation of entrepreneurship education in colleges and universities. Compared with domestic entrepreneurship education research, the entrepreneurial education of colleges and universities has the characteristics of late start and course opening time period, and most of the research lies in colleges and undergraduates of colleges and universities, and needs to further investigate students' entrepreneurial awareness and knowledge mastery. To this end, it is necessary to focus evaluation and analysis on the entrepreneurial awareness and entrepreneurial education satisfaction of college students.*

**KEYWORD:** College students; entrepreneurial awareness; entrepreneurship education; satisfaction evaluation

## 1. Introduction

The idea of entrepreneurship education was introduced into China from the 1980s, and it has achieved rapid development with the strong support of the government. Thus, it requires an actively scientific discussion about how to help colleges and universities deepen the reform of entrepreneurship education and improve entrepreneurial awareness and satisfaction [1].

## **2. Analysis of College Students' Entrepreneurial Consciousness and Entrepreneurship Education Satisfaction Evaluation**

### ***2.1 Students hold a positive and active attitude***

For entrepreneurship education, the school attaches great importance from beginning to end, and the overall satisfaction of students with entrepreneurship education is relatively high, which shows that most students are very positive about the school's entrepreneurship education and maintain a positive attitude.

### ***2.2 Students' overall entrepreneurial satisfaction is high***

First, college students are generally satisfied with entrepreneurship projects, competition results, and teacher satisfaction, indicating that the school attaches great importance to the construction of an innovation and entrepreneurship instructor team, which has a strong faculty. At the same time, 40% of the students are not satisfied, that is, the degree of entrepreneurship education integrated into professional education and students receiving professional education. This shows that colleges and universities have not yet organically penetrated entrepreneurship education into professional education [2].

## **3. Countermeasure Research**

Through research, it is found that current college students and schools generally attach importance to entrepreneurship education, with a high degree of satisfaction and significant results. It is worth mentioning that in entrepreneurship education, it is necessary to focus on how to combine local advantages and disadvantages to achieve the effective integration of resources, and is committed to the continuous enhancement of college students' entrepreneurial awareness and the significant improvement of entrepreneurial education satisfaction.

### ***3.1 Integrating the spirit of entrepreneurship in education***

Combining the characteristics of college students with local characteristics, and optimizing the existing curriculum system of the school through superior resources. In the employment guidance courses, not only the original entrepreneurship education courses can be selected, but also other elective courses need to be selected to actively carry out the required courses and elective courses with local characteristics. At the same time, it adopts various forms such as external recruitment and internal training, and actively invites civil servants, entrepreneurs, entrepreneurs, and successful entrepreneurs of government functional departments when forming a consultant team to serve as mentors to ensure that the team of tutors outside the school has practical experience and theoretical knowledge [3].

### **3.2 *Work-study integration and “Internet +” entrepreneurship education***

The development of entrepreneurship education needs to jointly cultivate the entrepreneurial awareness and ability of college students, and actively carry out internship work for college students. The core of practical entrepreneurship guidance lies in the active development of “work-study integration” and “three in one”. The school actively builds innovative studios and actively builds entrepreneurship education bases outside the school to ensure that college students with different conditions and different abilities can effectively meet the needs of entrepreneurial practice. At the same time, for new things and new methods, “post-95” and “post-00” are more acceptable. For this reason, the “Internet +” course model can be applied to daily teaching. Teachers need to encourage students to actively search for the materials used in the courses on the Internet and raise certain questions for active discussion. Assist in teaching with the help of advanced teaching network platforms such as “Er Ya Course”, or complete tasks such as naming and assignment on WeChat public platform.

### **3.3 *“School-enterprise integration” to cultivate entrepreneurial competence***

Relying on the regional economy and resources, the school can be used as a test field for entrepreneurship, with the help of local commercial resources to actively expand the practice links outside the school, and then use the “school-enterprise integration” base to build a practical teaching platform, organize students to actively study and practice projects, and guide them to fully feel and experience the whole process of entrepreneurship in a real market environment. The school can be used as a direct entrepreneurial place to help some students start their own business as a boss during college.

Additionally, it is necessary to actively promote entrepreneurship policies and concepts, in the new era can actively shape the entrepreneurial heroes of college students, in order to create a good entrepreneurial atmosphere, fully mobilize the entrepreneurial spirit of college students, and actively participate in various entrepreneurship activities and practice [4]. The platform can realize the gathering of many incubation service teams, realize the full play of the respective advantages of both parties, and then focus on entrepreneurial support to achieve the effective integration of superior resources.

## **4. Conclusion**

Although China’s innovation and entrepreneurship education started late, it has achieved rapid development with the strong support of the government. Nowadays, innovation and entrepreneurship education has risen to an important development height of national innovation-driven development, economic transformation and upgrading, mass entrepreneurship and innovation. It can provide a new breakthrough for comprehensive reform of higher education and help to cultivate the entrepreneurial awareness and innovative spirit of college students.

### **Acknowledgments**

Fund Project: Pingdingshan College Education Reform Project

Project Number: 2017-JY41.

Project Name: College Students “Entrepreneurship Training” Course Development and Construction Research; 2018 Pingdingshan University Business Reform Management Teaching Quality Project.

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