

The Development and Utilization of Humanistic Care Teaching Resources in Entrepreneurship Education in Colleges and Universities

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ABSTRACT. *It is an important content of the scientific research of university education management to study the cultivation of entrepreneurial skills of college students from the perspective of humanistic care. By applying the theory and method of logical science, this paper analyzes the value of College Students' entrepreneurship education, clarifies the types of College Students' entrepreneurship skills, explores the cultivation path of College Students' entrepreneurship skills, and explores the basic law of humanistic care education throughout the cultivation process of College Students' entrepreneurship skills.*

KEYWORDS: *Humanistic care, College students, Entrepreneurship, Skills*

1. Introduction

Employment is the key problem for college students to enter the society. Innovation and entrepreneurship is the foundation of people's livelihood and power, and it is the concentrated embodiment of humanistic care education for college students. At present, the research on the entrepreneurship and employment of college students has become an important topic in the reform and development of colleges and universities. The domestic research results on entrepreneurship and employment of college students are mainly reflected in the significance and value of entrepreneurship and employment, the reform of entrepreneurship curriculum system and the management of entrepreneurship practice, etc., which have achieved applicable research results. However, the process of entrepreneurship and employment education for college students is inseparable from the education of humanistic care. How to combine the education of humanistic care with the cultivation of entrepreneurial skills from the perspective of the overall development of college students" Link "is of great practical value to" indent "the internal entrepreneurial potential of college students and the" distance "between professional learning, and form a diversified" board "of innovation and entrepreneurship training.

2. The Cognitive Category of College Students' Entrepreneurial Skills from the Perspective of Humanistic Concern

2.1 The Core Ability of College Students' Entrepreneurship

The process of College Students' entrepreneurship is the process of showing the core quality and ability of their own entrepreneurship. The core competence includes:

Firstly, to establish a correct concept of entrepreneurship. College students should have dreams, firm willpower, be ready to meet setbacks, have an active, positive and optimistic mood, have a durable passion control, dare to start a business and practice, dare to innovate and practice. Concept is the forerunner, only under the guidance of advanced concept, can there be new development of entrepreneurial action.

Secondly, we should have the ability to learn, practice, research and innovation, to seek new projects through learning and mastering new knowledge; to enhance the level of projects through innovation practice; to optimize the structure of entrepreneurial projects through the combination of production and learning research; and to expand new areas of entrepreneurial projects through innovation.

Thirdly, we should have the ability to organize excellent entrepreneurial teams. Entrepreneurial team is a kind of joint responsibility under the common goal of entrepreneurship. The analysis, judgment, decision-making, practice, management, handling and coordination abilities of the core team members should be superior.

Entrepreneurial teams should have the characteristics of fine division of labor, complementary advantages, concise and efficient.

Fourthly, we should have the ability to design the implementation plan and management system of entrepreneurial projects. Project is the foundation of College Students' entrepreneurship. Management system is the key and guarantee to implement the project. College Students' entrepreneurship should complete the role transformation from college students to entrepreneurs through the force of core quality ability. Strive to become an important member of the main force system of social and economic development [1].

2.2 Venture Capital of College Students' Entrepreneurship

Venture capital generally refers to an investment form in which investors make use of their own capital strength to effectively fund projects with high technology content and great market potential, support the healthy development of entrepreneurs, make the high-tech achievements owned by entrepreneurs turn into products as soon as possible, form high-tech industries, realize the commercialization of products, obtain high capital returns, and bear venture capital risks State. College students should have a strong sense of venture capital in the process of entrepreneurship. We should master the basic law of venture capital from its purpose, time limit, object and way. College students should make use of the advantages of policies to obtain investment, and take the way of increasing investment value and reducing investment risk [2].

On the one hand, government investment is regarded as the capital base for the development of enterprise projects, and the government start-up funds are used well; on the other hand, capital cooperation is sought, and external direct investment, guaranteed loans and other methods are reasonably used to expand the diversification of venture project investment. College Students' Entrepreneurship must have the concept and implementation ability of venture capital, correctly evaluate and judge the capital demand of entrepreneurial projects, and cultivate the ability of self predicting investment risk, avoiding investment risk and disposing investment risk. The ability to control the integration of venture capital, technology, management, professionals and market opportunities. Learn to accumulate capital amount from venture capital investment of venture projects, form a capital chain that is conducive to making venture projects stronger and bigger, and finally obtain high capital income for project reproduction [3].

3. The Way to Improve the Entrepreneurial Skills of College Students from the Perspective of Humanistic Care

3.1 Improve the Comprehensive Skills of College Students' Entrepreneurship

To cultivate the ability of innovation and Entrepreneurship of college students and improve the “numerical quantity” of entrepreneurial willingness are the “focus” of humanistic care for college students. There are some differences between College Students' entrepreneurship education and professional theoretical learning. Entrepreneurship education has a direct guidance to college students' entrepreneurship skills. The training mode of College Students' entrepreneurial skills has formed different characteristics in different types of colleges and universities, such as discipline oriented mode, practical innovation mode, vocational technology mode and system engineering mode. No matter what mode is applied, the common training mode is very obvious[4].

Firstly, create a “big climate” for innovation and entrepreneurship in Colleges and universities. Through system construction, innovation and entrepreneurship projects, invention and creation, technology development, patent application, science and technology competition, publicity and exhibition, a high-quality environment for entrepreneurship skills training of college students is formed.

Secondly, optimize the entrepreneurship education system of college students. From the perspective of teaching materials, courses and professional construction, it fully shows the characteristics of the times of interdisciplinary, interdisciplinary, interdisciplinary and inter school innovation and entrepreneurship practice of college students.

Thirdly, we should improve the core quality of teachers for innovation and entrepreneurship in Colleges and universities, employ leading talents for social innovation and entrepreneurship to become part-time professors, and provide a resource platform for training teachers. Fourth, cultivate the innovation and entrepreneurship team of college students.

Fourthly, strengthen the transformation of innovation and entrepreneurship achievements of college students.

All colleges and universities should take positive measures to solve the problem of “the last kilometer” of the transformation of innovation and entrepreneurship achievements of college students. It can be seen that the renewal of entrepreneurial comprehensive skills puts forward a new “proposition” for the humanistic care of college students, and the “proposition” of “answer” and completion “represents the maximization of the educational function of humanistic care [5].

3.2 Strengthening College Students' Awareness of Innovation and Entrepreneurship

Strengthening the entrepreneurial consciousness of college students requires the integration of humanistic care education and psychological theory and practice. The entrepreneurial consciousness of college students has power effect on entrepreneurial behavior and practice process. The ideal, idea, behavior, judgment and self-confidence that entrepreneurship consciousness covers are the internal strength that college students must possess in the process of entrepreneurship. To some extent, the strength of entrepreneurial consciousness of college students can become a “scale” to distinguish individual cognitive self, adapt to society and ability accomplishment. It can be judged that entrepreneurship consciousness is the “core” of innovation and entrepreneurship education for college students. The formation of entrepreneurial consciousness is the process of the initiative action of College Students' subjective consciousness, which transforms from individual entrepreneurial needs to entrepreneurial motivation, and then rises to entrepreneurial consciousness [6]. The way to cultivate the entrepreneurial consciousness of college students can be chosen as follows:

Firstly, to define the cognitive level of college students. Through the design of College Students' entrepreneurship awareness test scale, we can truly understand each college student's support and participation in innovation and entrepreneurship, and clearly distinguish the number of groups and individuals with entrepreneurship awareness orientation.

Secondly, classified education guidance. For some college students who have entered the ranks of innovation and entrepreneurship, the school can give support in the aspects of exemption from courses, direct access to credits, category awards, capital guidance, capital projects, etc., to help solve the difficult problems in the process of innovation and entrepreneurship. To promote such groups to firm their entrepreneurial ideals and sublimate their entrepreneurial consciousness. For those college students who want to start their own businesses but are still hesitant or do not want to start their own businesses for the time being, they should strengthen their sense of social responsibility, sense of obligation, sense of service and sense of mission through effective ways such as example education, entrepreneurial simulation practice, and design of entrepreneurial projects, so as to gradually form entrepreneurial consciousness [7].

Thirdly, introduce social intervention. Through the interpretation of College Students' Entrepreneurship policies by government departments and social institutions, the meeting of College Students' entrepreneurs is organized, and short-term and long-term near and long-distance communication is organized by campus network platform, so that college students can face the actual examples of entrepreneurship directly or indirectly, receive effective entrepreneurship education directly or indirectly, and establish firm entrepreneurship in the process of forming self-awareness of entrepreneurship Beliefs and goals.

Fourthly, college students should take the initiative to cultivate their awareness of entrepreneurship. Through the systematic preparation of entrepreneurial learning, entrepreneurial skills, psychology and conditions, we can consciously build a personalized self entrepreneurial system. Under the humanistic care education, through the psychological process of “internal training” and “Internalization”, we should strengthen the sense of entrepreneurship [8].

4. Conclusion

The ultimate goal of cultivating talents in Colleges and universities lies in the contribution of college students to the country and society. It is a key link in the whole process of university education to cultivate college students' independent entrepreneurial skills. Only by carrying out the cultivation of College Students' independent entrepreneurial skills in an all-round and innovative way can the characteristics of cultivating high-quality innovative and entrepreneurial talents be formed in all kinds of colleges and universities.

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