

Research on the Route of Entrepreneurship education For migrant Workers Returning Home from The perspective of New Urbanization

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Abstract: Due to the lack of migrant workers' own quality, it will face many obstacles in the process of starting a business, and it is imperative to construct the entrepreneurial knowledge system and entrepreneurial skills system suitable for migrant workers. Before starting a business, the government should set up a learning platform for migrant workers, provide professional training for migrant workers, provide professional training for migrant workers, improve the entrepreneurial ability and basic quality of migrant workers, actively create a good entrepreneurial environment for migrant workers, avoid risks, and ensure the effectiveness of migrant workers returning home to start a business. At the same time, the return of migrant workers to hometown as a new innovation element, will promote the transformation of local structure, industrial upgrading, mode transformation. It has a great influence on the realization of rural agricultural modernization, the promotion of rural urbanization and the industrialization development. It is also conducive to the positive interaction between entrepreneurship and new urbanization.

1. The Question is Raised

Public entrepreneurship, the people innovation, entrepreneurship innovation to drive employment is the current China to promote the new and old kinetic energy conversion and economic structure upgrade of the reality needs, and also is an important channel to promote the social members of the opportunity fairness and social longitudinal flow. With the rapid development of urbanization in China, the agricultural production efficiency has been greatly improved, a large number of farmers have been liberated from agriculture, and the surplus labor has increased greatly. Under the role of urban pull force and rural thrust, farmers began to transfer from the countryside to the cities. This is the normal process of urbanization that all countries will experience. However, in recent years, due to various institutional mechanisms and the legacy of some unreasonable systems and the forced mechanism formed in the unemployment wave crisis, the "reverse urbanization" phenomenon of the return of migrant workers began to appear. Migrant workers have accumulated a certain amount of human capital and social capital in the city. They are more likely to return home to start their own businesses. In order to better meet the needs of migrant workers returning home to start a business, on June 17, 2015, the state Council office issued the "Opinion of the general office of the state Council on supporting the return of migrant workers and other personnel to start a business". And attached to "Outline of the three-year plan of action to encourage the return of workers such as migrant workers to the home for the start of business (2015 - 2017)". The opinion gives the attention and support from the national policy level to migrant workers returning home to start their own businesses. It will stimulate more migrant workers to embark on the road to start a business. Local governments at all levels have also formulated a series of views and measures to encourage migrant workers to return home to start a business. In the face of a series of preferential policies, the willingness of migrant workers to start their businesses has increased significantly and take action. But how to better meet the migrant workers returning home business needs, excluding the obstacles encountered in the process of migrant workers returning home, this is the most important to guide the migrant workers returning home to start a business.

2. The Relationship Between Migrant Workers Returning Hometown and New Urbanization Construction of Employment Land

In the national new urbanization planning (2014 - 2020), a large amount of data analyze and summarize the experiences and lessons of urbanization in China in recent years. Drawing on and absorbing the reality of urbanization construction at home and abroad, this paper puts forward the idea of urbanization with artificial core, which has a strong guiding significance for the construction of new urbanization in China. After two years of planning and implementation, the new urbanization in our country has made remarkable achievements, but it also faces many new problems and new difficulties. Tens of millions of people enter the city every year, and the proportion of migrant workers in this huge population is huge. There is an interactive interaction between migrant workers returning home and local urbanization. The urbanization of employment provides a good environment for migrant workers to return home, more entrepreneurial opportunities, and enhance the entrepreneurial willingness of returning migrant workers. At the same time, Migrant workers returning home to start a business can absorb the rural surplus labor force in place, which is conducive to the optimization of rural economic structure. They led to the improvement of the development level of small and medium-sized towns and villages, the concentration of the population, the improvement of consumption capacity, the improvement of infrastructure and the increase in the number of enterprises. This will promote the high quality and high level of urbanization in the employment field. In this way, we can truly realize the "people-oriented" new urbanization. There are mutual influence and mutual promotion between migrant workers returning home and the urbanization of employment.

3. An Overview of the Research

Through the relevant literature review, the author found that in recent years, the research on migrant workers returning home entrepreneurship has gradually become a hot research in academic circles. The research shows many characteristics: first, The study of migrant workers returning home and entrepreneurship is accompanied by the background of our times. The research of migrant workers returning home and starting business is synchronized with the practice of returning home. Second, in the process of the study of migrant workers returning home, colleges and universities become the main position of migrant workers returning home for entrepreneurship research. Because there are many similarities between home - returning migrant workers entrepreneurship and college students' entrepreneurship, they all face many difficulties and problems. Therefore, the university teachers and students have become the main research group of migrant workers returning home to start a business. Third, the study of regional differences is obvious. In the study of migrant workers returning home to start a business, the Midwest is in the leading position. In particular, Hubei, Jiangxi and Anhui provinces. These areas are migrant workers exporting big provinces. Fourth, the research topic diversification mainly focuses on the migrant workers returning home to start a business factors, problems, countermeasures and significance, and so on.

Although in recent years, there are more research literature about migrant workers returning home, the research results are quite abundant, but the quality of research needs to be improved. At the same time, there are still some deficiencies in the research process. One is the lack of universal research, the current scholars' empirical research on migrant workers returning home to start a business, mostly regional research, based on the large sample of the universality less; Second, the breadth and depth of research needs to be strengthened. From the existing research results, the research on migrant workers returning home entrepreneurship education is less. A small amount of research is also based on the countermeasures and suggestions of migrant workers returning home to start a small amount of introduction. Systematic and standardized research on migrant workers returning home to entrepreneurship education mode is few and few. Third, there are few studies on the relationship between migrant workers returning home and new type of urbanization. Many scholars discussed the effect of migrant workers returning home to start a business, and stressed that

migrant workers returning home to start a business can help promote the new urbanization construction and the process of citizenization. But the specific mechanism of action, and what measures to coordinate the relationship between migrant workers returning home and new urbanization construction, rarely mentioned.

4. Building a Perfect Education System for Migrant Workers Returning Home to Start a Business

4.1. We will set up a scientific and reasonable knowledge system and skills system for migrant workers' entrepreneurship education.

The government should set up the curriculum system of entrepreneurship curriculum for returning peasant workers, set up the curriculum resource design system, and use effective teaching methods to improve the overall quality of migrant workers returning home. This is the fundamental guarantee for the return of migrant workers to start a business. Through entrepreneurship education and training, to improve the awareness and analysis ability of migrant workers returning to the entrepreneurial environment. Let them learn to scientifically analyze the macro - environmental conditions of politics, economy, society, culture, technology and so on, and analyze the industry environment and competitor's situation of the enterprise. They can combine their own conditions, assess the situation, enhance the identification ability of entrepreneurial opportunities, and improve the risk prediction and coping ability in the entrepreneurial process. The knowledge system of entrepreneurship education includes the basic knowledge of marketing, business negotiation, investment strategy and risk management, human resource management, e - commerce, financial management, advertising planning and so on. The entrepreneurial skills training system includes organizational ability training, risk identification ability training, operational ability training, communication negotiation skills and so on. The setting of training system should reduce the theory and pay attention to practice. The training system should aim at the characteristics of returning migrant workers, and can take one-to-one guidance. We want to build a network of entrepreneurial learning classes. It can facilitate learners to learn and find relevant information in different places at different time. We will also set up a startup tutorial system. The choice of mentors is diverse, can be a success of entrepreneurship, can also be the government agricultural development project leader, or research and entrepreneurship research personnel.

4.2. We will explore the construction of diversified, interactive migrant workers return home entrepreneurship education path.

First of all, we will fully use case analysis education model, and use the successful migrant workers entrepreneurship typical. Through the analysis of vivid images of the case, careful analysis of the elements of entrepreneurial success, so that migrant workers fully understand the necessary ability and elements of success in entrepreneurship. It will also find the typical failure of entrepreneurship, through its experience, so that migrant workers can fully understand the difficulties and problems in the venture. Second, we will also make full use of the entrepreneurial dialogue platform to achieve a synchronous dialogue between successful entrepreneurs and migrant workers with entrepreneurial intentions. For entrepreneurs, they can explore the value of migrant workers creative ideas. It can also build an open dialogue platform to provide an informal dialogue platform for migrant workers, entrepreneurial platform managers, entrepreneurs. The new media enables the education platform to become a trusted platform for exchange of experiences, such as Wechat, Weibo, networks, QQ groups and other media. Through multiple exchanges, migrant workers can get free guidance, while providing the latest industry information of entrepreneurs. Even migrant workers can find their own willing partners.

4.3. The government should actively build the migrant workers entrepreneurship incubator training base.

The government promotes the healthy development between the migrant workers returning home and the new urbanization construction through the construction of entrepreneurial incubation park and entrepreneurial base. Migrant workers can effectively promote the upgrading and optimization of rural industrial structure through returning home and undertaking their own businesses. They have a good "push - pull" function on the optimization of labor structure and the transformation of rural development mode. On the basis of mastering the theory of entrepreneurship, they apply the knowledge and skills of entrepreneurship to the practice of entrepreneurship through the concrete operation of practice. The training base establishes the teaching simulation training mechanism based on the entrepreneurship project. Training base gradually forms project development, entrepreneurial guidance, capital services, tracking support a series of service mechanisms. We should establish a regional characteristics of migrant workers entrepreneurship projects, to cultivate and create a number of scale, characteristics and competitive advantage of the entrepreneurial brand.

4.4 We should establish and improve the rural migrant workers entrepreneurship education and training evaluation system.

We should establish and improve the system of training management, evaluation, assessment and recognition of entrepreneurship and education for returning migrant workers. The government should regularly inspect and supervise the relevant training institutions and their training courses and training contents. The government has conducted a comprehensive assessment of the results of the training. The assessment will ensure the results and effectiveness of the training. The training performance is listed as an important part of the local cadres' assessment, and the training of migrant workers' entrepreneurship education will be implemented. This is an important guarantee and supervision mechanism for feedback and evaluation of the entrepreneurial education model of returning peasant workers. We will help migrant workers to start their business successfully through a variety of ways and channels.

4.5 The government should create a good employment environment for migrant workers returning to hometown.

The government should provide the most comprehensive service mechanism for the majority of returning migrant workers. The government should provide preferential policies for returning entrepreneurs in such areas as simplifying the examination and approval process, reducing taxes, providing small loans, and so on. The government has opened up green channels for migrant workers returning home. The government can set up special funds to help entrepreneurs with the will but not enough money. In short, the government should provide a fair, orderly, stable and safe entrepreneurial opportunity and an entrepreneurial environment for returning entrepreneurs. The government should strengthen the publicity of preferential policies for the return of enterprises, and ensure that the migrant workers know all kinds of policy measures. At the same time, the dual economic structure of urban and rural should be abolished step by step. The government should gradually improve the land system, social security system and industrial policy.

5. Concluding Remarks

Entrepreneurship is a high-risk activity. Migrant workers returning home entrepreneurs must have entrepreneurial basic knowledge literacy, entrepreneurial personality quality literacy, entrepreneurial management skills literacy and entrepreneurial skills. We should improve the content of entrepreneurship education and training for migrant workers returning home. The government and society should increase the support of migrant workers returning home for entrepreneurship education and training, and carry out entrepreneurship education and training targeted. Through a series of measures taken by the government to improve the willingness of

migrant workers to return home, improve the ability of migrant workers to return home, and guarantee the healthy development of entrepreneurial enterprises. Therefore, it is imperative to construct a scientific, rational, systematic, diversified and open mode of entrepreneurship education for returning migrant workers. Migrant workers returning home to start a business can take full advantage of the advantages of home, to avoid disadvantages. They combine production factors and optimize resource allocation. They will choose the most suitable economic entity. They will inject an indispensable impetus into the urbanization of employment. Employment will also create a stable entrepreneurial environment for returning migrant workers and more entrepreneurial opportunities. So it can be said, migrant workers return home to start a business, not only can drive the economic development of the employment, but also can promote the migrant workers to get closer to employment.

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