

# Research on the Cultivation Mode of College Students' Psychological Quality under the Perspective of Positive Psychology

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**Abstract**—The cultivation of entrepreneurship is the core content of college students' entrepreneurship education, which reflects the connotation of quality education. Its main purpose is to train college students to have entrepreneurial ideals, stimulate entrepreneurial intentions, shape the quality of entrepreneurial psychology, develop awareness of entrepreneurial norms, and make them the pillars of innovative national construction. However, the cultivation of entrepreneurship is not paid enough attention in China's entrepreneurial education. No comprehensive and in-depth research is concerned from the establishment of theoretical system, the design of educational model, the promotion of educational achievements and the creation of cultural environment. From the perspective of positive psychology, this paper is an effective way to improve the psychological quality of college students' innovation and entrepreneurship.

**Keywords**—Positive psychology, entrepreneurial quality, training mode

## I. INTRODUCTION

Due to the current party and national macro-policy orientation and the vigorous development of entrepreneurship education in various colleges and universities, some college students have been actively involved in the wave of entrepreneurship and have achieved certain results. However, it should also be noted that the number of students who actually participate in entrepreneurship is still small, the scale of entrepreneurship is small, and the number of successful examples is relatively small. The reason is that in addition to the lack of entrepreneurial knowledge and entrepreneurial skills, the low psychological quality of entrepreneurship is an important factor leading to the failure of entrepreneurship. Positive psychology, as an emerging concept in the field of psychology, focuses on the cultivation of positive human qualities and the development potential of human beings, which is consistent with the purpose of entrepreneurship education. In the cultivation of college students' entrepreneurial psychological quality, one should pay attention to the individual subjective positive experience, the second should pay attention to the individual personality characteristics, and the third should use the psychological suggestive power to construct a college students' entrepreneurial psychological quality training system based on the positive psychology concept. It has an important reference for the cultivation of college students' entrepreneurial psychological quality, which is urgently needed to be improved.

## II. THE CONCEPT OF INNOVATION AND ENTREPRENEURSHIP TO RESOLVE

Innovation refers to people's use of known information in order to develop, to constantly break through the routine, to discover or produce something new and unique, new things and new ideas with social values or personal values. The essence of innovation is breakthrough, that is, breaking through the old mindset and the old routine commandments. The core of innovation activities is "new". The word "innovation" was first proposed by the American Austrian economist Xiong Peter in the book "Economic Development Theory" published in 1912, which means "to establish a production function and introduce new ideas into economic activities. The method achieves a new combination of production factors and enters the production system." As an economic concept, innovation is based on the combination of technology and economy. In psychology, scholars often use The terms "creativity" or "creative" define innovation as a special ability or a psychological process. Both Sternberg and Rubart believe that "creativity" is the ability of individuals to produce new and appropriate ideas and products. Creativity is often associated with "creative thinking."

Entrepreneurship refers to the creation of individual, collective, and social undertakings. Howard Stevenson (1990) argues that entrepreneurship is the perception of opportunities, the willingness to pursue opportunities, and the confidence and likelihood of success. Gartner (1990) argues that entrepreneurship includes both the personal characteristics of entrepreneurs and the behavioral outcomes of entrepreneurship. Entrepreneur's personal characteristics include personality traits, innovation, uniqueness, pioneering new careers and seeking development; entrepreneurial behavioral outcomes include value creation,

profitability, becoming a business owner and manager, and creating an organization. Morris, Lawrence, et al. (1994) conducted a content analysis of 77 entrepreneurial concepts that appeared in the core entrepreneurial magazine in the United States between 1982 and 1992, and recorded more than five words in these concepts, in 77 definitions. The top 5 keywords with the highest frequency are: 1. Start, build, create; 2. New ventures, new ventures; 3. Innovation, new products, new markets; 4. Pursuit of opportunities; 5. Risk taking, risk management, Uncertainty. The famous entrepreneurial education master Geoffrey Timons believes that entrepreneurship has transcended the traditional concept of creating a business, and there are entrepreneurial activities in various forms and stages of companies and organizations. And he proposed a very broad definition of entrepreneurship.

### III. THE SIGNIFICANCE OF STUDYING POSITIVE PSYCHOLOGY IN COLLEGES AND UNIVERSITIES

#### *A. The Significance of Positive Psychology to Cultivate College Students' Awareness and Quality of Innovation and Entrepreneurship*

Positive psychology can eliminate the negative factors brought by entrepreneurial failure, carry forward positive energy, and make people feel the positive motivation and source. These factors make people experience happiness and achievement in the process of entrepreneurship, which in turn promote the strengthening of self-confidence and form a good cycle. In the business, if every problem, every trouble, every blow, every setback, the college students can face them bravely, and through hard work to solve these problems, they will surely go solid and steady on their way to start a business.

#### *B. The Significance of Positive Psychology to Stimulate College Students' Innovative Entrepreneurship*

Entrepreneurship refers to those pioneering ideas, concepts, personalities, wills, styles and qualities in the subjective world of entrepreneurs. Positive psychology provides a new way of thinking for college students' employment concept education. Its concept and positive psychology related theory have the same effect. After scientific guidance, it can cultivate college students' healthy and entrepreneurial spirit. Positive psychology studies positive emotions that stimulate human potential. This positive force works from three perspectives. First, subjective perspective. Satisfaction, proficiency, sense of accomplishment, self-confidence and other positive experiences are inspiring and acting. Second, the ability perspective. This trait is manifested in the positive attitude of one person to do things, including perseverance, self-management ability, social ability, curiosity, courage and creativity, and external performance is execution, innovation and responsibility. Third, the collective perspective. Mainly the positive impact of the organizational system on people.

### IV. FACTORS AFFECTING THE CULTIVATION OF COLLEGE STUDENTS' ENTREPRENEURSHIP

#### *A. Affect The Market Environment*

After years of development, China has done a lot of work in the construction of the overall business environment and the construction of the market system. The overall environment is developing in an orderly and standardized direction. The sense of integrity is increasing, the hardware environment is improving, the sense of service is improving, and consumers' consumption consciousness and consumption concept have changed significantly. All of this provides a better condition for entrepreneurs to carry out entrepreneurial practice.

#### *B. The Impact of the Legal System*

The legal system of the socialist market economy is mainly devoted to safeguarding social fairness and justice, maintaining market moral order, and not allowing any phenomenon of counterfeiting, abduction, bullying, ignorance, shame and shame. The establishment of the socialist market economy legal system requires not only a complete law, but also a law-based, but also must be law-abiding, law enforcement must be strict, and illegal law must be investigated. All legal rights must be protected, and all illegal and criminal acts must be investigated in accordance with the law. A good legal environment helps to cultivate college students to establish correct legal awareness. In the process of entrepreneurship, we know how to abide by the law and operate with integrity; help college students develop correct behavioral norms, properly apply national laws and regulations and preferential policies, and avoid risks. To make enterprises healthy and rapid development; to help college students fulfill their social responsibilities, correctly handle various conflicts of interest, and enhance market competitiveness.

#### *C. The Impact On the Entrepreneurial Culture of entrepreneurial Spirit Culture*

From the perspective of social and cultural development needs, entrepreneurship is an inexhaustible motive force to promote the sustainable development of a nation and take the lead in the world. In recent years, many scholars at home and abroad are keen to study the characteristics of national culture. From the aspects of national cultural connotation, philosophical world outlook, thinking mode, value orientation, and the interaction with economic development and modern life, the entrepreneurial spirit of different countries and regions and ethnic groups is investigated, trying to derive from different cultural origins and ethnic cultures. We should understand entrepreneurship and explain the role of entrepreneurship in social development.

### V. CONSTRUCTING A SYSTEM FOR CULTIVATING PSYCHOLOGICAL QUALITY OF COLLEGE STUDENTS BASED ON THE CONCEPT OF POSITIVE PSYCHOLOGY

Based on the important role of entrepreneurship education in the overall development of people and the future economic and social development, colleges and universities, as the main force for cultivating talents, should carry out innovation and entrepreneurship education, and cultivate talents with innovative entrepreneurial awareness and skills as the main goal. The

premise and key of entrepreneurship education is to cultivate college students' good entrepreneurial psychological quality. Comprehensive theoretical research, current situation investigation and individual interviews have become a top priority for the construction of college students' entrepreneurial psychological quality training system. Therefore, the promotion of positive psychology that uses positive attitude to stimulate individual potential and gain strength can open up new ways for constructing college students' entrepreneurial psychological quality training system.

*A. Pay Attention to Subjective Positive Experience, Establish a Positive Entrepreneurial Cognition and Entrepreneurial Emotional Experience Situation.*

Positive psychology believes that positive cognition and pleasant emotion are crucial to the development of creativity. In the development of college students' entrepreneurial psychological quality, it is necessary to establish a positive entrepreneurial cognition and entrepreneurial emotional experience process. The first is to open a business-related course to introduce the correct entrepreneurial knowledge and ideas. Through the form of compulsory and elective, we can carry out entrepreneurship education among all students, so that students can receive positive knowledge and ideas. The second is to pay attention to the positive emotions of entrepreneurship education teachers. In the process of enrolling students in entrepreneurship education, teachers maintain a positive emotional experience and have important significance for their education. Teachers should treat every student equally and encourage students. Allowing students to have a positive emotional experience is conducive to students' cognitive development and spontaneous improvement, and is more willing to propose new ideas to enhance their ability to start their own businesses. The third is to create a virtual entrepreneurial situation to gain real experience and experience. Students can gain real feelings and experiences, ease negative emotions, and cultivate teamwork and competition through quality development, business plan competitions and corporate sand table simulation management.

*B. Pay Attention to Individual Personality Characteristics, and Carry out Education of Entrepreneurship Psychological Quality at Different Levels.*

Research shows that successful entrepreneurs generally possess strong creativity, self-confidence, courage and tenacity. Positive psychology believes that creativity has its specific physiological activation characteristics, and creativity can be aroused. Therefore, in the education of entrepreneurial psychological quality, we must attach importance to the cultivation of students' creativity. Always believe that every student has their own creativity and creative potential so that the educator can bring the creative consciousness of the students into their own educational plan. Two, we should pay attention to the difference of personality and teach students in accordance with their aptitude. In order to stimulate the students' creative and entrepreneurial personality characteristics, the students who have the characteristics of entrepreneurial personality should be trained to strengthen the entrepreneurial skills and the process of entrepreneurial behavior. The three is to strengthen the training of entrepreneurial psychological adjustment. To cultivate a variety of abilities, agile temperament, optimistic character, to develop a healthy outlook on life, values and lofty ideals, to cultivate a high level of spiritual needs, strong achievement motivation and elegant interests.

*C. Use Psychological Suggestion Power to Create an Entrepreneurial Atmosphere.*

Positive psychology believes that human beings and their experience are reflected in the environment, and at the same time, the environment affects people greatly. Therefore, to carry out the psychological quality education of college students and to shape the culture of campus entrepreneurship, through the forms of entrepreneurship knowledge lectures, entrepreneurial skills training, and successful business success, the cultivation of entrepreneurial education and entrepreneurial psychological quality is integrated into all aspects of campus cultural life to achieve a silent and imperceptible educational role. Actively carry out entrepreneurial practice, let college students devote themselves to entrepreneurial practice, such as entrepreneurship program competition, enterprise sand table simulation competition and flea market, experience and experience the joy and happiness of the success of the venture in practice, accumulation of entrepreneurial experience, and improve the practical operation ability.

## VI. CONCLUSION

The fundamental purpose of cultivating the psychological quality of innovation and entrepreneurship is to cultivate students' innovative spirit and entrepreneurial ability. Entrepreneurship is inseparable from innovation, and innovation requires entrepreneurship to be revealed. Both need to be consistent with the spirit of the times and adapt to the needs of social development. At this stage, some of the students who are educated in adult education schools have rich entrepreneurial experience or self-employment experience. Before entering the society, these students did not carry out corresponding entrepreneurship education or training, mainly based on their own efforts. And struggle to achieve. The cultivation of psychological quality of innovation and entrepreneurship in colleges and universities should make full use of these comparative advantages of students and help them improve their skills on the basis of students. With the foundation of the previous stage, educators will be more comfortable in cultivating students' innovative entrepreneurial thinking and innovative entrepreneurial ability. This is unmatched by ordinary higher education. Therefore, adult innovation and entrepreneurship education should give full play to its various advantages, and continuously encourage students to improve their ability to innovate in order to achieve high-quality development of entrepreneurship education.

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