

## **A Study on the Realistic Value and Necessity of College Students' Entrepreneurship Education**

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**Keywords:** College Students; Entrepreneurship Education Must; Value

**Abstract:** The first reason for advocating entrepreneurship education for college students is the necessity of theory and practice. This paper attempts to re-examine the significance and necessity of entrepreneurship education for college students on the basis of clear concepts. Promote the transformation of employment thinking from linear to non-linear, and innovate the employment mode to make it develop from passive employment to active employment. From saturated employment to growth employment, from stable employment to competitive employment, the employment effect has been improved. The research shows that advocating the popularization of entrepreneurship education is an important way to meet the needs of the popularization of higher education and realize the sustainable development of higher education in China. Entrepreneurship education is imperative. At the same time, carrying out entrepreneurship education for college students is also the need to cultivate national spirit. It is the proper content of higher education at this stage and an inevitable choice in the era of knowledge economy.

### **1. Introduction**

In recent years, with the emergence of employment difficulties for college students, entrepreneurship education for college students has begun to attract attention. Many scholars have written articles advocating the implementation of entrepreneurship education in Colleges and universities in China [1]. College students' entrepreneurship education has become a new landscape in the field of higher education research. In this context, more and more individual employment has changed from "employed" to "self-employed", and the state has also tried to alleviate the pressure of social employment through the employment development policy of "employment driven by entrepreneurship" [2]. The advanced goal of guiding college students to carry out social practice activities is also an advanced form of Cultivating College Students' comprehensive quality [3]. With the development of the socialist market economy and the change of social structure, the popularization of entrepreneurship education will become a new trend of higher education reform and social development [4]. The significance of college students' entrepreneurship and college students' entrepreneurship education is discussed from different angles, which provides favorable conditions for their personality development [5]. In addition, it can also enable the freshmen who are in the transitional period to present more rational spirits with the characteristics of the times and realize the consciousness of "independence, self-reliance, self-confidence and self-improvement" [6]. Therefore, it can adapt to the needs of modern society's survival and competition, with a view to further improving the society's understanding of college students' entrepreneurship and college students' entrepreneurship education, which is conducive to the healthy development of college students' entrepreneurship and college students' entrepreneurship education [7].

### **2. Materials and Methods**

In classroom teaching, there is no organic combination of the cultivation of innovative spirit, entrepreneurship ability and the imparting of professional knowledge, and the related courses have fewer hours, backward teaching methods and single approaches. It is difficult to cultivate college students with good entrepreneurship psychology, distinct personality and creative thinking [8]. At present, it seems that college students have more lofty ideals in their hearts, have more urgent

self-realization needs, and have more professional knowledge and higher potential. The internal and external conditions of college students' entrepreneurship are relatively superior, but what they lack is the correct guidance. What they need is to accept science entrepreneurship education.

In order to promote the long-term development of entrepreneurship education and cultivate excellent innovative entrepreneurship talents, we should further strengthen the important role of entrepreneurship education in Entrepreneurship education. The personalized development characteristics of college students make them pay more and more attention to the multi-dimensional and multi-angle examination and thinking of different things and trends of thought. And combined with self-development goals to compare, discriminate, select and internalize the values that they believe to be correct. Therefore, through entrepreneurship education, it is necessary to promote the transformation of college students' employment concept from traditional to market. Compatible with the market economy conditions is the proactive employment concept, which is for job seekers to constantly strive for and create opportunities, rather than "wait".

Utilizing high-quality resources such as talents, funds and policies from all walks of life of the government and society to form complementary advantages and benign interaction with educational resources of colleges and universities, so as to comprehensively promote the in-depth development of entrepreneurship education [9]. The essence of entrepreneurship education is a kind of comprehensive education, which educates college students to cultivate and enhance entrepreneurship consciousness, entrepreneurship spirit, entrepreneurship quality, entrepreneurship knowledge and entrepreneurship ability [10]. Through entrepreneurship education, college students can correctly understand the relationship between enterprises and themselves, plans and markets, traditions and modernities, and understand the relationship between labor supply and demand and the status of the labor market under the market economy system. At the same time, the school should also strengthen the cultivation of college students' entrepreneurial awareness, improve their entrepreneurial thinking ability, and master the methods and strategies of entrepreneurship. Through the education of entrepreneurial awareness, college students realize that self-employment is the need of survival, the need of social development and the realization of self-value.

### **3. Result Analysis and Discussion**

Popular entrepreneurship education is an integral part of the concept of "comprehensive" entrepreneurship education. Firstly, from a macro perspective, the state attaches great importance to cultivating the innovation ability of the whole nation, and entrepreneurship is an important manifestation of innovation. The quality of innovation and Entrepreneurship of a nation directly determines its future competitiveness. College students are the next generation of economic people, cultivating college students' active entrepreneurial spirit, improving college students' good entrepreneurial ability, promoting entrepreneurship to promote employment, and "improving support for self-employment and self-employment policies." Strengthening the education of employment concept and making more workers become entrepreneurs is of great significance to the overall improvement of national quality and the development of national strategy.

When the level of economic development of a society is low, this kind of graduates may be able to adapt to social development to a certain extent, but when the society enters the era of knowledge economy, this talent specification will inevitably limit the development of society. Entrepreneurship education is to enable educates to innovate their behavior in the fields of social economy, culture and politics, and to open up or expand new development space. And an educational activity that explores sexual behavior that provides opportunities for others and society. In addition to imparting knowledge and training skills to educators, the goal of talent training in entrepreneurship education should emphasize the shaping of non-intellectual factors such as innovation awareness, strategic vision, self-confidence, willpower, and courage.

Through the systematic guidance of entrepreneurship education, the comprehensive ability of college students in employment has been continuously improved. This comprehensive ability includes innovation ability, risk-taking ability, independent work ability, cooperation ability, social education ability and so on. The purpose of applying various educational means and approaches is

to cultivate college students' entrepreneurial consciousness, entrepreneurial quality, entrepreneurial spirit and the ability to find, analyze and solve problems. They are fully prepared to become all-round talents and self-employed, which reflects the great significance and humanistic value of concern in the current severe employment situation of College students. Through the activities, the combination of theoretical teaching and practical ability, through various ways to train college students in entrepreneurial knowledge and subtle guidance. Communicate the latest entrepreneurial policies to college students, help college students understand the characteristics and essence of entrepreneurship, and develop their own strengths. The more knowledge, the newer, the more innovative and the more entrepreneurial the university students have, the more opportunities they will get. Therefore, the cultivation and education of entrepreneurial ability for college students is in line with the needs of the trend of the knowledge economy.

#### **4. Conclusion**

This paper studies the practical value and necessity of entrepreneurship education for college students. As a kind of pre-entrepreneurship education, entrepreneurship education is inevitably an indispensable part of its practice. This level includes two aspects: simulation practice and full-fledged practice. The simulation practice can be carried out through entrepreneurship design, sand table experiment, simulation operation, business road competition and so on. It is imperative to carry out entrepreneurship education for college students. Moreover, from the perspective of education, entrepreneurship education is the need to cultivate national entrepreneurship, is the content of contemporary higher education, and is an inevitable choice in the era of knowledge economy. To raise the important understanding of college students' entrepreneurship education is essentially the identification of the value of college students' entrepreneurship education. Under the entrepreneurial education of colleges and universities, more and more college students have completed the transformation and successful development of entrepreneurship, and successfully realized the practice platform of self-worth. It is an important force in China's modernization drive. The rapid development of the economy and society has brought opportunities and challenges to entrepreneurs. Seizing opportunities and meeting challenges has become an inevitable choice for every entrepreneur.

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