

## Objectives and Approaches of Entrepreneurship Education in Chinese Colleges and Universities

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**Abstract** The paper analyses the current situation of entrepreneurship education in Chinese colleges and universities, and emphasizes that the definite objective is very important to carry out entrepreneurship education. Based on the objective of entrepreneurship education in Chinese colleges and universities, the author puts forward four effective approaches for entrepreneurship education in Chinese colleges and universities, including offering courses, giving lectures, developing workshops and visiting pioneering parks.

**Key words** College and university; Entrepreneurship education; Objectives; Approaches

### 1 Introduction

Over the past two decades, entrepreneurship has become the fastest developing field in American business schools and engineering colleges. At the same time, the development of Chinese entrepreneurship education is rising. Relative to the entrepreneurship education in foreign countries, Chinese entrepreneurship education starts relatively late, but it is developing with the surprising rapidity. As the continuation of employment guidance of colleges and universities, and in order to expand graduates' ways to employment, more and more colleges and universities are actively participating in the development of entrepreneurship education, and they are getting constant benefit from the study and research.

### 2 Current Problems in Entrepreneurship Education in Chinese Colleges and Universities

Tsinghua University and other eight universities were granted the trial zone of entrepreneurship education by Department of Higher Education, Ministry of Education in April, 2002. The task of these trial universities was clearly stated as follows: the current priority of Chinese higher education is to give entrepreneurship education to the students so that they can obtain the spirit of innovation and the abilities to create and start an undertaking. In recent years, Ministry of Education and Central Committee of Youth League continued approving and establishing a number of projects such as "Innovative Experimental Zone", "Students KAB Entrepreneurship Education Base" and so on. They provided better policy and funds for colleges and universities in their entrepreneurship education.

The achievements of Chinese entrepreneurship education, both in theory and in practice, are obvious to all, but, at the same time, we should also realize that there are still various problems to be solved: the misunderstanding of entrepreneurship education, the serious lack of entrepreneurship education teachers, and the disequilibrium of their abilities, the lack of a standard system on curriculum provision and evaluation of curriculum, the lack of security system for entrepreneurship education, etc.. All those problems stated above are common existing in Chinese Universities. Among all the problems, the major issue as my personal view is the bias on entrepreneurship education. Some colleges and universities have a narrow understanding of entrepreneurship education as training for the students to become a director or a business owner directly. Lots of them even use the data of graduates becoming a business owner as the evaluation criteria to assess the quality of entrepreneurship education. All these seriously misunderstood the meaning and objectives of entrepreneurship education.

So, it is quite necessary to restate clearly the objectives of entrepreneurship education. Only with the help of objectives, the entrepreneurship education could go on the wheels in Chinese colleges and universities.

### 3 Objectives of Enterprise Education in Chinese Colleges and Universities

Entrepreneurship education is a kind of education that aims at cultivating the comprehensive qualities of entrepreneurship, the value of innovatory spirit and entrepreneurship abilities. The objectives of entrepreneurship education in colleges and universities are in the following four aspects.

### **3.1 Cultivating the spirit of entrepreneurship**

The spirit of entrepreneurship is the conception and ideology of starting a career, the spiritual state of self-reliance, hard struggle, achievements and contributions, and it includes the following three aspects.

The spirit of entrepreneurship is the spirit of self-reliance and enterprise, and it is the support of triumph in entrepreneurship. It is also the spirit of being a master in controlling the destiny, displaying subjective initiative and striving to realize dreams.;

The spirit of entrepreneurship is the spirit of hard struggle, which is defined as a fine tradition of the Chinese nation and a good quality of fearlessness, thrifty and diligence.

The spirit of entrepreneurship is the spirit of innovation and consciousness of developing new ideas and new ways. All the new schemes should be proposed faithfully and practically to emancipate the mind, create new chapter and keep pace with times.

### **3.2 Strengthening three kinds of professional qualities**

Entrepreneurship education needs students to exercise and to improve professional qualities and abilities in all aspects in the course of study and practice, especially to strengthen the following aspects.

#### **3.2.1 Leadership**

Leadership is the ability of taking full advantage of human resources and objective conditions within the jurisdiction to reach maximum performance and achievement with optimal cost. It consists of the abilities of influence, planning and organization and decision-making.

#### **3.2.2 Risk-taking**

The ability of risk-taking is a fundamental quality of entrepreneurs. They usually set higher goals for themselves, and then concentrate all of their capabilities and talent on the realization of these goals. However, the higher goals they set, the more risks they exist relatively, hence it requires entrepreneurs to have the ability of risk-taking. Entrepreneurs who improve the ability of risk-taking is to be willing to exert all the strength and make every factor develop in the anticipated direction and this ability can objectively evaluate risk situations and change unfavorable factors.

#### **3.2.3 Teamwork**

Teamwork is the spirit of voluntary cooperation and cooperative efforts to achieve attain desired goals. It can mobilize all the resources and talent of team members and automatically remove the entire atmosphere with disharmony and injustice. It will also give appropriate rewards to the honest and selfless dedicators. Teamwork is as follows: actively listen to and absorb effective experience and suggestion; tolerate and respect uniqueness of individuals; understand personality and attitudes of selves and others; coordinate groups to work together effectively and create the atmosphere to support each other.

Even if college graduates won't found their own small business as soon as they graduate, the study and practice of entrepreneurship education in colleges and universities and the relative professional qualities can highlight their ability superiority and improve professional competition during the job-hunting.

### **3.3 Expanding ways to employment**

As a choice of occupation, entrepreneurship is a way to employment. Faced with a tough job market, it is of necessity to develop entrepreneurship education in colleges and universities so that college students can obtain some knowledge of founding small business and professional qualities which are needed to entrepreneurs. And it is a choice of occupation for contemporary undergraduates to found their own small business and become self-employed by their comprehensive abilities and government's preferential policies.

### **3.4 Bearing a part of quality-oriented education**

In fact, developing entrepreneurship education is a part of developing quality-oriented education and it is the support and concrete reflection of quality-oriented education in colleges and universities. Entrepreneurship needs comprehensive qualities, especially some high-quality talents. Therefore, entrepreneurship education is a new talent training mode which is established on the basis of quality-oriented education. At the same time, as a kind of innovation, entrepreneurship demands broad horizon, wide knowledge, great wisdom and effective grasp of the market; it also requires good abilities of organization and coordination and skills of interpersonal relationships. From the above it is clear that the society demands high qualities of entrepreneurs including abilities of being the characters of innovator, manager and social activist. Thus, there is no doubt that entrepreneurship education is the

deepening and embodiment of the current quality-oriented education. At the same time, it should be integrated into the quality-oriented education in colleges and universities to promote students' all-round development and overall quality.

#### 4 Approaches of Entrepreneurship Education in Chinese Colleges and Universities

Chinese entrepreneurship education is still at the starting stage, and in view of the present situation in Chinese colleges and universities, approaches of entrepreneurship education in colleges and universities generally include the following aspects.

##### 4.1 Offering courses

According to the types and majors, colleges and universities can offer required courses and elective courses concerning entrepreneurship education (Table 1). In the courses, students can know all kinds of knowledge and skills concerning entrepreneurship. Different from some specialized courses, the courses of entrepreneurship education demand that teachers change the traditional teaching methods and use lots of teaching forms such as case analysis, role-play, group discussion and interactive games to make students participate in and obtain the idea and essence of entrepreneurship education.

**Table 1 Curriculum**

Key Point	Contents
Quality of Entrepreneurs	Creative Exciting/ Information Searching/ Leadership/ Business Opportunities Judging/ Responsiveness etc.
Founding and Management of New Business	Business Opportunities Searching and Evaluating/ Founding of New Business/ Innovation Strategy/ Organization Designing/ Supply Chain Management/ Marketing/ Venture Capital Management/ E-commerce/ Tax System/ Intellectual Property Rights/ Contract Trade/ International Trade/ Market Competition etc.
Entrepreneurial Environment	Environment Protecting/ Environment Capitalism/ Custom of Capital Market/ Government Policy/ E-economy etc.
Specific Industries	Feature and Building of E-commerce/ High-tech Industry Management/ Competitive Strategy etc.
Spirit of Entrepreneurship	Social Responsibility/ Meaning of Entrepreneurship/ Social Spirit of Entrepreneurship

##### 4.2 Giving lectures

As a kind of mini-course of entrepreneurship education, lecture has the features of short time, large content, rich information and flexible forms and it is a effective way to implement entrepreneurship education in colleges and universities. From time to time, colleges and universities can invite entrepreneurs of various industries to give lectures to colleges students, to inspire students with their own experiences and to make them have further understanding and feelings of entrepreneurship and entrepreneurs.

##### 4.3 Developing workshops

Developing workshops is one of the important aspects of college students' entrepreneurship education. Workshops are mainly supported by the organization and implement of college students' entrepreneurship associations and groups, which set different entrepreneurship themes, hold workshops and develop practical activities according to the needs of students and the features of resources. It can also provide college students with practical platforms and chances and make them improve and exercise various kinds of qualities and abilities of entrepreneurs in the workshops.

##### 4.4 Visiting pioneering parks

Presently, many colleges and universities have pioneering parks or science & technology parks. Even some colleges and universities don't have their own pioneering park, the cities in which they

locate have enterprise gardens. So these colleges can arrange students to visit and study pioneering parks and science & technology parks to make them have perceptual knowledge of enterprises. At the same time, some communication activities between entrepreneurs and students can be arranged in the course of visit to make them have further understanding and knowledge of entrepreneurship and entrepreneurs.

## 5 Conclusions

In conclusion, objectives and approaches of entrepreneurship education in Chinese colleges and universities are not invariable. On one hand, every college or university can have the reasonable orientation of objectives of entrepreneurship education according to school-running concepts and characteristics; on the other hand, it can make effective development and setting of approaches of entrepreneurship education according to its conditions and resources.

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