

# *On the Guidance of Entrepreneurial Values of Contemporary College Students*

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**Abstract:** This article launches the combing to the university student pioneering value view development process, then, it makes a thorough and comprehensive analysis of the function of values education in the entrepreneurship education of college students. On the basis of theoretical research, this paper analyzes the present situation, problems and causes of college students'entrepreneurial values education. Based on the analysis of the achievements in the education of college students'entrepreneurial values, this article pays attention to the problems of values in the process of college students'entrepreneurship, and tries to find countermeasures according to the problems.

## 1. Introduction

### 1.1 The Connotation of Entrepreneurial Values

Values is a kind of thinking or value orientation to identify things and justify right or wrong. The social consciousness generated in a certain social environment and gradually formed in social practice is the value, which is essentially a reflection of the social existence. In the entrepreneurial process of college students, entrepreneurial values, one of the values, play an irreplaceable role. Zhang Jinfu first proposed the definition of entrepreneurial values. He pointed out that entrepreneurial values are the criteria for the recognition of the importance of entrepreneurial goals and the choice and judgment of the behaviors in the process of entrepreneurship based on their own needs, which command and adjust the entrepreneurial goals and behaviors of the entrepreneurial subjects. Setting up the right entrepreneurial values plays an extremely important role in the entrepreneurial progress of college students.

### 1.2 Characteristics of Entrepreneurial Values

As the guiding value of entrepreneurship, entrepreneurial value has its particularity which is different from the general value.

One is subjectivity. Entrepreneurial values are formed in the process of entrepreneurship, which has the characteristics of subjectivity. Entrepreneurial values are a kind of creative relationship formed by the entrepreneurial subject in the entrepreneurial practice, which is aimed at the entrepreneurial object, but not formed naturally. Second, social history. It is believed that individual needs are generated by social needs and constantly change with the change of social needs. The

realization of entrepreneurial goals must be through enough social practice. Therefore, in different regions, different periods and different cognitive backgrounds, people's entrepreneurial values show different characteristics. Third, subjective initiative. People's entrepreneurial values are not “a pool of stagnant water”, but constantly develop and improve with the process of entrepreneurship. Entrepreneurial values not only meet the needs of entrepreneurs to guide the process of entrepreneurship, but also stimulate new needs of entrepreneurs in the process of entrepreneurship.

## **2. The Current Situation of Entrepreneurial Values of College Students**

Entrepreneurial values directly affect the process of individual entrepreneurship and indirectly affect the entrepreneurial environment of our country. We conducted a questionnaire survey among 400 students from five universities in Anhui and Jiangsu, and tracked down 62 successful students who started their own businesses after graduation. Through empirical research, the author concluded the current status of entrepreneurial values of college students.

### **2.1 Entrepreneurial Value Orientation**

The entrepreneurial value orientation is the fundamental driving force of the entrepreneurial subject and plays a key role in the entrepreneurial value. According to the survey, the entrepreneurial value orientation of college students is as follows: 70.5% of college students hope to contribute to the progress of the country and society through entrepreneurship; 28 % of college students hope to create wealth through entrepreneurship; 9.5% of college students hope to strengthen their character and challenge themselves through entrepreneurship.

According to the data, contemporary college students have a high sense of social responsibility, hope to make contributions to the country and society through individual entrepreneurial behavior, and hope to accumulate wealth through entrepreneurship.

In terms of entrepreneurial motivation, the pursuit of self-value accounts for 44%, ranking first, followed by 38% who hope to experience life through entrepreneurship, and only 18% who think about solving employment problems.

As can be seen from the results of the questionnaire survey, the comments put forward by some media that the current entrepreneurial values of college students lack responsibility and only seek material enjoyment and self-development are not accurate. It can be said that the entrepreneurial values of contemporary college students tend to mature. This is in line with China's core socialist values, and at the same time, it is consistent with China's basic goal of realizing all-round human development and establishing a modern socialist country.

### **2.2 Entrepreneurial Psychoanalysis**

In combating the outbreak of the broad masses of medical workers actively response to the party's call, volunteered, retrograde, fiercely on epidemic prevention and control the first line, they trained, noble medical ethics, medical skills, they take the bull by the horns, day and night, continuous fighting, they practice with life mission, dedication to explain the objective, highlight the “JingYou life, heal the wounded and rescue the dying, dedicated, love without borders” feelings of the bear. Many “post-90s”, “post-95s” and “post-00s” are duty-bound to fight back bravely to show the responsibility of their youth. At the same time, according to the survey data, 75% of college students choose “willing to face the challenges and overcome the difficulties in entrepreneurship”, which means that contemporary college students or young people have the spirit and consciousness to overcome the difficulties bravely.

Among the factors that affect entrepreneurship, 55.5 percent of the students chose “lack of business experience”, 20.0 percent chose “impatient and aggressive”, and 24.5 percent chose “other”. This shows that although contemporary college students have certain professional knowledge, they lack practical experience and weak market awareness, which hamper their development. So many college students in the process of entrepreneurship, especially in those early days will encounter some setbacks, the ideal and the reality of a strong contrast can lead to some students give up business, the firm faith is particularly important at this time, so in the process of entrepreneurship education, to guide the student to carry on the positive, let the students with healthy positive attitude in the face of a difficult and frustration in the process of entrepreneurship.

### **2.3 Analysis of Entrepreneurial Process**

The entrepreneurial process is the process of realizing the entrepreneurial purpose. The survey data reflect that the university students will encounter difficulties in the process of starting a business, such as lack of funds, financial management confusion, brain drain and lack of team building. In the face of these problems, entrepreneurs will choose different coping ways, these different coping ways reflect the different entrepreneurial values orientation of college students.

Only 4% of the respondents know the tax reduction and exemption policies for enterprises, while 14% know something about them. Of the tax incentives for “key groups to start businesses and employment”, only 9 percent were “aware” of them. It can be seen that in the face of the changing practice of entrepreneurship, entrepreneurship education also needs to strengthen the training of entrepreneurship means. In the survey also found that there is a lack of market concept among some college students who start their own business, most of the time only consider their own ideas. When talking about corporate publicity, 21% of entrepreneurs understand that it means “advertising products”, but have little understanding of the important aspects such as how to target the market and how to combine marketing methods. Some college students even take some unconventional or even illegal measures to promote themselves due to the influence of adverse social environment. At the same time, there are a small number of college students to take the illegal way of entrepreneurship, just out of school into the prison door, showing the weakness of these college students legal concept.

## **3. The Implementation Strategy of Promoting the Education of Entrepreneurial Values with the Core Socialist Values**

### **3.1 Learn from the Form of Propaganda of Values of Mass Culture**

Popular culture is a popular cultural form among young people. Its interesting expression, complete and standardized production methods and varied operation modes attract the attention of young people one after another. With the development of The Times, the emergence of smart phones has greatly affected people's lifestyle, values and aesthetic taste. The emergence of Weibo and WeChat has had a huge and far-reaching impact on today's teenagers. If we make use of the communication channels of mass culture to give core socialist values education a new look of The Times and give core socialist values education a new and younger form of expression, we will achieve better educational effects than traditional education.

### **3.2 Adopt Recessive Communication Mode Instead of Explicit Ideological Propaganda**

In the era of rapid development of new media, the implicit ideological communication mode is adopted to promote the socialist core socialist values into the education of entrepreneurial values for college students, which will greatly improve the acceptance effect of students.

### **3.3 The Main Body of Propaganda Discourse Realizes the Transformation from Teacher, Elite and Peer Education**

At present, the traditional propaganda and education of values in colleges and universities mainly take ideological and political theory courses as the platform. Such communication mode and discourse system are far from the real life of current students, and there is a sense of distance between them and their daily learning and life. With the rapid development of “We Media”, students tend to choose more diversified media to receive information. A series of “We Media” communication ideas and forms of intellectual elites, such as “We Ba Theory” and “Xiaosong Theory”, are more and more accepted and loved by contemporary college students.

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