

Analysis on the Entrepreneurship Education of Higher Vocational College Students under the Guidance of Socialist Core Values

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Abstract: As the training base of professional talents, the innovation and entrepreneurship education in higher vocational colleges has exposed many problems in the process of carrying out in full swing. Guiding the formation of entrepreneurial motivation and practice of entrepreneurial behavior of higher vocational students and guiding them to establish a scientific entrepreneurial orientation is the primary task for higher vocational colleges to effectively carry out entrepreneurship education for college students and support college students' independent entrepreneurship under the new situation. In order to solve the misunderstanding of college students' entrepreneurship orientation, guide college students to establish scientific entrepreneurship orientation and adhere to the leading role of socialist core values, this paper explores effective leading paths from cognitive and behavioral dimensions, so as to make socialist core values become the ideological guarantee and action guide for students' entrepreneurship development.

1. Introduction

As a training base for vocational talents, vocational colleges attach great importance to innovation and entrepreneurship education, which not only takes a series of measures to improve the teaching level of teachers, but also continuously provides training units for innovation and entrepreneurship education. However, innovation and entrepreneurship education in full swing in the process also exposed many problems. Although higher vocational students have learned systematic knowledge, under the background of the rapid development of entrepreneurship education, the gradual strengthening of curriculum construction, the implementation of flexible education system, the obvious increase of policy thrust and the expanding audience, the success rate of College Students' participation in independent entrepreneurship is less than 2%. Blind entrepreneurship and irrational entrepreneurship emerge in endlessly. Therefore, it is the first task of entrepreneurship education in higher vocational colleges to find out the fundamental reasons why it is difficult for college students to make substantial progress in their entrepreneurship practice, find out the factors that restrict the sustainable development of college students' entrepreneurship, guide college students to establish a scientific orientation and healthy mentality of entrepreneurship, and promote the rapid development of higher vocational colleges students' entrepreneurship practice.

2. Ideological misconceptions in current college students' entrepreneurship orientation

With the implementation of the strategy of innovation and entrepreneurship-driven development under the new situation and the deepening reform of entrepreneurship education in colleges, more and more vocational college students are engaged in entrepreneurship. But the reality is that the team of entrepreneurship in higher vocational colleges is growing, but the success rate of entrepreneurship has been very low. One of the main reasons for the failure of College Students' entrepreneurship is that there are ideological misunderstandings in their entrepreneurship orientation.

2.1. Lack of awareness of hard work and Entrepreneurship

With the introduction of a series of policies to support college students' entrepreneurship by the state and the government, higher vocational colleges have also set up business bases and business incubator parks, which deepen students' understanding of entrepreneurship, make students show great enthusiasm for entrepreneurship, and obviously enhance the entrepreneurial consciousness of College students. But on the other hand, although the school has carried out a lot of activities related to entrepreneurship, and also created a platform for school-enterprise cooperation, many college students are still only waiting and watching for entrepreneurship, and rarely actively participate in it. Most college students stay in the stage of entrepreneurial impulse. They are in the level of theoretical understanding of entrepreneurship. They lack the courage of entrepreneurship, the consciousness of arduous entrepreneurship and the spirit of adventure. They have not put the existing entrepreneurial consciousness into practice.

2.2. Lack of social dedication

The meaningful goal pursued in the process of entrepreneurship is the motivation of college students' entrepreneurship practice and the core of entrepreneurship orientation. College students have a variety of career goals, as shown in Figure 1 below.

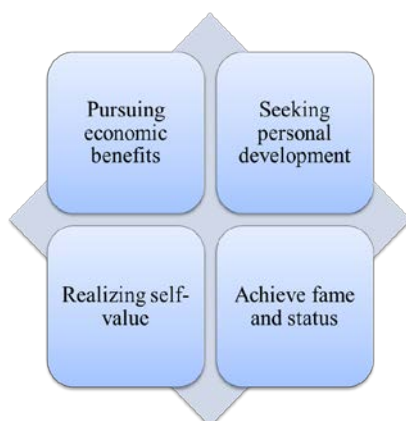


Figure1. Career goals of college students

Most college entrepreneurs choose to start their own businesses because the state has preferential policies and assistance for college students' entrepreneurship. In conclusion, the orientation of college students' entrepreneurship goals is diverse, but most of them belong to the category of pursuing economic interests and social status and personal development, lacking the spirit of rewarding society and contributing to society.

3. Necessity to integrate socialist core values with higher vocational entrepreneurship education

3.1. State and social level

The government work report promotes mass entrepreneurship and innovation, which can not only expand employment and increase residents' income, but also promote social vertical mobility and fairness and justice. Compared with undergraduates, vocational and technical college students are more prominent. After graduation, they work in the front line of various industries and are the new force of innovation and entrepreneurship at the grass-roots level. The integration of socialist core values and entrepreneurship education in higher vocational colleges will guide higher vocational students to organically integrate their individual entrepreneurship ideal with the needs of the state and society, and cultivate qualified successors of socialism who are patriotic, dedicated, honest and friendly, which will be conducive to promoting the progress of our society and realizing the prosperity and strength of our country.

3.2. Personal level

Higher vocational college students are in an important stage of value formation. The integration of socialist core values and higher vocational entrepreneurship education is conducive to guiding higher vocational students to correctly evaluate themselves and to integrating their own development with the needs of the country and society. And the hardship of entrepreneurship, the growth of experience and the experience of life will make it more aware of the important value of patriotism, dedication, integrity and friendliness.

4. The path of socialist core values leading higher vocational college students entrepreneurship

In the process of leading college students' entrepreneurship orientation, it should conform to the concept of the unity of knowledge and practice, and emphasize the unity of theoretical cognition, value identification and behavior practice. To internalize the socialist core values into students ideological understanding, emotions, will and behavior, so as to enhance their entrepreneurial awareness through cognitive learning; correct their entrepreneurial goals through willpower training; promote the correct means of entrepreneurship through behavior practice; and form positive entrepreneurial evaluation through emotional identification.

4.1. Cognitive learning leads entrepreneurship consciousness

Cognitive leadership is the beginning of entrepreneurship orientation led by socialist core values. Emphasis is laid on taking college students as the main body, inspiring them to strengthen socialist ideals, establishing confidence in socialist development, guiding them to give full play to their subjective initiative, exploring the requirements of entrepreneurship consciousness in core values, and combining the characteristics of the new era, enriching their entrepreneurship consciousness orientation with socialist core values. At the same time, entrepreneurship should be given more humanistic care to guide college students to correctly understand the new situation of social and economic transformation and development, as well as the opportunities for entrepreneurship under the current environment of comprehensive deepening reform in China. It should guide college students to understand clearly the challenges and risks in the process of entrepreneurship, overcome all kinds of difficulties and setbacks they may encounter on the road of entrepreneurship with a

positive attitude towards life and a spirit of not afraid of hardship, persevere in pursuit, never forget their first intention, go ahead bravely, and establish a sense of entrepreneurship that is not afraid of hardship and hardship.

4.2. Behavioral practice leads entrepreneurial means

The orientation of entrepreneurship means guided by socialist core values is to standardize the entrepreneurship means of college students, help them improve their ability of innovation and entrepreneurship, and cultivate their spirit of innovation and personality of entrepreneurship. Leading college students to consciously use laws and regulations to regulate their behavior, adopt legal and compliance entrepreneurial means, and ensure that they act in accordance with the law, can never take risks for immediate interests by trying the law. Finally, we should guide college students to change their traditional entrepreneurial thinking, and dare to create new jobs through various ways, such as Internet + knowledge, advanced technology in the era of big data, and cooperation with investment in wind and gold, so as to promote the development of socialist modernization.

5. Conclusions

Socialist core values guide the entrepreneurial orientation of higher vocational college students not only need to emphasize the learning of theoretical knowledge, but also need to pay attention to the cultivation of emotions, strengthen the tempering of will, and ultimately more to implement the daily practice of behavior. Adhering to the leading role of socialist core values in entrepreneurship orientation and guiding higher vocational college students to establish a correct and scientific entrepreneurship orientation from the aspects of knowledge, emotion, will and behavior can effectively solve the ideological deviation problems in the process of college students' entrepreneurship and effectively promote the development of innovation and entrepreneurship in Colleges and universities.

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