

Research on the Cultivation of Entrepreneurship Spirit in College Students' Kab Entrepreneurship Foundation

Hanyu Hu, Jie Sun *

Wuhan Textile University, Wuhan, 430073, China

*Corresponding Author

Keywords: Entrepreneurship Education, Entrepreneurship Spirit

Abstract: Through the teaching and research of the course “the foundation of university students' KAB entrepreneurship”, the author proposes to increase the cultivation of entrepreneurship. This paper lists the importance of entrepreneurship to the success of entrepreneurship of college students, and how to cultivate the entrepreneurship of college students, the paper holds that ideological and political education should be included in the curriculum system of entrepreneurship education and run through the whole process of education and teaching.

1. Introduction

Based on the teaching materials developed by the International Labour Organization, this course analyzes and introduces the workplace elements such as enterprise and entrepreneurship, and helps students understand the basic characteristics and qualities of entrepreneurs through measurement tools and team games, so that students can understand the basic characteristics and qualities of entrepreneurs, and make students understand how to generate business ideas and write business plans. The basic process of setting up an enterprise to operate can help college students fully understand the whole process of entrepreneurship. In the process of education and teaching, the author believes that the ideological and political education should be integrated into the teaching of university students' KAB entrepreneurship foundation, and the cultivation of spirit, especially entrepreneurship should be strengthened.

2. What is Entrepreneurship?

2.1 The Concept of Entrepreneurship

The entrepreneurial spirit is the idea and culture of entrepreneurship, which is the fundamental thought and culture of entrepreneurship. The spirit of entrepreneurship is always closely connected with a certain start-up subject and its entrepreneurial practice, not isolated. The entrepreneurial spirit needs to be demonstrated through the long-term business practice of the entrepreneur, and it becomes an attitude of the entrepreneur in the business practice to be called the entrepreneur's entrepreneurship. Therefore, in the teaching of education, it is necessary to let the students understand that the entrepreneurship is the whole-course attitude, and the core is the basic attitude of the entrepreneurs to the people, things and things in the business practice. The attitude towards difficulties mainly includes perseverance and fragility, courage and timidity, decisiveness and hesitation; the attitude towards oneself mainly includes self-confidence and inferiority; the attitude towards some weaknesses mainly includes self-control and indulgence. In fact, these attitudes are the core of each person's personality quality, and the excellent entrepreneurship is the extension of the excellent personality quality of the entrepreneur in the business practice.

2.2 Contents of Entrepreneurship

(1) Enthusiasm. Enthusiasm is a person's hope, the ideal, the belief and so on in the emotional and emotional generalization. The enthusiasm (mutual cooperation with the factors such as confidence and will) can help the main body to overcome the negative factors of the outside, help

the main body improve the working efficiency, and activate the thinking, and help to solve the problem creatively, overcome the difficulties and open the work situation, and help to conclude a good interpersonal relationship. It is necessary to set up the correct outlook on life, to build a good state of mind, to define the goals, to have a strong desire, to develop a service society, to serve other people's thinking and behavior, to accept the guidance of the edification and behavior of the positive people's thoughts.

(2) Confidence. Self-confidence is a person's courage to practice, dare to practice, through the difficulties of the basic spiritual guarantee. The process of starting a business is full of difficulties, self-confidence can help entrepreneurs overcome difficulties and achieve great business. Bill Gates said that the key to a person's success is to firmly believe in their own judgment, have their own opinions, full of confidence in success, not superstitious authority.

(3) Patient. Entrepreneurs need to be patient to achieve a career, which can avoid going with the tide and help you move towards your ideal goal. The quality of tenacity comes from the practice of fighting difficulties for a long time.

(4) Tolerance. Tolerance refers to large volume and strong inclusiveness. It mainly includes two meanings: tolerance of others, understanding and tolerance of the general faults of others or the harm caused by others intentionally or unintentionally to themselves, tolerance of differences, understanding and acceptance of those who are different from their own habits, beliefs, ideas, tastes and so on. Tolerance helps entrepreneurs build stable and long-term relationships.

(5) Self-control. Self-control is to control your thoughts, emotions and behaviors. It can make people work more energetic and efficiently, and win broader and deeper support and cooperation for the cause, which is conducive to the success of the cause.

(6) Brave. Brave people do not flinch in the face of suffering, do not bow in the face of setbacks, can calmly find ways to overcome difficulties, overcome setbacks. For brave people, difficulty is the touchstone of ability and the paving stone of success. The process of starting a business will encounter all kinds of difficulties, entrepreneurs need to bravely overcome all kinds of suffering, then need courage, as the saying goes, "the size of the spirit determines the size of the career."

(7) Decisive. The hesitation of people in action and in action, the negative effects of delay are various, some are not very obvious, some effects are very obvious or even very serious. As an entrepreneur, hesitating to act, procrastination not only wastes time, but also misses opportunities. When the opportunity comes, there can be no hesitation. We must act decisively and boldly. In the course of action, do and find a way to do things well.

3. The Role of Entrepreneurship

3.1 Promote the Prosperity of Young People and the Prosperity of the Country and the People

Comrade Xi Jinping pointed out in the report of the 19th CPC National Congress that youth rejuvenates the country, while youth strengthens the country. If the younger generation has ideals, abilities and responsibilities, the country will have a future and the nation will have hope. Chinese Dream is historical, realistic and future; it is our generation, but also the younger generation. Chinese Dream, the great rejuvenation of the Chinese nation, will eventually become a reality in the relay struggle of generations of young people. In education and teaching, we try our best to cultivate college students' entrepreneurial spirit and create "Want to start a business." Dare to start a business, will start a business "social atmosphere." Let all the ideas that are conducive to college students' entrepreneurship be active, and all those who have the ability to start a business will be able to start their own businesses. Liberate, promote economic prosperity and social development, truly achieve mass entrepreneurship, mass innovation.

3.2 Promoting Successful Entrepreneurship among College Students

Healthy and upward entrepreneurship is the driving force for the success of enterprises. If college students want to start a business only to chase wealth and worship money, it is one-sided, shallow and narrow. We should advocate a healthy entrepreneurial spirit that embodies the goal of

life, the pursuit of value and social responsibility. There is a kind of quality in the entrepreneurial spirit of excellent enterprises in our country, which is honest and trustworthy, and it is the right way for Chinese enterprises to succeed. In teaching, we should strengthen the education of Chinese traditional culture and the excellent model education of starting a business in history. Under the influence of Chinese traditional culture, college students should combine their values with the enterprise spirit of “self-cultivation, homing, governing the country and leveling the world”, and combine the planners with the enterprise spirit of “self-cultivation, homing up, governing the country and leveling the world”. The goal of life, reflecting the value of life, realizing social responsibility, reflecting lofty ideals and lofty aspirations as the core. In a word, entrepreneurship is the soul of enterprise development, which has a great impact on the development of college students' entrepreneurship.

4. The Establishment of Entrepreneurship Spirit

The establishment of entrepreneurship. It is necessary to realize the organic unity of the two aspects of the business subject and the business object.

4.1 Subject Aspects

From the perspective of subject, entrepreneurs need to have a sense of mission. There are two missions of College Students' entrepreneurs: what to do and how to do it, that is, entrepreneurial plan and entrepreneurial value. Being good at making smart strategies and creating a strong culture is one of the characteristics of all great entrepreneurs. This is also absolutely necessary for building a thriving and fast-growing enterprise. The process of College Students' entrepreneurs to complete their mission is the process of entrepreneurship and play a positive role. Generally speaking, pragmatism, innovation, unity and hard work constitute the main body of entrepreneurship. Once the entrepreneurial spirit is established, it will form the trend of “a single spark can start a prairie fire”, which will urge entrepreneurs to run to their goals and realize their dreams.

4.2 Object

From the object point of view, the establishment of entrepreneurship also needs the support of the system and the cultivation of culture. Entrepreneurship is not innate. To cultivate the spirit of innovation, it is not enough to only rely on the unilateral efforts of entrepreneurs, but also needs the support of a solid and strong institutional environment and the nurturing of innovative, tolerant and cooperative entrepreneurship culture. Therefore, it is necessary to strengthen the interpretation of the current entrepreneurship system and policies in our country in teaching, tell college students the current good entrepreneurial situation and background, and promote the formation of their excellent entrepreneurial spirit.

5. The Cultivation of College Students' Entrepreneurship Spirit

5.1 Contents of the Cultivation of College Students' Entrepreneurship

The development of the times and the progress of science and technology undoubtedly put forward higher requirements for the quality of college students. Not only enterprises need creative, innovative quality of high-quality personnel. If college students themselves take the road of starting their own businesses, they must have entrepreneurial consciousness and entrepreneurial ability, and entrepreneurial spirit is also essential.

5.1.1 To Have the Self-Confidence to Survive Independently

This means that college students should consciously come out under the care of their parents, the care of their friends and the protection of the relationship, face life independently and face the challenge bravely. Deal with and deal with all kinds of problems calmly and cultivate independent personality.

5.1.2 Be Enterprising in Continuous Innovation

All kinds of change in the modern society are changing with each passing day, and the ideological rigidity will be abandoned by the times. Only the innovation can get the life and the development in the risk and the change.

5.2 We Must Have a Broad Sense of Responsibility.

In the course of start-up, it is not only to know the “How to make a living”, to master the knowledge and skills of the existence, but also to understand the meaning and value of the existence, which needs to go beyond the realm of utility, establish the lofty goal of life, and always adhere to the principle of the unity of the truth and the beauty.

5.3 How to Train the Entrepreneurship of College Students

(1) Focus on the cultivation of comprehensive quality. To become a new type of talents with independent entrepreneurship, we must adhere to the cultivation of comprehensive quality. Knowledge and ability are the core of quality. Knowledge includes basic knowledge, expertise, new knowledge, and related cross-discipline knowledge. The ability mainly includes the ability to acquire knowledge, the ability to use knowledge, the innovation ability, the present, the cultivation of the innovation ability, the weak link, so, to build the knowledge, the ability, the character, the trinity of high-quality start-up talents.

(2) Highlight the cultivation of innovation ability. The cultivation of innovative ability requires respect for the development of students' personality in teaching, and strive to enable students to learn independently, to think independently, to cultivate students' exploration spirit and innovative thinking, and to create an atmosphere of advocating genuine knowledge and seeking truth. To create a relaxed environment for the full development of students' Endowment and potential.

(3) Strive to improve the practical ability. In the teaching of KAB Entrepreneurship Foundation for College students, it is necessary to change the one-way imparting of knowledge by teachers for a long time, take examination scores as the only criterion to measure educational achievements, create an external environment in which students can experiment, encourage students to take part in certain social practice activities in their spare time, and enhance students' understanding and adaptability to society.

For contemporary college students, entrepreneurship is a kind of quality and courage to adapt to market challenges and innovate constantly. Practice and innovation are the key to the formation of entrepreneurship, which increases with the increase of the source of innovation. College student entrepreneurs with innovative spirit can take the lead in breaking the static balance of original technology, products, sales, management, organizational system and system, and guide the main body of the market to move forward in a direction that can better reflect the characteristics of the market, so as to develop new technologies, produce new products, build new systems and create new social culture.

Acknowledgement

2017 National Textile and Garment Informationization Teaching Research Project, in 2017, Hubei University's Practice and Education Project, Wuhan Textile University,2018, Research Project of the University of Wuhan, the Research on the Education Model of the Innovative and Creative Talents in the University of Higher Learning;

References

- [1] Feng, Lei., Yu, Zhensheng. (2017). An Analysis of the influencing factors of College students' Entrepreneurship willingness in the era of Internet. Reform and opening up, no. 03, pp. 59-61.
- [2] Wang, Hongdong. (2017). A study on the cultivation of College students' innovative and Entrepreneurship Spirit and ability on Internet + Education platform .Modernization of Education,

vol. 4, no. 9, pp. 15-17.

[3] Gu, Shengjie. (2016). The characteristics and trends of a new round of Internet entrepreneurship. People's Forum, no. 09, pp. 54-55.

[4] Yang, Jian., Wen, Qi. (2016). A study on the path of college students' innovative and entrepreneurial quality-oriented education. Journal of Huainan Vocational and Technical College, no. 1, pp. 38-40.

[5] Li, Pei. (2015). Research on the Cultivation of the Innovation and the Ability of the University Students. Science and technology information, vol. 13, no. 12, pp. 208-210