

An Analysis of Educational Management Based on College Students' Innovative Undertaking Concept

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Abstract

With the increasing number of graduates under the expansion of higher education, the employment becomes a serious problem as well as a social concern. Considering the status quo of current social employment, our government has implemented a reform of university students' employment system, and universities have introduced enterprises education oriented on the promotion of job growth so as to guide them to start businesses and to create conditions for their future development. University students' innovative undertaking has been discussed in academia where career guidance service of university is of great significance to improve the efficiency of university students' education and management. Employment is one of the factors for universities' development. The main goal of university education is to help the students get prepared for future developments and social acceptance after graduation. Therefore, universities are obliged to guide students to set up new viewpoints about career choices among which starting their own businesses is commendable for them to exploit their abilities. With the improvement of their employment abilities and innovation undertaking skills, university students will engage in employment more actively. This thesis focused on the analysis of educational management based on university students' innovative undertaking.

Key words: university students; enterprising awareness; educational management; enterprising competence

The employment of university graduates has become a social concern. At present, the graduates' employment is assigned to people's livelihood, so the decline of employment rate would inevitably affect social stability and therefore hinder the development of our country. Universities are the base of students' education where professional skills need to be acquired for their career after graduation, and the graduates should have a full understanding of the awareness of the current situation of employment and of their potentials. What they've learned, which should be put into in practice, is expected to create value in society by innovative undertaking. The education of entrepreneurship for college students is a way to improve their enterprising competence, change their views about employment, and to be well-equipped with knowledge structure according to the needs of social talents. With the education of entrepreneurship, college graduates, as entrepreneurs, become self-employed and initiate more and more graduates into the innovative undertaking, thus increasing the employment rate.

1. The concept of College Students' Innovative Undertaking and the meaning of educational management.

The report in the 18th CPC National Congress has clearly pointed out that college students' innovative undertaking is vital as China enters into a stage of comprehensively deepen reform and where youth, as an important strength, is a crucial force to the development of the socialist cause with Chinese characteristics. The condition necessary for China to reach its leapfrog development goal is the young people's dedication from

generation to generation. Therefore, the growth of young people necessitates the support of their innovative undertaking as well as the attention, care, concern and affection given by us. In order to prove into the educational management based on college students' innovative undertaking, an in-depth understanding of their views about it is of great necessity, so is the concerning content of the educational management.

1.1 The definition of college students' innovative undertaking

The concept of college students' innovative undertaking, the inner enterprising awareness of each of them, driven by certain will or a purpose is motivated and will be applied in practical use. This concept, with characteristic of times, should be exercised in innovative undertaking with active participation and correct viewpoints, thereby ensuring that college students can reach their goals of entrepreneurship.

Nelson Le Gall has put forward his view on entrepreneurship, that is, the behavior of entrepreneurship is firstly motivated by conception and wills, and then turns into conscious action to achieve the desired effect.

Actors take active actions, but the result is unpredictable, which is not because the actors do not take action, but because there are many causal factors in the process which would affect the behavior to some degree.

Based on this, Me Grath & Bogat believe that the failure to reach expected effect is due to the unpredictability of result rather than to the unwillingness to take action, which means that entrepreneurship requires not only the conception of innovative undertaking but also the related education to avoid detours during the process^[3].

Katz & Gartner defines the concept of entrepreneurship in 1988 that it is a collection of business information based on judgment to foster the business-starting.

Establishing a business concept, for entrepreneurs, is a milestone to set up a new company and a guiding principle to achieve value growth for existing companies. There are two dimensions in Bird's business concept, one is will, and the other is rationality. The former was found by Katz & Gartner who insist that it's the impact of will which the internal driving force eventually changes into action. Also, the necessary relations between willingness and industrial chain's benefit should be established, and the market environment should be taken into account in order to make the driving force of will fully played out.

And the latter is found by Latham & Yukl and Loeke who analyze the business concept from a psychological perspective. And they make the result as a guideline to analyze the business opportunities, make business plans and strategies, get accessible resources and so on in order to provide a solid foundation for business-starting. Therefore, the pioneering work was driven by the entrepreneur intention, thus only with the means of enterprising awareness can one start a business.

The establishment of the concept of entrepreneurship needs to motivate the college students' enterprising awareness in the first place and then realize their goals for business-starting with a correct entrepreneurial attitude and concepts to guide behaviors. However, the establishment of the entrepreneurial concept cannot be achieved in a day rather than an accumulation of social practices and business-starting experience. With a concept of entrepreneurship, college students would have a solid understanding of the process of starting a business and make it a guiding principle in their future career.

1.2 The concept of entrepreneurship in educational management

From an educational viewpoint, the concept of college students' entrepreneurship is to cultivate their pioneering spirits and establish the sense of entrepreneurship through an effective educational means. In the process, we should respect every student's individuality considering his or her personality and subjective conditions and implement the ideological and political education as well as the moral norms at the same time. The content of entrepreneurship education should be related to social practice, and it is supposed to accords with the individual development and complies with the times. The main purpose of the education is to solve various problems occurred on college students who want to start their own businesses. It's preferable to cover the contents such

as the ideas of entrepreneurship, job prospects, capacity and view on risks as well as the willingness and motivation of their entrepreneurship.

1.2.1 Optimizing the cognitive structure of college students' innovative undertaking.

To optimize the structure of college students' innovative undertaking, it is necessary to effectively integrate all kinds of resources and to establish a scientific and reasonable resource structure. In addition to the cognitive intervention, personal attribution is an extremely effective way by which college students can analyze, reflect on successful cases and compare the resources they owned with those of the cases in order to accurately orientate their own businesses.

Generally speaking, people prone to attribute one's performance to luck, ability, endeavor and so on among which ability is the most important factor. Students with high entrepreneurial ability will possess senses of superiority, which can to some extent improve their self-fulfillment. Similarly, their fortune and self-regulatory capacity are bundled together, requiring college students to improve the odds of succeeding as entrepreneurs. They should seize every opportunity and face every challenge, and hold the belief that "you should count on yourself on the way to success". Driven by this belief, college students will accumulate capacity, learn from mistakes and study hard to be successful in constant practice.

1.2.2 Guiding students to set up evaluation views on entrepreneurship

College students widely have longings for business-starting, and they even regard it as their ideal without realizing that the success of entrepreneurship goes hand in hand with risks. They will inevitably come across all kinds of uncertainties which obstruct their business-starting. To avoid the gap between the ideal situation and the reality when they encounter risks, it's of great importance to guide students to establish evaluation views on entrepreneurship. The views on entrepreneurship are formed during the process of pioneering work. In order to implement the concepts into reality, it is necessary to recognize that there's a contradiction between the ideal and reality ^[6]. Thus by typical cases of entrepreneurial management education, students can have a clear understanding of themselves by comparing the mental course of the successful entrepreneurs, venture development path with themselves so that the students can deal with failures and work hard to gain success. And the continuous learning will bring them accumulated experiences on the way to be an entrepreneur.

The ideological and political education of college students is another way to perceive the concept of entrepreneurship, and evaluation views on entrepreneurship are embodied by that. It has been showed that evaluation views on entrepreneurship, as a management practice of ideological and political education research, namely, entrepreneurship education can play a fundamental role in the functions of ideological and political education. Especially in the diversified-market economy, educational management, as the guidance, can facilitate students' ways of thinking.

2. The characteristics of their views on entrepreneurship

2.1 To think business problems from a realistic point of view of employment

Based on business-starting ideal, business concept is considered as a guiding principle to direct the entrepreneurship. When college graduates get off to startup businesses, once the ideal established, they will have a clear idea of the process of entrepreneurship. The view on entrepreneurship according to the questionnaire, as an attitude towards life, has been implemented into reality and also contributed to the thought of how to successfully do pioneering work... The majority of college students have been surveyed hope to have the opportunity to be entrepreneurs, which shows a positive attitude towards entrepreneurship. However, due to

their lack of entrepreneurial knowledge and self-confidence, they need both access to training through various ways and the government's support, so that students can move forward on the way to entrepreneurship no matter what difficulties faced by them^[7].

With the diversity of job-seeking market, college students' views on career are not narrow and limited anymore because they re-examine the employment with an eye of self-assessment and they have clear understandings about their abilities to get employed. Analyzing the market environment, students can recognize the inevitable potential risks, especially in the dynamic development of the market economy. In such cases, entrepreneurial risk factor will be higher. Only when students possess a concept of competitiveness in business-starting, can their entrepreneurial course be more sustainable.

2.2 College students' innovative undertaking concerns more about financial profit rather than social responsibility

Many a college student has a sense of entrepreneurship, but did not resort to the action. Although the universities have carried out various forms of education and have built business platforms to encourage the students to participate in pioneering undertaking and to seek a way out of the unemployment. However, it's still a severe social problem, which shows that the college students do not move boldly forward towards entrepreneurship, but still take a wait-and-see attitude, so that the miss of promising business opportunities is inevitable. Those students are not put their willingness into action due to the failure to establish a correct view of entrepreneurship, coupled with fierce business competition, insufficient support from the government, leading to the result that they would not persist in entrepreneurship because of the difficulty to determine their orientation of business-starting. It can be seen that students' entrepreneurial willingness fluctuate with emotions, and they consider more about the financial profit rather than social responsibility. The less sense of social responsibility they have, the worse judgment they will make between self-worth and practical situation, thus leading to the phenomenon of "the dislocation of social roles".

3. University students' educational management on entrepreneurship

3.1 To make the college students' career planning into the higher education system

If college graduates wish to succeed in business, they should prepare themselves for employment when receiving education in universities. The education of employment should be carried out throughout the their entire college years from the very beginning of freshmen year when their own majors, personalities, and career planning are taken into full consideration, thus, they will be more determined and active to participate in relevant campus activities, adjust their studies plans. Colleges should conduct market research about the requirements for social talents, and foresee the demand of career and professional development in the following few years, so students' performance for preparing business-starting can be properly assessed. Colleges can carry out entrepreneurship training activities^[9] according to the results of the assessment to implement entrepreneurship education and to give student entrepreneurs guidance. College counselors need to communicate with students to fully understand how they will start businesses and their ideas of entrepreneurship. Student societies should be set up according to their needs, so that students with rich social experiences can share their successful stories of entrepreneurship to help students to build up confidence.

3.2 Improving the system of supporting policy in college students' entrepreneurship

The fundamental guarantee of college students' entrepreneurship is financial support. According to their needs, entrepreneurship education fund should be set up to finance college students who will further develop their

research to the market and will create economic and social value. Although the educational management funding system of entrepreneurship has been established, but with the dynamic development of the market environment and the lack of supporting policy, which requires authorities continuously to improve entrepreneurship policy supporting system to standardized its operation.^[10] In addition, the legalization of students' entrepreneurship can safeguard students with legal guarantees, including support from labor and personnel administration, business administration and taxation. With these protections permitted by the laws and regulations, students can confidently participate in the venture.

4. Conclusion:

In summary, the entrepreneurship survey for college students can reveal the views on students' entrepreneurship with a clear position. Contemporary college students start business more rationally and more inclined to economic interests. Therefore, college students' entrepreneurship education should be carried out from the concept of employment and target to implement the entrepreneurship educational management concept, so that students can have entrepreneurial outlook based on their own professional expertise. Most college students are willing to venture, but they don't resort to actions due to the lack of financial security and legal protection. Therefore, the relevant policy requirements should be followed in each region to offer favorable policies to them with legal guarantees so that to promote the active participation in entrepreneurship.

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