

The Way to Enhance University Students' Entrepreneurial Leadership

Hongjie Li^{1,*}

¹Shandong Women's University, Jinan, Shandong, China

*Corresponding author. Email: 37235223@qq.com

ABSTRACT

With the horn of "mass entrepreneurship and innovation" blowing up, as well as the introduction of relevant preferential policies for innovation and entrepreneurship, it has greatly stimulated the enthusiasm of college students to start a business. Entrepreneurship leadership is the ability of college students. It is of practical significance to study and improve the entrepreneurial leadership of college students to improve the low employment rate of college students and change the reform of entrepreneurship education for college students. The government should pay attention to the cultivation of entrepreneurial leadership, deepen the curriculum reform, pay attention to the direction guidance, and strengthen the initiative of college students and play the main role in order to effectively promote the overall entrepreneurial leadership of college students.

Keywords: entrepreneurship leadership, entrepreneurship education, college students training

I. INTRODUCTION

Based on the literature research, this paper takes the theory of leadership characteristics, charismatic leadership and competence as the cornerstone, and makes an empirical study on the entrepreneurial leadership status and related situation of college students. Through the statistical analysis, it is found that the current situation of entrepreneurial leadership of college students is not very ideal, and there are still many problems, such as insufficient understanding of entrepreneurial leadership, unbalanced resources of entrepreneurial leadership, and lagging of entrepreneurial leadership education. The causes of these problems are many, including the factors of government level, college level and college level. Therefore, in the end, this paper from the government, colleges and individuals three different angles, for the promotion of entrepreneurial leadership of college students put forward some targeted measures and suggestions, hoping to provide a certain reference for the promotion of entrepreneurial leadership of college students in the country.

Under the guidance of the national "mass entrepreneurship and innovation" policy and the support of all parties in society, the willingness of college students to start a business is constantly increasing, nearly 90% of college students have considered starting a business, and nearly 20% have a strong entrepreneurial intention. However, compared with some developed countries in Europe and America, the success rate of entrepreneurship among college

students in our country is much lower than the international average level. The theory and practice have proved that there is a close relationship between the entrepreneurial leadership of college students and the success rate of college students, and entrepreneurial leadership is the key factor of college students' entrepreneurial success. Therefore, the in-depth study of college students' entrepreneurial leadership is crucial to enhance the success of college students' entrepreneurship.

II. LEADERSHIP AND ENTREPRENEURIAL LEADERSHIP

A. Leadership

The word "leadership" first appeared in the mid-19th century. Leadership is the ability to guide others and motivate others to excel in the organization, says Dr. Huther, the founder of the Center for Leadership Development Center for Leadership Development in the United States). Most Chinese scholars believe that leadership refers to the process of fully utilizing resources and objective conditions within the jurisdiction to motivate individuals or organizations to achieve their goals at the minimum cost.

B. College students' entrepreneurial leadership

For entrepreneurial leadership, Drek Lidow, a professor at Princeton University in the United States, describes it in his representative book, "Entrepreneurship Leadership," as a way to allow investment projects to grow and make a profit. Some

scholars believe that entrepreneurial leadership is the ability of entrepreneurs to find certain information, resources, opportunities or master a certain technology, to guide the team to use human resources and objective conditions to achieve the best benefit in the minimum cost of team transformation, in order to achieve the highest benefit of the goal or team. College students' entrepreneurial leadership, that is, college students in the process of entrepreneurship, through various channels to obtain information, at the same time integrate resources, after mastering information, resources or technology, lead their own team, under the full use of existing conditions, at the minimum cost to motivate team members or the entire organization to create maximum value, to achieve the highest goal of the team.

III. THE PRACTICAL SIGNIFICANCE OF IMPROVING COLLEGE STUDENTS' ENTREPRENEURIAL LEADERSHIP

A. Promoting and increasing the success rate of entrepreneurship among university students

Entrepreneurship leadership is not necessary and important for college students to start a business. The process of entrepreneurship is the process of entrepreneurship practice, attracting and influencing team members to achieve organizational goals. Strengthening the cultivation of entrepreneurship education in colleges and universities can directly train more entrepreneurial talents with entrepreneurial leadership for the society, and indirectly train more workers with leadership consciousness and entrepreneurial spirit for each job. Cultivating entrepreneurial leadership can promote students to enhance their influence more effectively, in interpersonal management, teamwork, decision-making, execution and so on better and faster to improve.

B. It can improve the comprehensive quality of college students

China's traditional education generally pays attention to ideological, political, moral, cultural, professional, physical, artistic, psychological and other qualities, as well as the internalization, integration, sublimation of these qualities into all aspects of the ability. But under the background of entrepreneurship, the comprehensive development of entrepreneurial leadership for college students is not yet. The promotion of college students' entrepreneurial leadership can make college students promote each other's creativity and the above kinds of qualities in entrepreneurial practice activities, produce positive influence and thus burst out the spark of creation, in order to form a higher level of innovation spirit and

ability, and greatly improve the comprehensive quality of college students themselves.

C. College curriculum reform can be promoted more effectively

In order to encourage college students to start their own businesses after graduation, the state has carried out a number of encouraging policies, created a good policy environment and institutional environment, the effect is obvious and easy. In 2015, the State Council issued a series of guiding policies and measures, including Opinions on Several Policies and Measures to Vigorously Promote Mass Entrepreneurial Innovation and Opinions on the Implementation of the Reform of Entrepreneurial Education in Colleges and Universities, in order to guide the reform of entrepreneurship education in colleges and universities. The development of college leadership training course is an important supplement to the current university entrepreneurship education, which is conducive to the improvement of entrepreneurship education system and promote the smooth reform of university curriculum.

IV. THE STRATEGY OF CULTIVATING AND ENHANCING THE ENTREPRENEURIAL LEADERSHIP OF COLLEGE STUDENTS

The development of university students' entrepreneurial leadership is influenced by many factors, such as government, society, school and college students themselves, especially in the current era of rapid development of knowledge economy, many challenges and opportunities such as international communication, social division of labor, social change, information technology and personality development are poured into every participant. Therefore, based on the connotation and practical significance of college students' entrepreneurial leadership, the following strategies are discussed on how to promote and cultivate college students' entrepreneurial ability.

A. Government level

The government plays an important leading and commanding role in the promotion of university students' entrepreneurial leadership.

1) Formulating scientific and reasonable policies and policies to lead the reform of education in colleges and universities: In the 40 years of reform and opening up, the practice of school education reform embodies the government's attitude towards school reform and its corresponding behavior, and at the same time demonstrates the actual work of the government in the school reform. The Practice shows that the government has greatly influenced the school reform process to a great extent, and in some cases even decided the school

reform progress. As the leader of university education, the government should, under the current international background, combine the domestic and foreign political, economic and social development situation and its own development plan, base on the current situation of our country and the present situation of higher education, formulate reasonable and scientific teaching reform policy to promote the entrepreneurial leadership of college students, grasp the development of higher education from the macro level, so as to meet the needs of social and public development. Through the formulation of reasonable education development plan, rational allocation of educational resources, to promote the reform of education in colleges and universities, to promote the promotion of entrepreneurial leadership of college students play a positive policy leading role.

2) *Rational allocation of educational resources to ensure the orderly opening of educational reform:* Educational resources are the source of the development of colleges and universities, only with sufficient resources as the support, the development of colleges and universities can be smooth and solid. The government, as a supporter of university construction and the main source of investment in education, should provide sufficient human, financial, material and intellectual support for the implementation of quality education and the development of entrepreneurial leadership education in colleges and universities.

B. University level

As the main body of school education, colleges and universities should position themselves scientifically and reasonably under the guidance of the government. We should give full play to the autonomy of running schools, put the education of college students' entrepreneurial leadership into practice, promote the students' ammonia-conduction ability, adapt to the requirements of the times and seek better development, and better meet the needs of the state, society and the public.

1) *Correctly understanding entrepreneurial leadership and changing education:* The educational concept of the school influences and determines the organizational culture and rational orientation of the school, and more specifically affects the curriculum and training of the school. Therefore, colleges and universities must make clear their own main position, today's colleges and universities have a considerable degree of autonomy in running schools, so colleges and universities must combine their own advantages, reasonable allocation of resources, attach great importance to the cultivation and promotion of entrepreneurial leadership of college students. Colleges

and universities must form a correct concept, correctly understand the significance and role of entrepreneurial leadership of college students, and change the way of education, leadership education is no longer mainly aimed at a small number of outstanding party members and members of the Communist Youth League, so that the combination of full staff education and elite education, generally improve the entrepreneurial leadership of college students.

2) *Comprehensive entrepreneurship leadership education courses are offered to implement entrepreneurship leadership education:* The promotion of students' entrepreneurial leadership can not be separated from the school curriculum guidance, colleges and universities through the full play of ideological and political courses of the main channel. Combining closely with the social reality, we should cultivate the students' ability to think well and understand the complex social phenomenon, and improve the students' political quality and distinguish between right and wrong. At the same time, ensure that students have the correct outlook on life, values, world outlook, improve their own sense of social responsibility and moral cultivation. Through a comprehensive leadership course, students can be exposed to leadership knowledge as early as possible, and through the introduction of second-class general knowledge, personality electives, students interested in leadership can have enough access to leadership classes. In addition, through the practice of leadership training to exercise college students adapt to the situation, effective communication, reasonable conflict resolution and other leadership skills.

3) *Helping college students change their learning concepts and establish correct learning:* China's higher education has been relatively lacking in the establishment of the concept of entrepreneurship and entrepreneurial potential of college students. This kind of one-sided employment concept leads to our country graduate university student entrepreneur few, the success rate of entrepreneurship is also extremely. At the same time, college students did not pay enough attention to entrepreneurial leadership education. However, higher education should not only cultivate job-seekers, but also entrepreneurs and employment creators with entrepreneurship and social spirit. Therefore, colleges and universities should actively renew and change students' view of learning, attach importance to the important guiding role of ideological guidance to college students, and cultivate students' entrepreneurial leadership habits through various channels and ways. Especially in today's increasingly fierce competition, the "difficult problem of

employment" more prominent, innovation and entrepreneurship pay much attention to the background, colleges and universities should pay more attention to the correct guidance and change of college students' learning concept, promote college students to form a positive learning attitude, and actively devote themselves to leadership learning and promotion.

4) *Strengthening the building of the quality of teachers and training a professional leadership team:* The educational resources of schools, especially teachers, are the most direct factors affecting the teaching effect and the quality of personnel training. Therefore, whether there are high-quality teachers in colleges and universities is the key to the cultivation of entrepreneurial leadership and the promotion of success. On the basis of mastering the relevant entrepreneurship theory and owning the entrepreneurial spirit, through optimizing the guidance of the school teachers, open the students' thinking, let the students set up the ideal of entrepreneurship, learn the leadership skills, stimulate the inner potential, and cultivate the learning with entrepreneurial leadership on this basis.

5) *Building a service platform for entrepreneurship so that college students' leadership can be cultivated and promoted in entrepreneurial practice:* Building a service platform for entrepreneurship in schools is the most direct and effective way for college students to develop entrepreneurial leadership. The promotion of college students' entrepreneurial leadership is more reflected in the process of entrepreneurial reality, in practice, in frustration to promote college students' entrepreneurial leadership. As the initiator of entrepreneurship education and the promoter of quality education, the school can establish a college entrepreneurship service group composed of employment and entrepreneurship instructors with specific relevant professional knowledge background and experience. Actively provide students with business, tax, credit, project evaluation and other one-stop services, provide information services, financial consultants, property transactions and other intermediary services, which can not only reduce the risk and pressure of students to start a business, but also enhance the enthusiasm of students to start a business, provide students with the opportunity to put entrepreneurial leadership from theory to practice, let college students learn leadership in specific entrepreneurial activities, perceive leadership, practice leadership and enhance leadership.

C. Individual level

The development and improvement of entrepreneurial leadership is targeted at college

students.who play a decisive role in the whole process of ability training.To make entrepreneurship education truly internalized into students' ability, schools should effectively stimulate the main role of college students, so as to improve students' comprehensive entrepreneurial quality, and achieve a two-pronged approach, both hands together.

1) *Changing ideas and enhancing self-awareness of entrepreneurial leadership:* College students as the main force of the new labor force of the society, as the national high-quality human resources with rich knowledge and professional skills, is the future and hope of the country, and is an important cause to affect the national sustainable development ability. Therefore, college students should make clear their own responsibilities and duties, mission and responsibility, actively change their own ideas, understand that leadership is not natural talent, actively discover and cultivate their own leadership, explore leadership potential; at the same time, should actively enhance their innovative sense of more active participation in group activities, cultivate their own organization, coordination and leadership ability, enhance their personal charm in group activities; college students should improve their own requirements, set higher goals and strict requirements to avoid becoming a failure in the fierce market competition.

2) *Studying leadership courses carefully and taking part in leadership practice:* College students must make clear their main work in the promotion of entrepreneurial leadership. Students should actively participate in the leadership courses and lectures offered by schools and communities, actively absorb the relevant knowledge such as entrepreneurial leadership, and regard the improvement of entrepreneurial leadership as an effective way to improve their own ability and quality rather than a task, and regard leadership education as a practice of their own growth rather than a course. Of course, if schools want to successfully transform entrepreneurial leadership education into the internal driving force of students, they must effectively stimulate the main position of college students in order to truly improve the entrepreneurial leadership of college students. Therefore, the individual students should conscientiously study the leadership courses offered in the school, and actively participate in the practical activities of leadership development, actively participate in entrepreneurial activities, so as to form a correct understanding of leadership in practice and enhance their own leadership water.

3) *Actively grasping the opportunity and actively engaging in the practice of innovation and entrepreneurship.*: The promotion of entrepreneurial leadership can not be separated from the individual entrepreneurial reality of college students. The success of entrepreneurship also needs not only the support of entrepreneurial leadership theory, rich project experience, sufficient financial support, exquisite technical ability and so on are indispensable. Therefore, college students should be good at grasping the opportunity, take the initiative to attack, and put the theoretical knowledge of entrepreneurial leadership into practice. Actively participate in the school organized innovation and entrepreneurship competition, participate in social entrepreneurial practice activities, through various entrepreneurial activities, in practice to accumulate network, rich experience, learn technology, improve self-improvement of their own entrepreneurial leadership.

4) *Improving team awareness and team cooperation and leadership:* Team consciousness and team building ability are one of the lack of entrepreneurial leadership of college students. As we all know, in the increasingly fierce market competition, the role of teamwork becomes more and more important, and the promotion of entrepreneurial leadership can not be separated from the cultivation of team awareness, so college students should pay attention to cooperation and actively cultivate team cooperation. College students understand the law of $1+1>2$, but in practice, they often ignore this problem, especially in the process of improving entrepreneurial leadership, college students should realize that entrepreneurship can not be accomplished by one person's strength, but need the strength of the team and the essence of unity and cooperation. Therefore, college students should attach importance to interpersonal communication and unity and cooperation in their daily study and life, purposefully and consciously establish and improve their own psychological quality, improve their own personality development, enhance the sense and ability of teamwork, and try to play a leading and core role in teamwork, so as to enhance their own leadership.

V. CONCLUSION

As a unique team, the entrepreneurial group of college students is an important part of social entrepreneurship and the potential army of social entrepreneurship in the future. With the advent of the era of knowledge economy, leadership is becoming more and more regarded as the key factor of organizational success and plays an inestimable role in entrepreneurial success. Therefore, leadership

development has become the most rapid development subject in the field of management research. The promotion of entrepreneurial leadership of college students is a long-term work, which requires the common efforts of all sectors of society. lay a solid foundation for the new generation of entrepreneurial strength in our country.

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