

Analysis on the path of college students ' entrepreneurship education in the perspective of social learning theory

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Abstract: startup , Innovation Background , College students should become a Force of the industry . Current College student startup rate is low ,entrepreneurial space larger , requires high-quality create Industry Education . This paper discusses the path of college students ' entrepreneurship education in the perspective of social learning theory construct .

Keywords:Social Learning theory Entrepreneurship Education Entrepreneurial Behavior observation Learning self-efficacy Sense

Entrepreneurship is the most dynamic part of a country's economic development , It is an economy The driving force of the show , is the impetus for technological innovation , is the key to national quality and efficiency . current The average person in developed countries and regions has to Enterprise , Developing country to to , and our country has only 11.66 , The Enterprise ownership rate per thousand is greater than low , further startup space . Enterprise is the economic lifeline of the country ,venture to country Home Future . to promote China's economic science development , Premier Li Keqiang in 2014 Year 9 Month Ten The opening of the Summer Davos Forum, held at the day, was presented at : to take the reform and innovation of the East wind , on 960 A mass of square kilometres of land on the Volkswagen startupGrassroots Entrepreneurship New for Tide , form Innovation Innovation for everyone New posture for . to further promote public Entrepreneurship " Great innovation " 18 big and State Department to deepen innovation and entrepreneurship teaching education reform as a breakthrough to promote the comprehensive reform of higher educational system , issued On the implementation of innovation education reform in colleges and universities Institutes (2015)6 No.), proposes nine transitions ,Enhancing college students ' innovation gods , Entrepreneurial awareness and innovative entrepreneurship , efforts to create a Public Entrepreneurship , and All-innovation The force . College students should be the most active group in the entrepreneurial community , most dynamic groups , but At present, college students ' independent entrepreneurial rate is low . based on 2015 year One Month Day , Northeast Teacher University release China University Students Employment and Entrepreneurship Development Report show 2015 High National School graduates entrepreneurial rate 2.86%, Although more 2014 year 2.16% Promote , but College students ' overall entrepreneurial rate is still low , With the developed countries ' entrepreneurial rate of the 20% -30% very far from . Although there are many reasons for the low entrepreneurial rate in our country, there are more than one like , - But lack of quality entrepreneurial education is one of the major reasons why . This article intendsto explore the path of college students ' entrepreneurship education through the social learning theory of the class .

1. bandura The main content of social learning theory

Social Learning theory by American psychologist Bandura in 1952 Year , The theory once proposed , has A significant impact worldwide , is applied to a variety of fieldsExplain People's behavior , also adopted to guide people's behavior . This theory mainly consists of four sub theory : : Observe learning , self-efficacy theory , self-tuning

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theory and ternary interaction decision theory . These four sub theories are independent of each other , and contact each other , To build social learning the framework and system of the theory .

1.1 Observe learning theory

bandura that , People can master certain knowledge and skills , The is primarily through the observed side -learned . He said that , the acquisition of behavior or the formation of behavior there are two ways to learn , a is through hands-on learning , get direct experience : Two is learning by watching , gets indirect Check , The latter is substituted by observing what other people actually do and their results. Learning to learn about behavior , improves learning efficiency . Observation Learn to emphasize the role of the "" Role model for observers , directs learners to make corresponding behavior . observe learn procedure mainly by note procedure , Keep procedure , build process and motivation process four mutually connected The child procedures of the system constitute .

1.2 self-efficacy theory

bandura indicates that , self-efficacy refers to whether an individual can at a certain level To complete a one Activity The ability to judge , Faith or subject self-mastery and feelings , that is the individual's competence and self-confidence in the face of a task activity , Sense of self-esteem subject to . Self-efficacy affects individual behavior , and the formation of self-efficacy is largely restricted to the fail -Experience, Alternative Experience , verbal persuasion and emotional and physiological status four factors Affectsthe .

1.3 self-tuning theory

Human behavior is not only affected by external stimuli , can also be recognized internally by the deepen to adjust . bandura the , Self-tuning is an intrinsic hardening process for individuals , the is the the individual compares and evaluates his or her behavior's expected and actual behavior by adjusting the The procedure for its own behavior , includes self-observation , self-judgment and self-reaction of these three procedures . through these three procedures , Individuals can perform intrinsic factors to regulate behavior .

1.4 Ternary Interactive determinism

in the squad , , A person's behavior is realized by human cognition , Behavior and environment three The person interactively decides . in the social learning process the three are independent of each other , and each other with , to promote each other , can also be mutually determined , together constitute a dynamic interaction .

2. The construction of entrepreneurship education under the theory of social learning

Although the current lack of college students ' entrepreneurial ability , lack of entrepreneurial momentum and a The Business process is poorly understood and leads to low entrepreneurial rate , But according to Bandura's social learning theory , [] entrepreneurial behavior is a behavior that can be learned and observed through hands-on experience. , through Multiple paths developing high quality undergraduate entrepreneurship education , gradually cultivate students ' entrepreneurship Awareness , entrepreneurial ability , accumulating entrepreneurial experience , Clear Business direction , Practice entrepreneurial behavior , true now entrepreneurial dream .

2.1 Building Entrepreneurship Education Observe learning procedure

College students lack the ability to start their own businesses , to enable it to acquire entrepreneurial capabilities , to first nurture the its entrepreneurial awareness ,culture observation , builds a "" " observation Learning " for entrepreneurship education procedure .

2.1.1 infiltrating Entrepreneurial awareness education , Bootstrap startup Note procedure

freshmen just broke the Enrollment Rate Yoke , enters a free new day to , They may not know where to go , This should be consciously guided to them . during undergraduate beginner education , Tell them about the university's future career . Importance , Their future employment prospects and the way out , infiltrate Entrepreneurial awareness , To guide them focus on national entrepreneurship policy , focus on national entrepreneurship results " Note " successful entrepreneur's Cases "Note An entrepreneurial example around . especially to promote college students ' entrepreneurship list sample , To enhance its exemplary role , to enter a college student'sNote Procedure . bandura view , The learner is exposed to a number of demonstration events , What to observe from , perception what , suck what ? , is

determined by the attention process , Viewer's psychological characteristics , role model activity features and The relationship between the observer and the role model determines the degree to which learning is observed , College student Entrepreneurship List sample , Observing learners in the same way as students in the psychological characteristics of the ,activity features, and so on all aspects of the similarity , their gains in entrepreneurship and entrepreneurship are easy to get into college students ' Note Procedure .

2.1.2 Organizational Entrepreneurship Learning , Promote entrepreneurship To keep the procedure

in college student entrepreneurship Education , Light causes college students ' Note is far from enough , also need " keep " . bandura that the , hold procedure is to convert a demo experience to a table like or speech symbol , store in mind , The Guides the behavior of learners later on, . This is required for entrepreneurship education ,Strengthen the study of entrepreneurial theory knowledge , through entrepreneurship Course , Entrepreneurship Talks , Create a guest school and so on to the College students observe the entrepreneurial Model behavior Transformation for a series of conceptual symbols , Using entrepreneurial theory to guide the follow-up of their own entrepreneurial behavior .

2.1.3 Start a business practice , Promote entrepreneurship generates procedure

behavior observed by college students from entrepreneurial role models , converts to a persisted symbol feature to be persisted after , Convert to appropriate behavior to conduct entrepreneurial behavior imitation . in the creation of a education process , to provide for this entrepreneurial imitation " build " platform . set up a Challenge Cup in a university Life Design Competition , Create a guest space , To start an enterprise Training , offering entrepreneurial park , provide incubator platform . Entrepreneurship is a very complex society. activities , College students only participate in person , from do Middle school "" to exercise growth , breeds Startup awareness , Entrepreneurial capabilities .

2.1.4 Promote entrepreneurial practice , Enhanced Entrepreneurship motives procedure

Motivation is the internal force that drives human action , The motivation process runs through the observation-learning , always , It causes and sustains human observation learning activities . The motivation for a person's activity comes from the go to other people and their own in a similar behavior to be strengthened by , includes alternative hardening , directly strong ,, Self hardening . Alternative hardening refers to an observer who has been reinforced by a role model. enforce , Direct hardening refers to the external factors of the learner's behavior direct intervention to make learning learner behavior itself enhanced , Self-hardening is defined as the behavior to achieve their own set of standards when , The process of enhancing and sustaining one's behavior at its own disposal . at the university Health Entrepreneurship Education Development process can be established by setting up an entrepreneurial example , continuing Alternative Hardening . Promote and share Ma ' am , Liu , li , Mr Yu, Entrepreneurial case for successful entrepreneurs , making college students successful from other people's entrepreneurial experiences

to own entrepreneurial behavior . other than , from alumni and among college students Mining The typical success of entrepreneurship , as role model , line down ,multidimensional propaganda , for college students for alternative learning , directs college students to observe positive behavior from others Positive results motivate them to acquire entrepreneurial behavior , increase the Effectiveness of entrepreneurship education . other , to create an entrepreneurial incentive , combining material Rewards with 精 God rewards drums Excitation students participate in various entrepreneurial activities , Cumulative entrepreneurial experience , gives positive , Direct Hardening . also , In the course of participating in the entrepreneurial practice, the university students , themselves can set _ Mesh subscript , controlling their entrepreneurial behavior through rewards and punishments , summarizing entrepreneurial practices , Implementation Self-hardening of entrepreneurship .

2.2 Improve entrepreneurship education effectiveness , Promote entrepreneurial self-efficacy Promotion

The purpose of entrepreneurship education is to develop students ' entrepreneurial abilities , inspire students ' entrepreneurship behavior , But if entrepreneurship education doesn't meet college students ' demands , not meeting college students ' cognition Rules and rules of learning , So entrepreneurial education does not perform its function . so , as a startup Education , should be the first to play its role in the . on Entrepreneurship Education for college

students before , should consider the entrepreneurial program for undergraduates , start up projects helps college students increase their self-efficacy in entrepreneurship .

2.2.1 The difficulty of setting the project properly , Promote entrepreneurial self-efficacy Fostering college students ' entrepreneurial abilities , should be based on the comprehensive ability of different individuals water - ping set Reasonable project difficulty level , provide each individual with a suitable entrepreneurial activity or entry . bandura indicates , Direct success or failure , Emotional and physiological states affect self-efficacy form . Course in entrepreneurship education , scheduled courses , project ,Activity difficulty factor too high , cause college students to fail, reduces their ability to start their own businesses estimate , loses entrepreneurial confidence , When you face a similar startup project again , They will question the capabilities , becoming anxious , appears evasive , rejected reactions , to form a lower self sense of effectiveness . so ,to arrange the various aspects of entrepreneurship education in stages , by Easy to Hard , based on college students ' individual ability , a project or activity that provides difficulty , in to experience the experience of success , establish entrepreneurial confidence , constantly self-reinforcing , motivation level to maintain entrepreneurship .

2.2.2 Select the appropriate startup example , Promote entrepreneurial self-efficacy in the course of college students ' entrepreneurship Education , Entrepreneurial example can be viewed as college students Learning Objects , offers alternative entrepreneurial experience . But when you select an object , Note Select an entrepreneurial education model , sharing alternative experience for relevance , Otherwise the effect of entrepreneurship education can be weakened , not good for college students ' sense of self-efficacy . in the Select Education list sample , to consider the similarity and proximity of the professional background , According to professional features , Classification TreeSet example , enable students to imitate entrepreneurial behavior based on the path of example . simultaneous , The choice of entrepreneurial example should be closer to the university students ' entrepreneurial practice . ma Yun , jobs created myth , College students can learn from , Alternative learning , but he Our success cannot be replicated , their view , Contacts , resources are not available for college students Comparison of , so , to select _ Some schools that are starting a business or have a successful start. Friend as an entrepreneurial role model for university students , to advertise effectively , when college students see People who are similar to their own abilities gain business through entrepreneurship education and personal unremitting efforts successful , They are able to predict the likelihood of their own future success ,then entrepreneurial sense of performance The greatly enhances . if possible , can invite these entrepreneurial alumni to do a special job for students Title report , make verbal persuasion , encourage university students to start a business , To enhance its entrepreneurship from My effectiveness . The greater the similarity of alumni to college students in all aspects , closer to College students Entrepreneurial behavior , The alternative experience is more imitative ., Its verbal persuasion more persuasive andCharisma . so , during entrepreneurship education Implementation , be cautious about choosing an entrepreneurial role model , mentioning High school students ' entrepreneurial self-efficacy .

2.3 Strengthen entrepreneurial frustration education , Enhance entrepreneurship self-regulation Although in the course of entrepreneurship education , through to provide students with the ability of water Ping-Match entrepreneurship program , Entrepreneurship Project , , startup activities , Select similar to their background , A similar entrepreneurial role model to observe , Learn , imitate objects to increase their entrepreneurship since My sense of effectiveness , But in the midst of a series of entrepreneurial actions , inevitably encounters failure

and frustration , This will strengthen the entrepreneurial frustration education , Improving the psychological quality of college students , face failed , lessons learned , enhanced self-regulation . bandura point to, self-regulated by from i watch , self-judgment and self-reaction three processes constitute , The passes through these three procedures , The body can complete the adjustment of intrinsic factors to behavior . If college students start their own business line make negative comments for self observation , will produce self-denial , self-pity etc affective response , And then make negative behavioral decisions . so , in Entrepreneurship education implementation process in , Develop students ' rational observation of their entrepreneurial activities , regardless of success or loss fail , Positive self-evaluation , to

create a positive emotional experience , reasonably Control and adjust its own behavior . When a failure is encountered , do not underestimate the , but from failure to learn from the , where to fall from where to Get up , and when Harvest succeeds , do not touch self -Hi, But summarizing successful experiences , further enhance capabilities .

2.4 Create a good entrepreneurial environment , To inspire entrepreneurial motives bandura point to, People's cognition , the behavior and environment are mutually determined by the , The so-called ternary interactive determinism . Apply the theory , take advantage of entrepreneurial awareness , Venture behavior , The interactive determinants of the entrepreneurial Environment implement entrepreneurship education and improve creation Industry Education Effectiveness . so , Creating a good entrepreneurial environment to foster entrepreneurial awareness to the The and the stimulation of entrepreneurial behavior have important value .

in the course of entrepreneurship education , The first step is to create a good campus business cycle border . University campuses are university students learn , places to Live , startup policy , Business Example , Create , promotions in place, offers a variety of entrepreneurial activities , complete startup hardware set apply , Strengthening entrepreneurship guidance , College students continue to embrace the entrepreneurial culture and create a ability to exercise , effectively activate their entrepreneurial factor, ignite their entrepreneurial excitement love . followed by , Joint schools around the company to create a good social entrepreneurship environment . School through school Union , Provide the base of college students ' pioneering practice and incubation base , tamp big students ' entrepreneurial abilities . again , through Jiahuan , reach agreement with parents , Home school building , Create a good home business environment , Strengthen college students ' entrepreneurial awareness . School , social ,family Triple linkage , forming force , co-create a good entrepreneurial environment , Effective culture Educate college students ' entrepreneurial awareness , Promote its practice of entrepreneurial behavior .

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