

# On the Relationship between College Students' Entrepreneurship Education and Regional Economic Development

Junjie Li

Zhoukou Normal University, Zhoukou, Henan, China

**Abstract:** *The development of regional economy needs high-quality entrepreneurial talents with innovative spirit as the support and innovation development as the fundamental driving force. As an important base for cultivating innovative talents, colleges and universities carry out relevant entrepreneurship education for college students in order to integrate them with the society and meet the requirements and needs of the rapid development of the society, so as to cultivate students' entrepreneurial ability, entrepreneurial spirit and innovative consciousness and become a driving force for regional economic development. The development of local economy can also provide more platforms and opportunities for college students who have just entered the college campus to exercise, which can complement and promote each other. Universities and enterprises in different parts of the country should strengthen cooperation, build an integrated platform of learning, production and construction, strengthen the construction of training bases for college students' entrepreneurial practice, and improve their professional quality and ability in practice. Based on this, this paper studies the relationship between college students' entrepreneurship education and regional economic development.*

**Keywords:** college students; Entrepreneurship education; Regional economy; relationship.

## 1. BACKGROUND AND CURRENT SITUATION OF ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS

According to the data, before 2013, the entrepreneurship rate of all the major universities in the world was 9% on average, among which the entrepreneurship rate of Chinese college students was less than 4%. Therefore, the entrepreneurship education of Chinese college students is still in a preliminary stage, and there are still many areas worth improvement and improvement, and it will take a long time before it can be widely applied. With the continuous development of social economy, the requirements for talents in all aspects are more and more strict. For the future society, comprehensive talents who can master new knowledge and entrepreneurial ability will become an important driving force for the national economic development, and give technical support for the realization of the national goal of innovation. Therefore, it is particularly necessary to pay attention to entrepreneurial education for college students. Promote the development of regional economy.

## 2. THE IMPORTANT ROLE OF ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS

### 2.1 Ease employment pressure

Every year in the graduation season, colleges and universities will send a large number of graduates, but the market positions are limited, under different influencing factors, resulting in a larger problem of employment difficulties in the society. At the same time, affected by the global economic situation, our country's economic development slowed down speed, so the employment of college students can not provide more opportunities and platforms, many college students graduate is unemployed. Therefore, entrepreneurship education can guide and encourage some college students to participate in entrepreneurship, so as to open up a channel for employment. At the same time, it can also provide employment opportunities for others and enhance their own value.

### 2.2 Promote the improvement of core competitiveness and comprehensive quality of college students

In the future market, professional core competitiveness has become one of the most important factors. It is also an important way to cultivate the entrepreneurial spirit, entrepreneurial skills and humanistic quality of college students to reflect the core competitiveness of colleges and universities. With the help of entrepreneurial education, it can cultivate the spirit of active exploration, hard-working and not afraid of failure of college students, so as to improve their competitiveness and quality. After graduation, students with entrepreneurial skills can set up their own companies and continuously develop them, which is also an important way for college students to realize the value of life.

### 2.3 The impact of entrepreneurial talents on regional economic development

At present, the most competitive strategic resource is human resource. Groups of college students with entrepreneurial spirit are the great power to promote the rapid development of regional economy. For the development of regional economy, innovation is

indispensable. Therefore, for the market economy, entrepreneurship can inject fresh vitality and achieve sustainable development. The participation of entrepreneurial talents in a region can be reflected in many aspects, such as sustainability, quality and economic development speed. Through continuous learning, human capital can be improved, so as to acquire appropriate skills for future economic development, adapt to modern life style, and obtain consistent attitudes and values, so as to improve labor productivity and realize the in-depth development of social economy.

### **3. IN-DEPTH ANALYSIS OF THE IMPACT OF REGIONAL ECONOMIC DEVELOPMENT ON ENTREPRENEURSHIP EDUCATION**

#### **3.1 Whether there is a good effect of talent training cannot be separated from a good training mode synchronized with the society**

In order to achieve better development of regional economy, universities should constantly put forward corresponding requirements, promote the reform of talent training mode of colleges and universities, take the actual environment and demand as the main, change the traditional theoretical teaching mode, put the core in the aspect of ability training, and improve students' innovative thinking and practical ability as the goal. Based on the needs of social development and the requirements of the service region, it is a goal to achieve positive interaction with the regional economy, cultivate more entrepreneurial talents for the good development of the regional economy, realize the continuous promotion of regional economic development, and lay a good technical guarantee and talent support for it.

#### **3.2 Influence the future development of entrepreneurship education**

The important task of colleges and universities is to cultivate talents, which has a very important relationship with entrepreneurship education in colleges and universities. In terms of talent training objectives and specialty setting, local colleges and universities must conform to local economic development, meet market needs, seek a gathering point that can be integrated with local economy, establish a cooperative relationship of mutual promotion and mutual demand, and highlight the role that entrepreneurial talents can play in the development of regional economy to a great extent. On the one hand, it can promote the stability, continuity and upgrading of regional economy; on the other hand, it can guide colleges and universities to constantly adjust the teaching content and teaching mode of entrepreneurship education according to the actual demand of the market.

#### **3.3 Update and transform the talent training mode of local colleges and universities**

The quality of personnel training is affected by the mode of personnel training. With the rapid development of regional economy, college personnel training has a new standard, so that colleges and universities from the actual situation of the previous training mode. To change, we will put ability training in an important position, pay attention to improving students' practical ability and innovative thinking ability, realize the rapid development of regional economy, cultivate a large number of outstanding talents for the development of regional economy, and provide technical support and talent guarantee.

#### **3.4 Guide the development direction of innovation and entrepreneurship education in colleges and universities**

The main task of colleges and universities is to cultivate more innovative entrepreneurial talents for the society, and innovative entrepreneurial education in schools must meet the teaching tasks of colleges and universities. The talent training mode of local colleges and universities should be organically integrated with local economic development, find the foothold of local economic development, establish mutually beneficial relations, and give full play to the role of innovative and entrepreneurial talents in the process of local economic development. We should do a good job in upgrading the local economy to ensure the steady development of local economy. Meanwhile, colleges and universities should constantly adjust the mode of personnel training to better serve the development of market economy.

### **4. ENTERPRISES AND SCHOOLS COOPERATE TO BUILD A PLATFORM FOR TRAINING, REALIZE THE REFORM OF ENTREPRENEURSHIP EDUCATION, AND SERVE FOR REGIONAL ECONOMIC DEVELOPMENT**

#### **4.1 Serving national strategic deployment requirements**

Over the past 30 years of reform and opening up in China, with the rapid development of the economy, the contradictions in the economic structure have become more and more obvious, and the mode of economic growth has changed fundamentally. In this process, the more critical task is to constantly improve the level of independent innovation and promote the continuous upgrading of the industrial structure. Improving independent innovation capability is not only a necessary requirement for building an innovation-oriented country, but also a fundamental requirement for the country's long-term development. At present, the country's independent innovation ability is still at a low stage, the reason is that there is a shortage of independent innovation talents, and higher education cannot meet the requirements of innovation and entrepreneurship. Therefore, in the process of carrying out entrepreneurship education, colleges and universities must proceed from the long-term interests of the

country and use new educational concepts to cultivate a large number of outstanding talents for the country.

#### 4.2 Establish courses related to entrepreneurship education to stimulate the interest of teachers and students

The basic knowledge of entrepreneurial theory is enriched. On the one hand, excellent successful entrepreneurs in the society can be hired from multiple channels to regularly impart entrepreneurial experience to students. At the same time, successful alumni can be invited to share their successful experience with their brothers and sisters in school, so as to provide a learning platform and opportunity for college students to start businesses and broaden their knowledge and vision. Make up for the deficiency of entrepreneurship education in social practice; On the other hand, teachers of the school can also take part-time jobs in some successful enterprises or go out for in-depth study to enrich their own experience, build a strong and meaningful team of entrepreneurship education teachers, cultivate more students with innovative spirit for the society, strengthen the students' entrepreneurial spirit, realize the deepening of entrepreneurial consciousness, and develop with The Times Exhibition is suitable for the economic development of society to make a good contribution.

#### 4.3 Combine with local economic development

Entrepreneurship means that entrepreneurs re-integrate production factors through entrepreneurial activities, direct resources and production factors to new uses for development, and transform resources, production factors and human labor into social wealth with higher value. Therefore, local economic development level must be organically integrated with entrepreneurship education. First, local economic development should be integrated with talent training mode and educational resources, and entrepreneurship education should serve local economic development. For example, in regions where tourism development is the main source of economy, colleges and universities in the region can set up tourism-related professional courses. Second, we should do a good job in serving local enterprises and focus on industrial transfer and upgrading. In the economically developed provinces in the eastern region, most enterprises are in the stage of industrial upgrading, so college entrepreneurship education should focus on cultivating innovative talents with strong ability of industrial upgrading. Third, although entrepreneurship education is popular, not all students need to carry out entrepreneurship education training. Some people need to carry out entrepreneurship education if conditions allow, and most students still need to work in enterprises. Entrepreneurship education in western countries is relatively developed, and the proportion of college students starting businesses in western countries only reaches about one-fifth, while the vast majority of college graduates still work in enterprises.

## 5. CONCLUSION

There is a close relationship between the entrepreneurial education received by college students and the development of local regional economy, which can promote and complement each other. This paper introduces the background and current situation of the idea of entrepreneurship education for college students, then summarizes the important role of entrepreneurship education for college students, analyzes the influence of regional economic development on the talent training mode of colleges and universities, and puts forward relevant strategies on how to realize the in-depth combination of the two and better play the role of mutual benefit. It is hoped that the employment of college students can be solved, channels can be expanded, more talents can be sent to the society, and the development of regional economy can be promoted.

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