

Analysis of the guiding role of skill factor model in college talent entrepreneurship

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Abstract

Entrepreneurship Education in colleges and universities is not only to cultivate student's innovative thinking and entrepreneurial consciousness but foster the student's abilities in the entrepreneurial process. At this moment, the weak entrepreneurial skills has become one of the most important reason that hinder the entrepreneurship of college students, therefore, it is necessary to make the core elements of entrepreneurial skills clear for college students. This paper adopted to point out that the college students entrepreneurship skills with hierarchical structure, then Pyramid model of college students' entrepreneurial skills elements was constructed.

Keywords: Entrepreneurial skills; Key factors; Pyramid model

1 Introduction

It is a development trend of international higher education to carry out the entrepreneurship education and promote college students' innovation ability actively; furthermore, it is also the inherent requirement of China to ease employment pressure and promote the economic development of university graduates. Now entrepreneurship education has attracted great attention of all levels of government and the colleges and universities, "Strengthen the employment reform and development in our country. With the importance of entrepreneurship education in colleges and universities has become increasingly prominent, how to promote entrepreneurship education more effectively have become the most important issues in this stage. Entrepreneurship education is not only to cultivate students' innovative thinking and entrepreneurial awareness, but also to cultivate students' entrepreneurial skills. Starting from the weak situation of entrepreneurial skills of college students, this paper attempted to construct college students entrepreneurial skills factor model through expert interviews and literature review, and provides some enlightenment for our country to carry out the entrepreneurship education in colleges and universities.

2 Research background

Entrepreneurial skills are the abilities to engage in or be competent to carry out the specific entrepreneurial activities. Researchers study from the personality traits and entrepreneurial competences over a long period, and entrepreneurial skills still remain in its initial stage. According to the research, the discussion in the perspective of perso-

nality traits is also called "trait theory", and emphasis on some traits of entrepreneurs is the key of success, such as the spirit of innovation, achievement demand, internal control, risk tendency and so on. But "personal traits" are persistent for a person to show persistent behavior of the individual in the face of any situation, and these psychological features are often considered to be natural, which are very difficult to be changed or improved 1. It also becomes the reason why other scholars doubt its explanation and prediction power. Gartner thought the psychological trait differences are far greater between those two groups: entrepreneurs and entrepreneurs, entrepreneurs and non entrepreneur 2. Therefore, it is biased to give too much emphasis on the entrepreneurial personality traits and ignore the importance of nurture, and there are many scholars explore the role of entrepreneurship education from the perspective of entrepreneurial ability.

Entrepreneurship is the key skill and tacit knowledge which entrepreneurs have. Entrepreneurship is the key skill and tacit knowledge possessed by entrepreneurs and a kind of intelligent capital possessed by individual. As the high level characteristics, it includes personality, skills and knowledge, which are regarded as the overall capability by entrepreneurs 3. Entrepreneurship includes at least three parts: the first is the individual business knowledge, then the characteristics of personality or attitude which related to the individual, finally the ability to engage in specific business activities. This research will define "ability" to engage in or competent specific entrepreneurial activities as entrepreneurial skills, which are specific, external operational and entrepreneurial ability . It is more suitable to cultivate through entrepreneurship education in colleges and universities.

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3 The entrepreneurial process, basic theory and related research

Entrepreneurship is a highly dynamic process, and its successful implementation requires entrepreneurs to acquire a range of skills. Scholars in the study of entrepreneurial process shifted from emphasizing on the linear model to focusing on the transformation of a dynamic adjustment model of core elements in the entrepreneurial process. Opportunity of entrepreneurship, entrepreneurial team and entrepreneurial resources are the most important driving forces during the entrepreneurial process, mentioned by America entrepreneurship education expert Timmons. Only make the most appropriate mix of the three cases can the entrepreneurs achieve success. All the factors need to make dynamic adjustment in the entrepreneurial process 4. From the overall view, the process of entrepreneurship opportunities exist oriented and resource oriented points: opportunity driven entrepreneurship process begins with a conscious search for potential opportunities, evaluation of opportunities and the development of the resources needed in the entrepreneurial opportunities. And the implementation of entrepreneurship which is based on the opportunities and resources. The process of resource -driven entrepreneurship starts with sorting the available resources and searches for the use of feasible resources, and find opportunities to implement entrepreneurship.

Under the guidance of the theory of the entrepreneurial process, some organizations and scholars put forward the core factors of entrepreneurial skills. The entrepreneurship education of American alliance formulated (National Content Standards for Entrepreneurship Education). It indicated that entrepreneurial skills required a series of skills ranging from chance discovery, concept development, resource integration, creating mechanism and value creation. Entrepreneurial skills mainly include three aspects: identify market opportunities and generate business innovation (services or products), resources integrated under the risk situation and starting a business organization to implement the innovation driven by the opportunity. The Global Entrepreneurship Monitor (GEM) indicated that the essential skills of entrepreneurial were entrepreneurial resources opportunities seeking⁵, the organization of entrepreneurial resources and the establishment of different types of enterprises. Proactiveness is an important skill in the entrepreneurial process, which includes the ability to make decisions and take the initiative rapidly; furthermore, commitments should not be neglected so as to ensure the process of entrepreneurship smoothly, such as the establishment of commercial network, and establishment of a good relationship with consumers 6. To sum up, although the researchers failed to reach an agreement about the core elements of entrepreneurial skills, opportunity skills, resources integration skills, entrepreneurial management skills are essential and significant in the entrepreneurial process.

4 The pyramid model of college students entrepreneurial skills elements

The “pyramid model” of the entrepreneurial skills elements was based on the review of the literature and expert interview and the results are as follows: the students entrepreneurial skills are hierarchy, consisting of basic skills and practical skills. Business basic skills are also known as tacit skills, and it is made up of creativity, problem solving ability, decision-making skills and so on, while operation skills are also called dominant skills, including opportunities, resources integration skills, entrepreneurship skills, management skills and professional skills.

4. 1 THE ENTREPRENEURSHIP OF COLLEGE STUDENTS BASIC SKILLS

The basic skills of college students’ entrepreneurship is a prerequisite for them to carry out entrepreneurial activities and essential skills to deal with complex and uncertain environment, which includes creativity, problem solving and decision-making ability. Creativity is the most abundant human potential resources. It refers to the ability to generate new ideas, discover and create new things. Creativity means the individual creative thinking and divergent thinking, and its action has the novelty and originality. Problem solving ability refers to the individual be able to grasp the relation accurately among the complex things, find out the root reason of the problem, and solve the problem by using various resources. The decision-making ability means the entrepreneur make decisive decision in the complicated situation.

4. 2 ENTREPRENEURIAL SKILLS OF COLLEGE STUDENTS

The students’ entrepreneurial operation skills include opportunity skills, resources integration skills, entrepreneurial management skills and professional skills.

4. 2. 1 Opportunity skills

The opportunity is located in the top skills of "Pyramid", leading the direction of entrepreneurial activity. “Entrepreneurship is a spirit that regardless of the limitation of the existing resources and chasing opportunities”, said Professor Stevenson who came from Harvard University Business School. Entrepreneurs can recognize the hidden opportunities from confusion, contradictions and complex events; therefore, they are prior to others to carry out action. According to the value category created and independent from an institution, Yusuf divided entrepreneurship into independent entrepreneurship, corporate intrapreneurship, grassroots social entrepreneurship and social intrapreneurship. College students can seek business opportunities in the economic field if they master the entrepreneurial skills and self-employment or create economic value the enterprise or Intrapreneurship. Students can also seek business opportunities in the social field,

through the establishment of public welfare organizations or entrepreneurship in the public sector, to solve the social problems, and create social value (as shown in Figure1). Meanwhile, students can also capture the entrepreneurial opportunity from the population changes, policy changes, and technological progress. According to research at home and abroad, the main skills related to opportunity and creation include: opportunity identification and the creation of relative key skills, information search and acquire skills, opportunity assessment skills, creative skill formation etc.

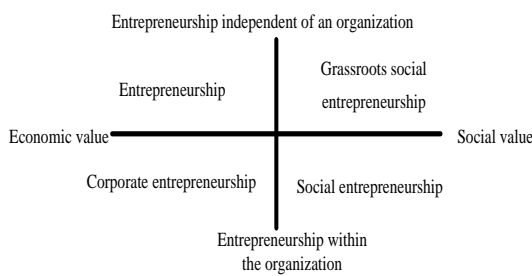


FIGURE 1 Four entrepreneurial types

4. 2. 2 Resource integration skills

Resources are the essential support elements of the entrepreneurial process. The processes of entrepreneurial resources include human resources, capital resources, social cyber source etc. In order to achieve full integration of resources, entrepreneurs need to master the team building skills, fund raising skills and relationship skills. Team-building skills required entrepreneurs to set up a joint venture with ideas and visions, but in educational background, professional expertise is complementary aspects in the entrepreneurial team. Leadership skills and coordination skills are the key skills in the process of building the team. Raising money skills requires entrepreneurs to master a variety of financing channels, be able to obtain venture capital from the government, angel investors, venture capitalists, banks and other different path, including persuading others to take priority action skills. Relationship skills means that entrepreneurs have good interpersonal communication and negotiation skills, and be able to help entrepreneurs to establish relationship with different types of groups, and construct by the government officials, entrepreneurs, venture capitalists, professionals and other components of the entrepreneurial network.

TABLE 1 Comparison table of symbols and their meanings

	Field skills	The main indexes
Entrepreneurial skills base	Creativity	Creative thinking, divergent thinking
	Problem-solving ability	Grasp the essence of the relationship between things, propose solutions, executive force
	The power of decision	Decisive decision-making
Entrepreneurial skills	Opportunity skills	Information search and acquire skills, opportunity assessment skills, creative skill formation
	Resource integration skills	Team building skills, fund raising skills, relationship skills
	Entrepreneurial management skills	Institutions set up skills, human resources management skills, marketing skills, financial management skills, risk management skills, strategic management skills
	Professional skills	Proficient in a professional field of knowledge and skills, familiar with some professional knowledge or skill commercial potential

4. 2. 3 Business management skills

Entrepreneurship is a process to change the value creation; therefore, entrepreneurial activities emphasize execution, which is the specific operation process. It is not real entrepreneurship if it remains at the theoretical level or the level of thinking creativity. Entrepreneurship focuses on value creation, because entrepreneurs hope to accomplish something in a better, faster and economic way. The skills of opportunity and resources integration are essential skills in the preparation stage of entrepreneurship. Because of diversity of entrepreneurial activity type, the founding institutions include both established new institutions (profit or non-profit), also include the establishment of new internal departments in the original mechanism, and the successful operation of new institutions requires a series of management skills, include human resource management, marketing, financial management, risk management, and strategic management.

4. 2. 4 Professional Skills

College students are different from the general social group, and they treat the new things and new phenomena with an open mind, and they master certain professional knowledge and skills. In addition, they are good at learning. From the experience of foreign development, college students is the main body of technology entrepreneurship and knowledge of entrepreneurship to promote the transformation of economic structure and also an important force in promoting social progress. Professional skill is the core competitiveness of university students' innovative undertaking. The formation of expertise can be learned not only rely on the major course in the university, but also rely on their interest in learning. Entrepreneurship will be more likely to become successful if college students have excellent and proficient knowledge and skill. For instance, students who learn design can set up the design studio, and use their own design ability to become successful. Foreign languages majors can set up language training institutions by virtue of it own language advantage. Science and engineering students can turn a technological innovation in a laboratory into commercialization and carry out entrepreneurial activities.

5 Conclusion

To sum up, this research formed a pyramid model of student's entrepreneurial skills, as shown in the Table 1:

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