

The Road map of Entrepreneurship Education Research in Higher Vocational Colleges Since Reform and Opening Up

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Abstract—Since the reform and opening up, in the research of entrepreneurship education in higher vocational colleges in China, we have experienced three important research periods and gradually formed the guiding strategy of entrepreneurship with Chinese characteristics. On the whole, since the reform and opening up, entrepreneurship education research of graduations has shown the achievements, formed its own basic characteristics and made a lot of research results. But we must pay attention that as a new research field, the perspective of entrepreneurship education in higher vocational colleges should be more realistic and look for the future. Only in this way could we promote higher vocational college students' entrepreneurship education to achieve the new development in the future.

Index Terms—reform and opening up, higher vocational colleges, entrepreneurship education, research

The research on entrepreneurial education in higher vocational colleges is a series of reflection processes accompanied by the development of higher vocational and technical schools and gradually forms a new science. In view of the initiation of entrepreneurship education in higher vocational and technical colleges, it has been enriched and developed in the practice of reform and opening up, transformed from the macro to the micro, abstract to specific, and gradually become an entrepreneurial guidance research system with vocational characteristics. The system of its research process has gone through three periods, that is, scientific research period, systematic research period and exquisite research period. During the development of these three periods, the entrepreneurial education in higher vocational colleges has formed a unique characteristic and has achieved rich research results. Compared with other levels of higher education, although there is a similarity between the two, in the practice of history, the higher vocational college has its own vocational characteristics. In general, "Vocational colleges divide the majors in accordance with industries, while colleges in accordance with subjects. The higher vocational education is a new type of higher education which combines higher education and vocational education. Having its own characteristics of vocational education, the higher vocational education is very different from the general undergraduate colleges in the types of personnel training, training objectives, teaching characteristics and other

aspects. Undergraduate institutions are not specific to the occupation but a certain type of industry, training the industry's senior specialized personnel which has a wide professional caliber. It not only requires a certain theoretical level but also should strengthen the general education. At the same time they have to understand and master the general production process and a variety of processes, but must not be very skilled. "[1] Differences on talent goals and the patterns of undergraduate and specialist training determine different routes in entrepreneurship education.

I. PRE-SCIENTIFIC RESEARCH PERIOD (1978-1990)

From 1978 to 1990, it was the beginning and the formation period of the scientific research of entrepreneurial education in higher vocational colleges. Along with the climax of "raising the revolution and promoting production", trying to promote the national economy and the establishment of the special economic zone, a lot of people show the spirit of entrepreneurship with their own practical actions during this period and domestic scholars began to pay attention to a group of pioneers, though the concept of entrepreneurship has not been put forward yet. In 1980, Tianjin Vocational University was founded. Except normal vocational technical school, it was the first comprehensive vocational college in mainland since reform and opening up. It is historic for the development of higher vocational colleges in China. From 1980 to 1985, higher vocational colleges achieve rapid development in vocational colleges and five-year higher vocational education. According to the literature statistics, colleges and universities increased to 477 in 1988. [2] With the increase in the number of vocational colleges and the number of students, the domestic scholars began to combine entrepreneurship and education. Since then, domestic scholars began to explore and research on the word "occupation", put forward and introduced a lot of famous theories of careers. According to the existing literature research, in China the first paper proposing entrepreneurship education for college students is On the Education of Hard Work for College Students, which is written by Luo Jiabin in 1987. The paper cited Decisions on the guiding principles of the construction of socialist spiritual civilization of the Sixth Plenum of 12th CPC Central Committee and pointed that "We are developing

countries, the jobs and living conditions can not be compared with the developed countries, we must carry forward the spirit of arduous pioneering and hard working, to tackle the key to the development of the socialist spirit of civilization and to create. "[3]However, the article did not mention how to guide college students to start a business. China's entrepreneurship education was put forward in the end of 1989s . The famous scholar Hu Xiaofeng with other scholars wrote Entrepreneurship Education [4] as the basic for entrepreneurship education of higher vocational college students, representing the entrepreneurial education as a science into the people's attention.

II. BASIC SYSTEMATIZATION RESEARCH PERIOD (FROM 1991 TO 1999)

After 1991, China's higher vocational education is growing and could meet the basic needs of talent education. But because of the structural imbalance, some of the professional market supply surplus appeared. On the other hand, after 1991, due to economic globalization, electronic information technology became the core of the knowledge economy and it has changed the whole world's economic structure, social structure and occupation structure. With the deepening of China's economic system, the Chinese characteristics of the socialist market economy was established in China. China's social demand for talent and enterprise employment system has undergone a fundamental change and the employment of graduates of vocational colleges is increasingly difficult and the problem began to present in front of people and caused a high degree of concern and social repercussions in the community. In this period, business Education industry has gradually been recognized. Encouraging college students to start a business has become the main theme of the new era and a number of related research results also arise. According to the statistics in China, between 1991 and 1999, there was a systematic study on entrepreneurship education, which included the basic concepts, basic categories, basic frameworks and entrepreneurial models of entrepreneurship education , entrepreneurial goals and many other brilliant discussion. Between 1991 and 1995, the state formed a large number of academic research achievements in entrepreneurial education. Through the Chinese knowledge network, the most famous research scholar of this period was Mao Jiarui, Jiangsu Institute of Educational Science, who has written Several Issues on Entrepreneurship Education, Objectives, Curriculum and Evaluation of Entrepreneurship Education, Research on Entrepreneurship Education Project in Continuing Education, Quality Education and Entrepreneurship Education, Comprehensive Reform of Rural Education and Entrepreneurship Education, Entrepreneurial Education Series of Books which are important foundations for the study of entrepreneurship and education in China and build a brief frame for the research work of entrepreneurship education. The system of entrepreneurship education in higher vocational colleges began to appear in the system of entrepreneurial

education and vocational education research also ushered in a new development. In 1997, Yu Zuguang titled Vocational Education Entrepreneurship Education first, published Entrepreneurship Education in the Field of Vocational Educational in the vocational education forum and it became the first article in the name of vocational education. In 1998, the Ministry of Education put forward "multi-channel, multi-standard and multi-mode development of higher vocational education," and proposed vocational colleges to actively explore the vocational ability education as the center of the talent training model. In 1998, Tsinghua University responded to the call, set up the entrepreneurial research center and began to explore the entrepreneurial education. In addition, China announced The 21st Century Education Revitalization Action Plan in 1999 and also put forward to strengthen entrepreneurship education of teachers and students, encourage them to set up high-tech industries. These have greatly promoted the formation of higher vocational college entrepreneurship education system research. Between 1998 and 2000, there were 198 periodicals of entrepreneurial education in vocational colleges, most of which were concentrated on the field of basic theoretical research, such as The Entrepreneurship Education in the Need for Technical Education(1998) wrote by Tu Yonghua, Entrepreneurial Education - New Tasks of Vocational Education under New Conditions of Employment (1998) wrote by Zhao Zhicong, Vocational Schools Must Implement Entrepreneurship Education (1998) wrote by Li Shadai, Entrepreneurship Education: the Golden Key to Solve the Problem of Employment of Higher Vocational College Students(1999) wrote by Zhou Zhenbo, The Necessity and Countermeasure of Implementing Entrepreneurship Education in Higher Vocational Colleges(2000) wrote by Li Jianqiu and etc. Vocational education began to gradually embark on the stage of higher vocational education and the basic system research on the entrepreneurial education of higher vocational colleges formed.

III. MULTI-REFINEMENT RESEARCH PERIOD (FROM 2000 TO NOW)

In 2000, the Ministry of Education issued Opinions on Promoting the Innovation of Entrepreneurship Education and the Work of College Students' Independent Entrepreneurship. It is the first time regarding entrepreneurship education as the title of the document directly and has originality. The view pointed out that "actively encouraging college students to start their own businesses is an important measure on the implementation of entrepreneurship to promote employment and promote the full employment of college graduates." In 2000, vocational colleges also faced new opportunities and challenges. So-called opportunities are that the Ministry of Education began to start the national demonstration of vocational and technical college construction projects and brought new opportunities for the development of vocational colleges ; the so-called challenges are due to the expansion of undergraduate institutions while the students were reducing year by year.

In order to get better development space and competition, vocational colleges began to focus on learning undergraduate colleges in the perspective of personal training and transformed from the employment guidance to the entrepreneurial guidance. The majority of vocational colleges developed a series of vocational students entrepreneurial service system which is oriented by entrepreneurship education. Our nation and local governments have also given the business policy support and site support and provided realistic basis for multi-refinement of entrepreneurship education research of vocational students. The first step in the refinement of the research is the refinement of direction, the second is the refinement of the research category, and the third is the diversification of the research methods. The research system also existed generalization, perceptual and general theory.

From 2000 to 2012, the total amount of research literature on entrepreneurial education in higher vocational colleges also showed a leap in the past 13 years (Figure 1). The research on entrepreneurship education in higher vocational colleges showed a trend of

rapid development. The highest annual growth rate occurred between 2000 and 2012 [6], from 2012 to 2016, the research increase is slow. The research results are mainly concentrated on entrepreneurship education, but topics on higher vocational education are fewer. Between 2005 and 2012, the total amount of research on higher vocational entrepreneurship has been increasing, but the proportion of research in the field of entrepreneurship education has been relatively insufficient. For example, there are 19 documents on entrepreneurship of higher vocational college students in 2004, accounting for 12.5% of the total educational documents(151 articles). In 2012, there were 237 research articles on the entrepreneurship of higher vocational college students, accounting for 16.8%(1,409 articles) of the total educational documents, an increase of only 4.3%, the annual increase of only 1%, which shows that the higher vocational education in entrepreneurship research has a certain development, but the magnitude is not high. The total lack of research literature is still a bottleneck restricting the future business development of higher vocational colleges.

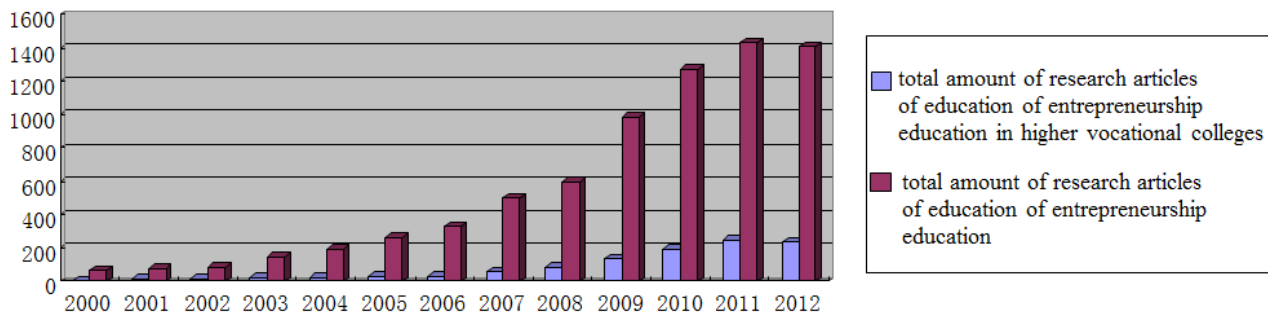


Figure 1 Comparison of the total amount of research articles of entrepreneurship and entrepreneurship education in higher vocational colleges from 2000 to 2012

In short, in the perspective of the current research situations, the scope of refinement research mainly involves entrepreneurial education methodology, curriculum system research, approach research, teacher team construction research, policy research, practice teaching research, network platform research, goals of higher vocational college entrepreneurial education research and other aspects and lack of case studies of entrepreneurship education. In the existing documents, the amount of case studies of entrepreneurship education and studies on document review is few and the published works are also few, which become the important development direction of the refinement research. The author thinks that in the future, during the period of researching on the entrepreneurial education of higher vocational colleges, the researcher should boldly explore, actively study and pay more attention to the construction of entrepreneurial guidance materials for the characteristics of students in higher vocational colleges while reviewing the situation and respecting the law and reality. It is necessary to construct the entrepreneurial

education system of college students with the internationalized horizons to achieve the new development in entrepreneurship education of college students.

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