New Visions on Entrepreneurship Education in an Era of Social Transformation

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• 1. A New Entrepreneurial Age Would be Led by the World Social Reconstruction

• 2. New Perspectives on Entrepreneurship Education

• 3. Strategic Thinking for the Development of Entrepreneurship Education in China
1. A New Entrepreneurial Age Would be Led by the Worldwide Social Reconstruction

• The political and economic turbulence and changing are breeding the Worldwide Social Reconstruction in the background of globalization.

• A new round of entrepreneurship, with a larger scale and higher level, would play a key role in the regulation of social structure.
1.1 Contradiction and integration: step to political entrepreneurship during the changing world political structure

- The world is smaller, but is it closer?
- Contradiction:
  - Cooperation and competition
  - Internationalization and localization
  - Integration and separatism
  - ......
- Prediction: a new political structure
Economic Entrepreneurship

• 2.2 Crisis and way out: economic entrepreneurship during the world economic structure changing
  • Economic balance: old market country and new market country
  • Economic motivation: innovation and entrepreneurship
• Entrepreneurial quality: the key to the door of new world.
2. New perspectives on Entrepreneurship Education

- What is entrepreneurship?

- The changing meaning of Entrepreneurship: from open small company or business to open enterprise or life.
2.1 Entrepreneurship Education for All

• “Increased acquisition by individuals and families of the knowledge, skills and values required for better living and sound and sustainable development.”


• What kind of “knowledge, skills and values required for better living” we need in a new age?

• Entrepreneurial knowledge, skills and values in entrepreneurial age!

• EE in not longer limited to special group!

• Professional EE  Universal EE

• EE for ALL
2.2 Lifelong Entrepreneurship Education

• EE mainly was for students as a preparation education, or a compensatory education, before leaving school and university in China.

• It’s an expediency, or there is no choice because the job market limited, in someone’s eyes.
• Entrepreneurs need a long-term accumulation for consciousness, knowledge, skill.

• Entrepreneurship education is not a fast food, not a disposable education!

• Entrepreneurship education should be lifelong education which could be enjoyed at any time, any place.
2.3 Global entrepreneurship education

• The world is a community tied together nowadays. For anyone who feels bound up with this world’s fate, entrepreneurial opportunity are shared together.

• Entrepreneurship is a global enterprise because global market, society, education, science and technology, etc.

• Global EE needs global consciousness, quality, knowledge, system, intercourse, platform, etc.
3. Strategic Thinking for the Development of Entrepreneurship Education in China

Since EE faces many difficulties in China, it needs strategic thinking for further development.
3.1 Raising the entrepreneurial spirit: the core of entrepreneurship

The universal and sustainable EE determine priorities of entrepreneurial spirit in the new era.

Entrepreneurial spirit includes:

- Demand
- Impulsion
- Adventure
- Patience
- Anti-setback
- ......
3.2 Entrepreneurial skills: the basic of entrepreneurial competitive power

From idea to action, entrepreneurial skills are the key ability for entrepreneur.

Entrepreneurial skills could be divided into general and professional skills.

**General skill:** entrepreneurial plan design, group management, financial management,

**Professional skills:** IT, manufacture,
3.3 Building EE chain: out of the closed situation

- EE is a system needs cooperation from different participants.
- Cloud EE platform
- Running Mechanism
- Cohesive Mechanism
- .......
EE chain

Official Organization:
- Governments
- International Organization

Social Organization:
- Company, Foundation
- Community

Teaching Organization:
- Schools
- Universities
- Training Agency
3.4 Knowledge entrepreneurship: promote the entrepreneurial transformation

- Three basic elements: market, capital, technology
- What are we most lack?
  - Innovation!
- Root entrepreneurship
- Knowledge entrepreneurship
• New idea, New Chance, New action, Open A New Entrepreneurial World!
• Thank you very much for your attention!