

The Value Orientation of Entrepreneurial University Curriculum Design

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Abstract: According to the essential characteristics and personnel training characteristics of entrepreneurial university, in accordance with the characteristics and objectives of curriculum, and combined with the latest theoretical research of entrepreneurship curriculums at home and abroad, this essay adopts literature data and logic analysis method to explore entrepreneurial universities on the real value of curriculum design. The results are that entrepreneurial universities in the curriculum design mainly treated social standard as the main, ignored the value of the individual, in addition, curriculums' goal is single, as well as rigid in terms of creative personnel training. We should establish a wide range of educational values in Entrepreneurial universities' curriculum reform: realizing effective integration between educational localization and educational internationalization; taking into account the main educational values; achieving an effective balance between scientific world and the world of life; focusing on the development of personality and building the harmonious development of human beings.

Keywords: Entrepreneurial Universities; Curriculum Design; Value Orientation

1 Introduction

Curriculum is one of the most sprigtail significance of school education, it is very important in facilitating students 'development, achieving training objectives of school itself, cultural heritage, cultural reproduction, as well as social transformation. However, in order to realize these objectives, curriculum design does matter. George. A. Beecham once said, "The problem of curriculum design, the first priority should be given to its value orientation." Nowadays, this idea prevails in this utilitarian value orientation, how to deal with the opportunities and challenges of entrepreneurial universities, and use what kinds of values to guide, choose which development way is particularly important, that is, entrepreneurial universities in curriculum design should adhere to what kinds of concept and choose what kinds of value orientations.

2 The Characteristics of Entrepreneurial Universities

Entrepreneurial university is a brand-new, integrated idea of university and school system, and its development has become a hot topic in recent years. Entrepreneurial university is those research universities integrated with the entrepreneurship, which is an important stage for university's development in the future.¹

In the 1980s, Burton Clark, known as "the father of entrepreneurial university", had established the idea of an entrepreneurial university in his renewed literature works:"Creating entrepreneurial universities: Pathways of Organizational Transformation" and "The Continuous Change of University: case studies and Continuous Concept ".He believed that the "entrepreneurial" its meaning" referred to a feature of many social systems, which was a feature of all universities and their internal faculties,

¹Chen Tong-Kui. *Fu Dan: Magnificent Turn Once Again*.

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research centers, the faculty and institute. This concept was also connected with the meaning of “business”. “Entrepreneurial university” actively explores innovation on how to do a good career in his own strength. It explores to make substantive changes in characteristics of the organization with an aim to obtain more promising trend in the future. “(Burton., 2003)

Professor Henry, Mr. Covey’s thought entrepreneurial university actually was research universities with innovative research results. And compared with other universities, entrepreneurial university has a more powerful ability to obtain resources, team research awareness and more effective knowledge transfer and operation mechanism. It is a key role to promote the improvement of competitiveness of countries and regions.

Personally I endorsed Burton. Clark's view point, he concluded a five-point characteristic of entrepreneurial university: First, there must be a strong driving core that can control the whole situation. Second, it needs to continue to broaden the development of peripheral, and plenty of room for development. Third, it should be a diversified funding base, only if school can obtain sustainable development. Fourth, there should be active academic heart. Fifth, integrated entrepreneurial culture is necessary. I personally believed that Burton Clark comprehensively summarized the five-point feature that was the essential characteristics of entrepreneurial university. We understood the essential connotation of entrepreneurial university in different side, organizational characteristics, and implementation strategies through these characteristics, which was of great significance for us to better grasp the curriculum design concept of entrepreneurial university.

3 The Realities of Entrepreneurial University Curriculum Design

Since the late 20th century, the development of entrepreneurial university has gained attentions from all walks of life in society; the scholars in the field of higher education at abroad have carried out research and discussion about a series of questions of entrepreneurial universities and achieved certain results. However, with the development of our society, the trend of entrepreneurial university is slowly going away from its original intention; especially in the concept of curriculum design. Curriculum design is far from its talent training goal.

With the development of society, entrepreneurial university’s curriculums gradually formed a value based on social standard. The design of curriculum, the social -oriented curriculum values, neglect personal development. The curriculum objectives only aim to maximize the interests of society, which leads to a single curriculum target, and rigid among the personnel training. It is not only conducive the cultivating and training of students' creative thinking and critical thinking, but also teachers and students developed weak consciousness , due to their lack of innovation and passion to create career. The main classroom of entrepreneurial university should be practical and factorial. However, because of the knowledge-based values impacting on the curriculum of university, it caused schools pay attention to basic curriculums and ignored the practical teaching and training. The process of curriculums designs is less comprehensive, practical, cross-cutting and international. Thus the division of knowledge is over-detailed and the choice of curriculum content is too old.

The main characteristics of entrepreneurial university emphasize the connection between social and enterprises. Therefore, curriculum design of entrepreneurial university should focus on integration between students and society, students and businesses, at the same time; it should pay more attention to human development, cultural heritage and innovation and so on. These ideas can enrich the present concept of curriculum design in entrepreneurial university, and it plays a key role in realizing their own values of entrepreneurial universities.

4 The Tendency of Entrepreneurial University Curriculum Design

To tell from the state ought to be, the role of education is to maximize the rapid progress of

harmonious development of man and society. Although to some extent there are differences between individual progress and social development. However, through the coordination of curriculum, it may seek to maximize the benefits of both. This is the ideal state of educational values, or it can be said the pursuit of curriculum design of entrepreneurial universities. Curriculum value of entrepreneurial universities is facing a tremendous challenge from the real state in curriculum theory and these values are reflected in personnel training objectives firstly.

a) To build a divisional education value: To Improve the Integration of Localization and Globalization

With the development and changes of the times, establishing a wide range of educational values should be one of the value orientations of modern entrepreneurial university curriculum. As the above stated, in entrepreneurial universities how to effectively integrate individual standard, knowledge standard and social standard to achieve individual development maximization, thereby better achieving human development and social development is our target. However, in many value selections, it is difficult for entrepreneurial universities in educational theory and practice to balance and choose the good one from the choice of entrepreneurial universities curriculum's ideas, so making mainstream values maintained a certain degree of tension and moving toward integration is to be a better choice. (Xiao-Yong, 2009)

Only leading deep educational values of entrepreneurial universities in China embodies the spirit of the times, and ensure that have more influence and competitiveness in the process of entrepreneurial universities in China entrepreneurial universities in China and international lined. Entrepreneurial universities educate people not only to meet the domestic market demand, but also develop their international outlook, and enhance its international influence and competitiveness; only in this way can it play a pillar of strength role in international competition.

Since the 1990s, the world has been undergone profound changes. Mainly, with the rapid development of knowledge-based economy, economic globalization trends, we faced both opportunities and challenges. In order to better cope with kinds of challenge in knowledge-economy era, it is necessary to train a large number of high-quality creative entrepreneurs and workers. This requires that the value orientation of entrepreneurial university's curriculum design must keep pace with the characteristics of the times, some high-quality curriculum design of international entrepreneurial university should be adopted in entrepreneurial universities in China, and training the people to meet international requirements, with high-quality and ability of entrepreneurial and talent laborers. All in all, a wide range of educational values ensure that between international and national character of curriculum design has a certain amount of tension, nationality in international, national character in another highlights international. Therefore, only to seek a certain balance between the traditional culture and the concept of international education, curriculum design of entrepreneurial university can really play a role, and realize the goal of cultivating high-quality creative talents.

b) To Balance the Relationship between Science and Life

Curriculums of entrepreneurial universities have a certain value and play a role in the world of human life and human activities, so education curriculums of modern entrepreneurial university ought to have another value orientation. Entrepreneurial universities' ultimate goal is to develop independently creative entrepreneurs, but the curriculum design of entrepreneurial university must be based on a certain amount of knowledge, which is inevitable requirement of the scientific world. To some extent, the scientific world is a better means to achieve a satisfactory life, education is ultimately toward the return of human activities, and ultimately return to the starting point of culture. (Juan, 2011)

So does curriculum design of entrepreneurial university, their final choice is culture. True meaning in curriculum of development is culture, culture is the "mother" of the curriculum, and the curriculum is "condensed version" of culture. (Xu-Dong, 1997) The entrepreneurial universities curriculums should not only reflect the increasing amount of culture, while timely reflect new trends, new elements of culture. The entrepreneurial universities curriculums keep the main educational values; you need to

follow a certain value orientations and goals, so the combination of knowledge and experience is better adapted to students' creative development, rather than just the learning of knowledge and experience.

Curriculums education of entrepreneurial universities is through the living world and the human world. Firstly, to strengthen the cultivation of student's consciousness, feeling, will, action and good personality, the design of curriculums should really proceed from the actual needs of students, and reflecting students demand, to achieve the optimal development of students. Secondly, the effective interaction to achieve curricular activities and social activities in curriculum design of entrepreneurial universities education must be considered, to effectively strengthen the exchange of information between the two, to help students better face challenges in the future. Finally, entrepreneurial curriculums in universities are an effective bridge to transfer knowledge. Therefore, entrepreneurial university curriculums should be continued to construct a unique knowledge cultural system of its own characteristics. Actually, whether the scientific world or the life of world, it is man who will play the ultimate forcer, the curriculums design of entrepreneurial university should establish the principal position of people, and treat people as educational purposes rather than means.

c) Focus on the Personality as well as Harmony

Value orientation of curriculums design of modern entrepreneurial university focuses on "people-oriented", this will be more conducive to shape perfect personality. The rapid development of modern economy and technology bring people substantial material comforts, it also brings worrying negative effects, the material civilization gradually come to dominate the entire life of people and hamper the development of individual personality. In order to promote the development of the modern entrepreneurial universities, it is necessary for universities to pay attention to the process of shaping people's personality and cultivation of human spirit, and attaches great importance to students' literacy cultivation and shaping. The traditional curriculums design of entrepreneurial universities emphasized too much on structure and content of the curriculum, meanwhile to some extent ignored the cultural elements, which caused some certain bias in the curriculum value, we should pay more reflection to these issues. Curriculum design of modern entrepreneurial university should be to achieve the effective reunification of Science and Humanities, in that it is more advantageous for students' harmonious development and their perfect personality development.

Value orientation of curriculum design is always subjected to a variety of factors, curriculum design of entrepreneurial university is different from curriculum design of general college, but both curriculum designs should be subjected to the constraints of culture, especially in the subjects and the selection of curriculum content. Therefore, curriculums design of modern entrepreneurial university should reflect the essence of culture's inner spirit, which can be projected through curriculum design.

Curriculum design of modern entrepreneurial universities should fully take into account harmonious development between people's rational spirit world and the irrational spirit world. Professor Lu in Zhao yang normal university said that, entrepreneurship was to start business, and its nature lies in creative opportunity-oriented, creative integration of resources, value creation, ahead of action and innovative changes. Entrepreneurial universities trained people with value creation, integration of resources, having a sense of innovation to catch up with the times, a new generation of young people to create independently. Therefore, curriculums design of entrepreneurial universities should give full consideration to the needs of the times, considering the needs of students, thus to enhance the development of student's personality and shaping perfect personality.

Education is a cultivating activity, so does the education of entrepreneurial university. Therefore, the real goal of entrepreneurial university is harmonious development of man. Curriculums value of entrepreneurial universities only forward ultimate goal of education. Only the full and harmonious development of people will people possibly return to the living world and human activities. (Gang, 2003) People in higher education sector should focus these questions: what kind of person does Colleges and universities need to cultivate, how to develop people. Entrepreneurial universities is one kind of higher education, they need do this kind of thinking either. Man is the starting point of education and is the ultimate goal of education. How to enable students to develop into a good

personality and shape perfect personality, which not only can make a living, but also be able to enjoy life, showing ego adequately is entrepreneurial universities that ought to pursue.

Entrepreneurial university, promoted by the rise of high-tech innovation as a new model of education, highlights the social status of university, making universities from secondary social support institutional turns into promote the development of industry and even the economic and social development of the axis, forming a university - industry - government helix innovative model.² Therefore, we must pay more attention to the development of entrepreneurial university.

When developing entrepreneurial university, we should not only maintain our own advantages and personality, and actively absorb the advantages of international development of entrepreneurship education, constantly advance the times in order to achieve high quality development of entrepreneurship education. The development of science and technology has become an important driving force for social development, “under the situation of increasingly fierce competition in overall national strength, the lack of innovative ability in China will pose serious constraints to economic and social development.” (PeiJin, 2005)

Therefore, we must attach importance to the development of entrepreneurial university, and focus on cultivating the innovative capacity of high-quality, high-level innovative talents. I believe that in the near future, some of our universities will turn into entrepreneurial university, and we will also play an important role in the main force of knowledge innovation, technological innovation, when the new force enter the ranks of world-class universities. Only in this way can we effectively enhance the overall innovative ability, improving competitiveness and influence of China's economic and social in international community, and making an important contribution to the construction of higher education and innovation-oriented country.

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