

On the Strategies of College Students' Entrepreneurial Mental Health Education from the Perspective of Positive Psychology

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Objectives: Entrepreneurship education is one of the contents of higher education, which aims to cultivate college students' entrepreneurial consciousness and ability, and its core is to cultivate college students' entrepreneurial quality. **Methods:** Positive psychology is directed at the traditional "negative psychology", which advocates studying the positive qualities of human beings, fully tapping the inherent, potential and constructive forces of human beings, and promoting the development of individuals and society. **Results:** Healthy family, good living environment, positive social environment and harmonious learning environment all play an important role in positive psychology. Government policy support objectively provides guarantee for college students' entrepreneurial practice, while psychological support subjectively provides guarantee for college students' entrepreneurial practice. **Conclusion:** Healthy family, good living environment, positive social environment and harmonious learning environment all play an important role in positive psychology. Government policy support objectively provides guarantee for college students' entrepreneurial practice, while psychological support subjectively provides guarantee for college students' entrepreneurial practice.

Keywords: positive psychology; entrepreneurial ability; college students

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The cultivation of high-quality innovation and entrepreneurship ability can not only provide more jobs for college students, but also improve the comprehensive quality of college students, and promote the optimization of social economy and the improvement of talent training mode¹. College students' mental health has been concerned and valued by colleges and universities, and many colleges and universities have set up corresponding courses or institutions to improve their psychological quality and cultivate their positive emotions². Exploring how to make college students meet difficulties with courage on the challenging road to entrepreneurship, and how to cultivate their entrepreneurial awareness and ability are the problems that contemporary educators must think about³.

Positive psychology is directed at the traditional "negative psychology", which advocates studying the positive qualities of human beings, fully tapping the inherent, potential and constructive forces of human beings, and promoting the development of individuals and society⁴. From the previous psychological education situation, the negative psychological model was basically adopted, and the focus of education was to correct or prevent the psychological problems of college students, which failed to achieve the ideal educational effect, and it was difficult to stimulate students' positive emotions⁵. At the group level, by paying attention to the individual's cognition

and experience under the social background, we pay attention to the influence of groups and social living environment on people, and pay attention to the value of the construction of active groups on people's growth⁶. Healthy family, good living environment, positive social environment and harmonious learning environment all play an important role in positive psychology⁷.

As a science that can tap people's infinite potential, positive psychology plays a great role in college students' entrepreneurship [8]. Therefore, it is an inevitable choice for researchers who pay attention to this problem to explore the cultivation of college students' entrepreneurial ability from the perspective of positive psychology. Therefore, it is necessary to change the educational mode of psychology in colleges and universities, and introduce positive psychology into education⁹. Positive psychology pays attention to the study of people's positive strength and devotes itself to the study of people's potential and virtue. This educational mode is more conducive to cultivating college students' positive emotions and improving their psychological quality¹⁰. In modern society, people's life is getting faster and faster, and their material life is constantly enriched, but the spiritual world is gradually becoming empty, and psychological problems are constantly emerging. People are more pursuing spiritual happiness to improve the quality of life¹¹. Positive psychology advocates studying the positive qualities of human beings, fully tapping the inherent, potential and constructive forces of human beings, promoting the development of individuals and society, and making human beings move towards happiness¹². The opposite of positive psychology is not negative psychology. The research category of psychology itself is a neutral attitude, which has nothing to do with happiness and sadness¹³. The idea advocated by positive psychology fits our goal of building a harmonious society¹⁴. Therefore, Chinese psychologists have made great efforts to apply and practice the ideas and thoughts of positive psychology to the field of mental health education for college students, so as to promote the development of mental health education in China.

The important task of undertaking psychological education in colleges and universities is to improve the innovative quality of college students and make full preparations for undertaking practice¹⁵. At present, in the mental health education of college students, the negative attitude is mainly used to treat mental health, and teachers pay great attention to the negative aspects of students' psychology and educate them¹⁶. This teaching method will reduce the teaching effect, which is not conducive to the formation of a perfect mental health education support system. Guide students to tap their own potential, develop entrepreneurial psychological capital, master the coping methods of entrepreneurial psychological setbacks, expand the entrepreneurial support network, always maintain positive optimism about entrepreneurship, and build an effective entrepreneurial psychological support system¹⁷. It is an effective way to improve the success rate of college students' entrepreneurship, which is one of the directions of positive psychology¹⁸. Applying the relevant knowledge theory of positive psychology to the cultivation of college students' innovative and entrepreneurial ability can not only help college students to form positive innovative and entrepreneurial ability, but also enhance their comprehensive ability and enrich their life experiences¹⁹. Taking positive psychology as the theoretical research basis, exploring the cultivation strategy of college students' innovation and entrepreneurship ability is of far-reaching significance for colleges and universities to carry out and extend college students' innovation and entrepreneurship education²⁰. This paper discusses the cultivation of college students' entrepreneurial ability from the perspective of positive psychology, enriches the connotation of the cultivation of college students' innovative quality from the psychological level, and explores a new way to cultivate entrepreneurial talents.

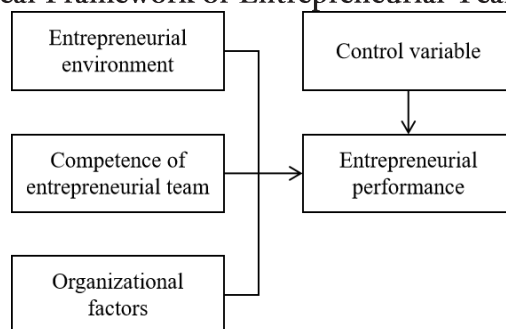
Unclear Business Ideas

Compared with the education of professional courses, college students' innovation and entrepreneurship education pays more attention to the education of cultivating students' ability, which is a lifelong education for college students. However, the innovation and entrepreneurship

On the Strategies of College Students' Entrepreneurial Mental Health Education from the Perspective of Positive Psychology education in most colleges and universities is limited to the setting of innovation and entrepreneurship courses, which weakens the cultivation of innovation and entrepreneurship ability. The classroom is still mainly crammed with book knowledge, and students' initiative and interaction are poor. Whether the entrepreneurial consciousness is clear is the premise of college students' entrepreneurial activities. On the one hand, the traditional employment concept is value-oriented. When college students plan their careers, most people tend to find stable jobs, and generally do not consider entrepreneurship first.

College students' graduation into entrepreneurship development conforms to the trend and call of the times, but there are many problems in college students' entrepreneurship, the most prominent of which is unclear thinking and strong randomness. Their entrepreneurship is not stimulated by the accumulation of rational thinking and practice, but invested by the enthusiasm of entrepreneurship. Figure 1 shows the theoretical framework of entrepreneurial team competency.

Figure 1
The Theoretical Framework of Entrepreneurial Team Competence



At present, college students' innovation and entrepreneurship education has not formed a curriculum system, rarely extended after class, and has not formed an atmosphere of innovation and entrepreneurship. Students' knowledge is nowhere to be used, and their awareness and ability of innovation and entrepreneurship cannot be cultivated. Influenced by traditional ideas, college students tend to work in business or government agencies at first, and lack interest in self-employment. Although they have started to have a business plan slowly, their entrepreneurial awareness is not strong enough due to lack of thinking depth, or even if they start to start a business, their motivation is obviously insufficient. This group is very easy to give up starting a business when encountering problems²¹. As far as students are concerned, most college students have high enthusiasm and interest in innovation and entrepreneurship, but they do not have firm confidence. Most students still

adopt a conservative attitude towards innovation and entrepreneurship, and think that they lack financial strength, lack of social experience, and no one leads them to give directions, which makes them afraid and unwilling to touch the field of innovation and entrepreneurship. Positive psychology mainly advocates that people should have a positive attitude towards life and psychological state. It pays attention to people's excellent quality and healthy mentality, studies people's advantages from an objective angle, and can use an objective mentality to look at the problems treated, constantly stimulating the potential positive characteristics of human beings and giving them the motivation to keep moving forward.

Unclear Entrepreneurial Goals

Only when entrepreneurial goals are consistent with entrepreneurs' interests, specialties and ideals can entrepreneurs overcome all kinds of

On the Strategies of College Students' Entrepreneurial Mental Health Education from the Perspective of Positive Psychology difficulties and finally realize their original intentions. But in reality, entrepreneurs' goals are often not clear, and most of them are utilitarian. Entrepreneurial psychological quality determines the success or failure of entrepreneurship, and entrepreneurial practice can not be separated from college students' good entrepreneurial psychological quality. Entrepreneurs are uncertain about what they want to do and what they have the ability to do in the early stage of starting a business. Under such circumstances, they can start a business, and the results can be imagined.

Positive psychology provides a new perspective for improving college students' entrepreneurial psychological quality. Clarifying the dimensions of entrepreneurial psychological quality and the research orientation of positive psychology will help to explore the integration of the two and provide accurate and in-place services for college students' entrepreneurship. Figure 2 shows the network structure system of talent entrepreneurship awareness management.

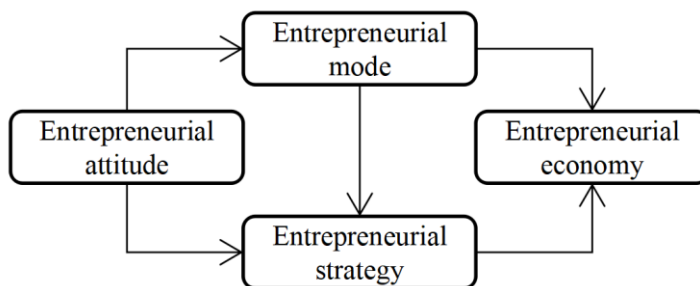
Figure 2
Network Structure System of Talent Entrepreneurship Awareness Management



Most of the contemporary college students' growth paths are smooth and comfortable. In the process of starting a business, once they encounter difficulties or setbacks, they lack the ability to face and solve difficulties and problems, which makes them lack tenacious entrepreneurial will and leads to the failure of starting a business. As a young and inexperienced group, the environment faced by college entrepreneurs is

relatively more risky, but many entrepreneurs are new to society, full of beautiful yearning for everything, strong subjective consciousness, insufficient presupposition of risks, and weak risk awareness. Once they encounter difficulties, they will be deeply hit and frustrated²². Figure 3 is a conceptual model of the influence mechanism of entrepreneurship policy on entrepreneurs' entrepreneurial behavior.

Figure 3
The Conceptual Model of the Influence Mechanism of Entrepreneurial Policies on Entrepreneurial Behavior



The complexity of market, enterprise management, competitors' behavior and industry uncertainty all bring great risks to entrepreneurs. These complexities are in stark contrast to the simplicity of college students entering the society, which is often beyond the control of many college students. For college entrepreneurs, they may feel that the risks are far greater than their expectations and unacceptable. Therefore, different people feel different about the same risks. By creating a good environment, we can enhance the happiness of individuals and group members as a whole, and finally achieve an ideal happy state.

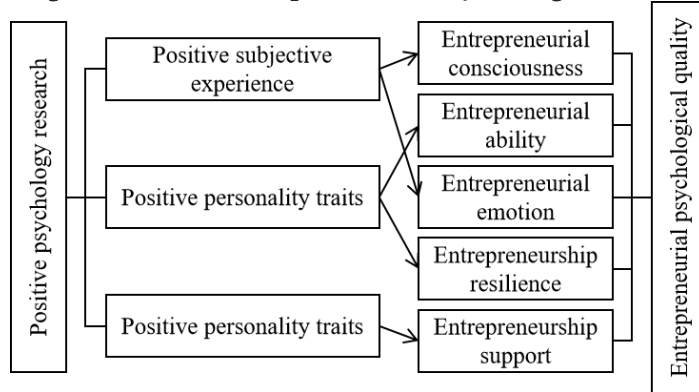
METHODS

Deepen the Connotation of Mental Health Education

Positive psychology is developed on the basis of negative psychology. While criticizing negative psychology, it can absorb many research methods

and means in negative psychology. Positive psychology pays more attention to the study of human nature, and can study human values and advantages, so as to take effective measures to tap people's creativity and potential. Entrepreneurial awareness directly affects whether the individual's entrepreneurial attitude is positive, whether the entrepreneurial preparation is sufficient and whether the entrepreneurial practice is invested. In a certain sense, entrepreneurial awareness is a subjective experience of individuals. Only when positive entrepreneurial motivation, needs and interests are consistent with individual psychological needs and subjective experience, can endless entrepreneurial potential be stimulated and entrepreneurial practice activities be continuously carried out²⁴. Entrepreneurial psychological quality plays a vital role in entrepreneurial activities. The effect of active entrepreneurship education on college students' entrepreneurial psychological quality is shown in Figure 4.

Figure 4
The Effect of Active Entrepreneurial Psychological Education on the Improvement of College Students' Entrepreneurial Psychological Quality



If college students want to succeed in starting a business, they must have firm entrepreneurial goals, brave entrepreneurial behavior and entrepreneurial will to face difficulties. Successful entrepreneurs not only have strong enterprising spirit and dedication to work, but more importantly, they have persistent and persistent entrepreneurial belief and will character. After psychological problems appear, positive psychology has a positive therapeutic effect. It can constantly train patients to establish an optimistic concept of life, master interpersonal skills, treat problems optimistically and calmly, not complain about the past, try to change the present situation and face the future actively. Positive subjective experience focuses on positive experiences and emotions such as subjective well-being, which coincides with the connotation of entrepreneurial consciousness and entrepreneurial emotion. Therefore, introducing the research results of positive psychology on subjective well-being and positive emotion, we should integrate the cultivation of positive entrepreneurial consciousness and the shaping of positive entrepreneurial emotion into the education of positive entrepreneurial psychology, and constantly improve the entrepreneurial consciousness and entrepreneurial emotional ability of college students.

Make College Students' Mental Health Education Means More Diversified

Some entrepreneurs ignore their own comparative advantages and take utilitarian as the fundamental purpose when setting up their entrepreneurial goals. It is self-evident how far the entrepreneurial results can go, which is also the main reason why many entrepreneurs can not achieve ultimate success. Positive psychology believes that through positive subjective experience, we can fully tap our own potential, change the subjective feelings of individuals and groups, achieve a good psychological state, and finally achieve happiness. In order to improve the entrepreneurial ability and resilience of college students, we can refer to the research on positive personality traits such as psychological capital and resilience in positive psychology. We should focus on cultivating students' positive self-confidence and the mentality of dealing with entrepreneurial setbacks, and continuously develop students' entrepreneurial potential. In the traditional cognitive process, psychology is the study of people with psychological problems²⁵. But this is only a one-sided view. Ordinary people's psychology also needs to be paid attention to, and they also need better psychological state. Positive psychology has a positive promotion function. It can stimulate people's excited state and make people constantly attracted by positive and happy things, so as to continuously cultivate happiness

and satisfaction, and make people live more happy and happy. A positive social environment is conducive to the formation of individual positive emotional experience, the formation of individual positive individual characteristics, and the overall development of the group. Therefore, we should create a positive social environment, including healthy families, well connected communities, effective schools, and media with a sense of social responsibility.

RESULTS

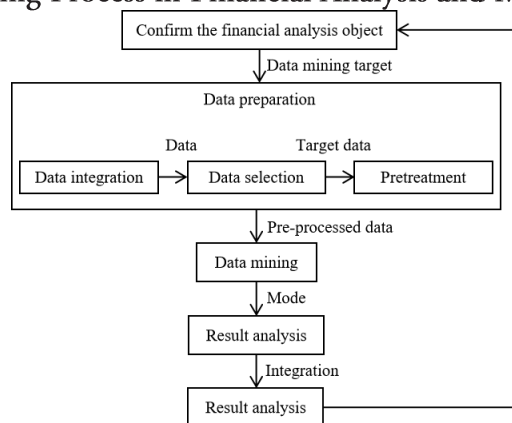
Strengthening College Students' Entrepreneurial Consciousness

The main goal of mental health is to promote the individual's subjective well-being, and pay attention to the cultivation of people's positive psychological quality, which also opens up new ideas for college students' mental health education and implementation, so as to continuously improve the effect of mental health education. As far as traditional mental health education is concerned, most of them adopt the negative orientation mode, and simply think that mental health means that there are no mental

diseases or psychological problems, which leads to certain limitations in mental health education. College students' entrepreneurship is a long process. On this long road, how to ensure psychological health and provide a good and plastic psychological cognitive environment for entrepreneurship, the proposal of positive psychology provides feasibility for this. Under the guidance of the theory of positive psychology, we should pay attention to the cultivation of students' entrepreneurial psychology, and focus on constructing the cultivation system of college students' entrepreneurial psychology from the aspects of entrepreneurial consciousness, entrepreneurial motivation, entrepreneurial personality and psychological resilience.

In the education of improving college students' entrepreneurial psychological quality, we can introduce the research results of positive psychology on social support, and focus on teaching students to actively explore entrepreneurial support resources and build an entrepreneurial support network system, so as to lay a good foundation for the development of entrepreneurial activities. The data mining process in financial analysis is shown in Figure 5.

Figure 5
Data Mining Process in Financial Analysis and Management



Entrepreneurship funding system can help individuals develop entrepreneurial opportunities, entrepreneurship education system

can improve entrepreneurs' ability to identify opportunities, and the optimization of entrepreneurial environment will provide

On the Strategies of College Students' Entrepreneurial Mental Health Education from the Perspective of Positive Psychology entrepreneurs with more entrepreneurial and entrepreneurial attitude. Table 2 shows the opportunities. For example, Table 1 shows the empirical analysis results of entrepreneurship policy and entrepreneurship model.

Table 1
Empirical Analysis Results of Entrepreneurial Policies and Entrepreneurial Attitudes

Variable	Perceptual skills	Perceived opportunity	Entrepreneurial willingness	Fear of failure
Entrepreneurial support	0.076	0.139	0.050	0.243
Entrepreneurship education	0.057	0.228	0.046	0.361
Entrepreneurial environment	0.028	0.073	0.057	0.023
Type of economy	0.029	0.066	0.084	0.046

Table 2
Empirical Analysis Results of Entrepreneurial Policies and Entrepreneurial Models

Variable	Survival entrepreneurship	Opportunity-based entrepreneurship
Entrepreneurial support	0.463	0.389
Entrepreneurship education	0.357	0.266
Entrepreneurial environment	0.178	0.259
Type of economy	1.571	1.957

Positive psychology pays more attention to discussing and studying mental health education from a positive angle, and attaches importance to cultivating people's positive qualities, rather than simply preventing and correcting people's mental diseases. Positive personality traits can stimulate and strengthen various practical abilities and potential abilities of individuals, and turn stimulating and strengthening certain practical abilities or potential abilities into a habitual way of working. Research shows that this will provide a great

internal driving force for entrepreneurship.

Improve Entrepreneurial Personality

Positive psychology emphasizes individual development and differences of people, which provides space and ideas for educators to cultivate college students' entrepreneurial quality. Different students have different preferences, so they have different specialties and enthusiasm for different things. Emphasizing people's personality is the best form of respecting individuals and the best entry point for cultivating college students'

On the Strategies of College Students' Entrepreneurial Mental Health Education from the Perspective of Positive Psychology excellent entrepreneurial quality. The application of positive psychology can make people have a new understanding of college students' mental health education, have a positive impact on students, and mobilize their enthusiasm and initiative. Positive personality can not only develop self-potential constantly, but also improve self-inner strength on the other hand, and mold the ability of social responsibility, strong dedication to work, high self-confidence, strong willpower, keen insight and independent thinking, which are all necessary for starting a business.

In the education of entrepreneurship system,

we should not only pay attention to the improvement of practical ability of entrepreneurship, but also guide students to establish a firm sense of entrepreneurship. Teachers should make students understand that starting a business is not a dispensable thing, but an important trend in the future of our university education²⁶. The risk index system of innovation and entrepreneurship team is established, and the risk is evaluated by AHP. The data relationship between weight value and evaluation value is shown in Figure 6. Figure 7 shows the data relationship between financial position risk weight value and evaluation value.

Figure 6
Data Relationship Between Weight Value and Evaluation Value

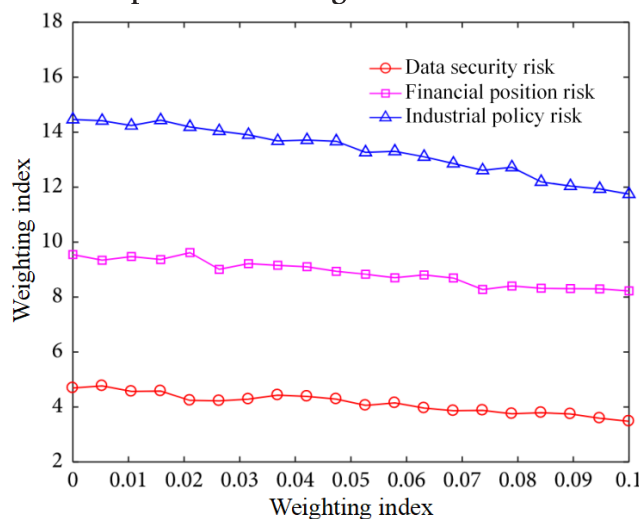
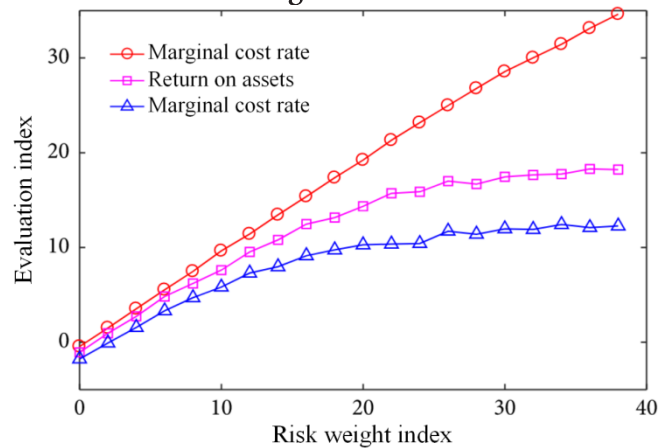


Figure 7
The Relationship Between the Risk Weight of Financial Status and the Evaluation Data



Enterprises are in different stages of development. Because of the differences in business environment and competitors, the competence of entrepreneurial teams must be

different. The results of competency dimension mean, standard deviation and reliability analysis are shown in Table 3 and Figure 6.

Table 3
Analysis Results of the Mean and Standard Deviation of Competency Dimensions

Dimensions	Mean value	Standard deviation
Professional knowledge	6.77	0.65
Team thinking	6.21	0.51
Team collaboration	6.55	0.56
Learning ability	6.08	0.60
Goal commitment	5.81	0.61

Meet the specific implementation requirements of multi-regulation data collection, processing and fusion, and application of multi-regulation entrepreneurship awareness visualization system.

Table 4, for example, is the survey and statistics on the degree of management education goals when curriculum teaching realizes entrepreneurship awareness.

Table 4
A Survey of the Level of Management Education Goals For Teaching to Achieve Entrepreneurial Awareness

Degree of realization	Fully realized	Partially realized	Not implemented
Selected number of people	18	35	29
Proportion (%)	22.0	42.7	35.4

Through the positive guidance of positive psychology, enterprises should strive to create a comprehensive system that can promote employees' positive quality and positive thinking, so as to enhance their motivation and goals and face the unpredictable problems of enterprise development. Positive psychology can effectively help business leaders create a positive internal environment, release the internal vitality and potential of enterprises, and increase immunity against external difficulties. Positive psychology holds that everyone has untapped potential and should pay attention to self-development. In the process of education, teachers should skillfully use positive psychology to tap students' potential. In addition, educators should combine positive psychological education with other school work, and college students' psychological health education is also related to other school work, so they should be organically combined. The focus of mental health education is to cultivate students' positive psychological quality, positive thinking consciousness and emotional experience, so as to promote students' positive growth.

DISCUSSION

Nowadays, people pay more attention to mental health education in college students' teaching. In the psychological education of college students, it is necessary to effectively adopt the relevant concepts of positive psychology, so as to reform and change the traditional teaching mode, and constantly

stimulate the positive qualities in the hearts of college students, so as to continuously promote the development and progress of college students. Driven by the transformation and development of the new economic situation, college students' entrepreneurship has become a hot spot, and college students' entrepreneurship education is bound to promote economic development to a certain extent. The improvement of college students' entrepreneurial ability can not be separated from the cultivation of entrepreneurial psychology, which directly determines the success or failure of entrepreneurship. From the current situation of mental health pedagogy, although some teaching achievements have been made, due to the influence of traditional negative psychology, schools pay too much attention to a few students with psychological problems and ignore the psychological state of most students in the process of education. In the mental health education of college students, the application of positive psychology has high value, which can enrich the means of mental health education and deepen the connotation of mental health education. Applying the theory of positive psychology to the practice and process of starting a business, and solving the external problems of starting a business by arousing students' inner strength, is bound to get good results. At the same time, this is also the demand of practical education of college students' entrepreneurship and innovation.

Human Subjects Approval Statement

This paper did not include human subjects.

Conflict of Interest Disclosure Statement

None declared.

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