Explore the Road of Contemporary College Students’ Growth from Excellent Enterprises

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Abstract. Due to the current situation that some contemporary college students lack of self-awareness, fighting spirit and life goals, it is of great significance to explore the issue of college students' growth and provide specific suggestions. Excellent enterprises play an increasingly important role in today's society, and profoundly affect individuals, enterprises, society, furthermore nations. Their outstanding spirit and advanced personal qualities of outstanding entrepreneurs can guide contemporary college students, which can inspire their morale, establish their lofty ideals, enhance their mobility, guide their personal values and explore the path of growth.

Introduction

With the vigorous development of the global economy, the improvement of the economic system, and the increasingly obvious role of the market, a number of excellent enterprises with good strategic positioning, strong competitiveness and high development level, have emerged. They not only inject vital energy into economic development, but also leave spiritual wealth to other members of society—the qualities of excellent enterprises and the qualities of excellent entrepreneurs provide valuable learning experiences for other members of society.

The college students, at the beginning of life, have unlimited potential. From the perspective of the nation, college students, representing the backbone of the future society are related to social progress and the country's prosperity. Leading college students to grow healthily is a matter of national development. But the reality is not optimistic. As is seem from Shun-fei ZHANG's "Report on College Students' Career Planning and Employment Awareness", in terms of self-awareness, only 6.7% of the respondents know themselves, while 52.3% of the respondents are vague about their abilities and interests, and 41.0% of the respondents do not know themselves at all. It can be concluded that most college students lack a clear understanding of themselves. However, the lack of self-cognition and the lack of endogenous motivation can easily lead to self-abandonment, preventing college students from achieving their personal value. In reality, many college students have lost their life goals, abandoned the spirit of struggle, and indulged in the mud of consumerism and hedonism, and it is difficult for them to realize the social values. Therefore, there is an urgent need for a spirit of excellence to lead the growth of contemporary college students, reshape their spiritual world, and clarify the direction of the development.

We hope to find out the reasons why excellent enterprises win in the market competition and explore the spiritual characteristics of excellent enterprises and outstanding entrepreneurs. Then we can provide growth advice based on that for contemporary college students. Through the value-leading role brought by excellent enterprises, we can awaken the competition consciousness of college students, enhance their sense of mission to the future and responsibility for the society, and lay the foundation for the cultivation of national talents. The future society will be highly competitive. Just like enterprises, only college students, who have clearly defined the positioning, enhanced the competitiveness, and improved the skills, have the opportunity to stand out and fully demonstrate their personal value.

The Characteristics of Outstanding Enterprises

What is excellence? National Standardization Administration Committee GB/T 19580-2012 "Criteria for Performance Excellence" put forward nine evaluation requirements for high
performance: visionary leadership; strategic orientation; customer driven; social responsibility; people-oriented; win-win cooperation; emphasis on processes and results; learning, improvement and innovation; system management. In addition, many professionals define "excellent enterprise" as well. American management scientists Thomas Peters and Robert Waterman put forward eight qualities of an excellent enterprise in "In Search of Excellence": advocating action; being close to customers; independent innovation; paying attention to the cultivation of talents; attaching importance to values; handling professional things; simplifying personnel; promoting business culture of combination of leniency and strictness. Shi-long DING, Secretary General of the Enterprise Management Association of State Grid Corporation of China, believes that excellent enterprises should have the core characteristics of strategic leadership, scientific organization, efficiency, open and innovation. Ji-peng WANG, chairman of Renda Strategy Management Consulting Co., Ltd, pointed out that excellent enterprises should have five indicators: representing the highest level of the industry; mastering key technologies; having the ability to continuously innovate; having a strong sense of cultural mission; being professional in a particular field of expertise. It is clear to understand the word "excellence" through these standards. Simply speaking, an excellent enterprise is better than a good one. Apart from profitability, it also needs to have many qualities that other enterprises do not have. The following three commonalities of excellent enterprises are especially important:

Excellent companies must have a unique corporate culture. Corporate culture construction is a strategic and long-term systematic project. It is the soul of an enterprise and can exert cohesiveness and influence the development of the enterprise. Corporate culture will have an impact on employees, entrepreneurs, corporate strategies, and even customers in a subtle way, which is related to the direction of the company's development.

Excellent companies value innovation. Excellent enterprises generally attach importance to scientific research and actively develop new products. Technological innovation and management innovation complement each other. While actively pursuing technological innovation, enterprises also attach importance to the internal management system reform. Superior management keeps the organization alive and drives organizational innovation. At the same time, the organization's innovative practices will help companies get rid of the obsolete management ideas and promote the re-innovation of the management system. Through institutional innovation, we can effectively spark the enthusiasm of employees and maintain internal harmony and stability.

Excellent enterprises must be brave in taking social responsibility and should not regard profits as the sole target. Excellent enterprises must be able to restrain themselves in environmental and labor issues, and be able to come forward in time when society needs it. Taking social responsibility positively is conducive to establishing a good corporate image, thus ensuring long-term and stable development of the enterprise.

The Qualities of an Excellent Entrepreneur

The achievement of an excellent enterprise is inseparable from excellent entrepreneurs. An excellent entrepreneur is the personalization of an excellent enterprise. The image of entrepreneurship and entrepreneurship is a mirror of corporate culture. Excellent corporate culture is a comprehensive reflection of entrepreneurial talent, innovative spirit, professionalism and sense of responsibility. The personal qualities of an excellent entrepreneur are mainly following eight points:

1. **Adventurous spirit**: be good at discovering opportunities and creating opportunities, be brave in trying, be not afraid of failure.

2. **Goals and aspirations**: have detailed short-term goals and long-term goals for the development of individuals and enterprises, always have confidence of achieving the goals, and continue to work hard.

3. **Personal charm**: be able to subtly influence employees and customers, encourage them to work hard, and make them confident of the beautiful blueprint.

4. **Time control**: reasonably arrange the proportion of life and work; reasonably allocate the specific time of each task every day.
(5) **Responsibility**: be responsible for the enterprise, the employees and the society, be good at empathy, and be willing to take care of others.

(6) **A firm will**: do not give up in the face of setbacks and hold to the conviction.

(7) **Emphasis on talents**: be not jealous of those who are talented, be good at discovering talents, actively appoint talents, and attach importance to the cultivation of talents.

(8) **Problem-oriented**: focus on solving problems, and start work in a targeted manner.

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**The Road to Growth of Contemporary College Students**

The university is a place for cultivating high-level talents that promote social development. Not only should college students master necessary scientific and cultural knowledge, but also they are supposed to hone their personal qualities. And the personal qualities of an excellent entrepreneur are especially worth learning. Encouraging college students to compare their qualities with excellent entrepreneurs’, is beneficial for them to clarify the direction of efforts and shape themselves better. In this regard, we recommend that contemporary college students do the following:

1. **A clear goal**: people should have specific short-term goals and long-term goals during every period of life. In the short run, college students should have clear plans for the university period, specifically set goals for each school year and work hard. This will help them improve executive performance and enhance learning enthusiasm, leading to the achievement of long-term goals. In the long run, college students should have a clear positioning for their future work and life. They should start planning for the future during college and know the direction of efforts. Work is one of the biggest proportions of all life, so you should fully consider your personal abilities and hobbies when choosing the career. Establish a clear direction as early as possible, and actively cultivate relevant interests and relevant skills.

2. **Speaking and Writing Abilities**: The ability to speak and write is vital for conveying information, which requires students to be good at interpersonal communication and be brave to express themselves. Of course, the ability is not something that can be owned in a short time. The key point is to seize the opportunities of practice, ranging from small classroom questions, after-school assignments, to organizational planning and project declaration. Students must learn to develop the ability in their daily lives.

3. **Diversified learning**: Self-study is very important during college time. When college students intend to learn extracurricular knowledge, they can utilize libraries, networks, books, etc. It is suggested that college students use their spare time to obtain various qualifications to increase their competitiveness. In addition, they can develop some hobbies and learn a skill. Double degrees and minors are also worthwhile choices. What’s more, language is especially important as the basis of communication. Therefore, it is recommended that college students value the study of the second or even the third language, with a focus on English, Chinese, French, Russian, etc.

4. **Reading**: Books are the ladder of human progress. College students need to read more books and read meaningful books, including curricular and extracurricular ones. A large number of works left over the years contain a lot of experience and ideas, which is beneficial for students’ professional study. In addition, extracurricular reading is conducive to relaxing the body and mind, edifying sentiment, widening the horizon, broadening the knowledge, and is very important for the improvement of students' thinking and personal cultivation.

5. **Active practice and innovation**: College students cannot be limited to the study of book knowledge, but should pay attention to practice as well. Through internships, competitions, volunteer activities, etc., college students put their learned theoretical knowledge into practice and gain a better comprehension. It is also recommended that students actively innovate and try new methods in practice, thereby promoting their personal thoughts and abilities.

6. **Time control ability**: College students should learn to allocate time reasonably and know how to choose. In college, students have more opportunities to freely allocate time, and there are plenty of things to do. Being able to control time will be very useful for learning life. Students need to plan what they do specifically every day, and estimate the time they spend, then do the right thing efficiently at the right time.
Healthy: As the old saying goes, "Healthy is the capital of the revolution." Students should adhere to exercise, maintain a healthy diet, and ensure adequate sleep. Good physical condition is conducive to increasing mental energy and improving the efficiency of daily work.

Conclusion
College time is a crucial period for talent cultivation. The growth of college students influences the progress of society evidently. Though different people have different definitions of excellent enterprises and excellent entrepreneurs, the commonalities deserve our research. The leading spirit of excellent enterprise is of great significance to the better growth and development of contemporary college students. It can stimulate their individual consciousness, indicate the direction of growth and encourage them to struggle for the realization of personal and social value. Therefore, it is vital for contemporary college students to analyze the characteristics of excellent enterprises and excellent entrepreneurs, absorb outstanding spirit and remarkable personal characteristics more positively. As a result, they are more likely able to make clear plans for university life and personal growth, figuring out a road towards efficient self-development.

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