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RESEARCH ARTICLE

UNIVERSITY'S ROLE ON ENTREPRENEUR DEVELOPMENT

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ABSTRACT

Building Universities focusing on discovery and accessing the primary source of Available knowledge has been a demand for human community developments progress. The Universities expansion is not just preparing human sources, but also stabilizing the base to achieve, learn and applying new technology which leads to open new job opportunity for new generation needs. The Most important expectation from university role plays is in the way of expanding the developing of job creating act towards remodeling, advancing, presetting educated job creators men to public, solving community/ government and schooling problems, providing learning discipline through life for educated creative students, training professional man power to teach/search, consulate & expert in creating carriers fields, attracting students to fulfill community needs, producing professionals creative networks. Establishing advanced Technical Corporation and train their required technicians get ready to start their new work and business.

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INTRODUCTION

Entrepreneurship must consider one of the 3rd millennium necessity demands. It's the age of information and knowledge in world village of new technology and important messages of new changes and evolutions with high speed inconsiderate competition to perform the faster and more economical with less cost. In such situation and work environment creating and inventing new ways to create and accomplish the job could be one the growing, effective and motivating indicators to persuade human community challenging the world in such a runty (inconsiderate) society (Clark 2004). In 3rd millennium we ought to deal with new wave united world (Globalization). In this worldwide village we are stepping through acknowledged human being with respect to himself and his living environment along with his growing and fast advancing his evolution with had been in his nature and his mind from his first day of human being creature. And with the world trade growing, increasing motivation and improvement such as knowledge and technology with disappearing world superpowers; process is expediting. In this particular situation; the role and producing advance knowledge to train the creative manpower demanded before anything else. Today, Job creating (Entrepreneurship) is a fast growing epidemic process. During 1990 decade a Wide path of items and different elements had encouraging European and American people to generate jobs and help their economy. Recently when the economy crises hit the most countries of the world politically and socially, government decided to support and help small business and job creating administration. Special attempts aiming to improve

new activity focused on increasing the job creator's company's strength and opinions'. Right now, European Union widely welcomes such business activities since their surviving economic and resisting in world market economic fluctuations depends on creating brand new line of business. To fulfill such issue, training new work force from native, and local people through and supporting business talents must be, encouraged develop and expanded. Womack ET; al 1990 & Yergin and Stanislaw; 1998). In Iran; self employment, among young and collage students is not common-custom. Unfortunately, most educated people who are seeking for employment are after government jobs or large & secure companies to work. This is one the reason that a lot of fresh educated young generations are out of work or jobless. (Salimi and associate in 2009). Primary Solution is to modifying education system to creative enthusiastic potential one.

The target of creative education (Entrepreneurship): Encourage and support students and instructors. Set a proper teaching & training program individually and in group for all courses and majors to show their talents (Yip, Lowe & Yoshion, 1988). Write a syllabus (teaching and training schedule) is one of the important steps in creative job program (Entrepreneurship) and relate it to market to serve the demand. Relations between education system and different economic divisions and expert manpower demands always had been an issue to write a training program. In fact, one of the main reasons to write such schedule is to consider the necessity of coordination between education levels, majors of study, and differences in old and new economic demand issues.

Understanding Collage Entrepreneurship

Collage Entrepreneurship providing a base for expanding innovations, and new creating in university system, commercializing the university, utilizing the university's research's achievements and renovating the university's educations and expanding the university's researches boundary. With these concepts accessing the ideal goal towards Entrepreneurships University is possible. Changing old and traditional paradigm to a new one is necessary to quick n precise responds to new schooling needs, professional research tools, providing new n creative thinking methods in order to prove the power capability, formulization of clearing the individual or group problems and stabling the foundation for developing n expanding the concept. The universities Entrepreneur rout to reach the goal is long way and should passes through following steps (Ghanbarali & zar-afshaan 2010)

1st stage: finding the strategic and university's priorities views via discussion with university students, Employees and Presented ideas

2nd Stage: university play active role. Towards commercializing the capital intelligence due to management, staff a Student's activities.

3rd stage: university pre-act, welcome and cooperate with active Innovations to Improve performance.

Provide and develop Entrepreneur

Provide and develop Entrepreneur in education system and Convert it to cultural foundations, required understanding and Realization and specify the main principals to show the related Path. Some of the Entrepreneurship principals are as Followings: (Moradi, 2001).

Set the Entrepreneurship strategy & goal:

Before anything Entrepreneurship's education systems required challenging strategy and set for goal. Based on that, all old, current, large and small education system plans must be reviewed; criticized and modified change or replace if necessary. Sharing goals and be insist to universality thinking or setting goal are two basic for Entrepreneurship principals.

Flexibility

Entrepreneurship's nature is a process n result of flexibility. Acting tough, rough, and applying inflexible and being unfair, ignoring believes, disrespecting others opinions and don't realize the occasion and situations and specially concerning people appearance are some of the process holding up or slowing down toward achieving goals through three process levels as Beginning, operating and advancing.

Generalization and coordination

Entrepreneurship development in education managements must be set in attention to generalization and coordination. It means all pieces of parts and small and large parts of managements system must coordinate together. The result of such co-ordination; is unique and powerfulness from one hand and the on the other hand getting best benefit from source and increasing the synergy in management training system.

Decentralization: decentralization in education

System is the same as inflation in economy

If in inflated economy the concentration of cash could cause slowing the sales in market and uncomfoting the public, in education system, decentralizations would cause more concentration power to make decision at the head of management pyramid, which is not good and reducing the cooperation between managers, teachers, students, parents and other involving elements. Centralization in education system would cause losing some opportunity such as growing, innovation and eventually Entrepreneurship in different aspect of learning concepts.

Independency and self rolling (controlling)

Until training manager officially and legally has no authorized to make decision to hire or fire manpower, spend money, encourage and rewards employees etc. develop or expand the Entrepreneurship education system is not possible. Entrepreneurship is based on innovation, risk, and consistency. This won't take place unless manager has freedom of independency so they can welcome the plans and proposals and could be able to pay off for such support.

Getting adjusted with environment

Education system in Entrepreneurship school can not operate behind closed doors and high tower walls! Therefore, providing and supporting Entrepreneurship needs wide and continued get along and adjustments with social, economical and production environments. The Entrepreneurship manager should connect close, deep and in all directions contacts with school and public especially with service and production centers. So from one hand students touch the realities of social problems, sourending economy, requirements, and good understanding of achievements, and from other hands possibility of knowing and expressing their talents and opinions.

Insisting on qualities

Although there are different concept for quality, but in general, the affect of influence or in the other words, fulfilling the exploration of Education system's Goals is preserved (is a concept). Creative and Entrepreneur in education is the direct production of program, methods, activities and learning process. As much as spreading of quantity for education is important and collecting and improving talents are important, paying attention and insistence to quality to discover and explore of talents are as important. Teaching without quality, is routine and ineffective which will not meet the deep goal of creativity and educational purposes.

Talent's exploration and creativity:

Experience and research and even daily observations clearly show children have so much creativity behavior. Children's Talent in uncreative education systems won't get a chance to show and explore itself. In fact children's powerful and exciting creative act along with uncreative education system will turn off rapidly and very soon would be forgotten with no effect from that in community. Therefore, before anybody else get involve, exploring and extending creativity fact needs a

proper education department's recognition and such management to realize student's acts and capabilities, and look at the case as a fundamental base.

Changes and improvement

Without a doubt, improvement in all aspects of human life such as cultural, social and economical are in process. Following these changes would affect people's social organizations. Educational system not only causes the subjects of research and scientific concepts, but also itself master of wide change.

Cooperation

Corporations in Entrepreneurship education system, cooperating, helping each other, working together (as a team) is significant cooperating means participant share their experience, information, tricks, and expertise all in one. So the goals will rich in short time and with the least expenses and performed the high quality. Perform in sharing in education systems has different prospects (views). It calls Cooperation when the meaning of education system in different levels of management, programming, goals and strategies, methods, duties and evaluations, and organizing the contents and ... is sensible. And show itself in form of dominated culture and apply. With this concept, considering following the principal of sharing, for the main and the necessary plan, correction or modification of education system is the fact.

Courage and rewards

The main element of Entrepreneurship is taking the risk. Accepting the risk although is a personal perspective, it also under social culture affects. An Entrepreneur required encouraging, rewards and support. The only times the persons Errors and mistakes could be covert to growing path (success direction), when they use as experience and handle with wisdom and lead to right path. On the other way, old successes could be use when they promptly appreciate, reward and apply as the stand for the future bigger successes. So with this concept, education system, is creative and Entrepreneur when such system not just able prepare the managers, specialist/experts, teachers/trainers and student to take the risk, but also predict the and prepare them how to learn and use the ways and proper methods to recognize and appreciate, rewards creativity and Entrepreneurship.

Continues supervising and evaluation

Constant supervising and evaluate the activity's goal, realize the orders and shortages and prepare them on time, estimate the approximation of processing periods to end and reach the goal. And show the weak and power point of the process and possible threads in process. Show the opportunity. Access to same quality job without supervision and with self responsibility. Along with these facts, providing a correction management for education system is required to design a general supervising and evaluation. Malekpour (2005) in his study and research reported; the fundamental cultural education limitation and the Entrepreneurship developments in Iran as follows:

The prior motivation consist of: Spiritual facts; focusing on life and work. Honor working men as a valuable duty, Poorness

vs. believe, integration of personal welfare and Islamic share, intelligence, creativity and preferences.

Visible facts: lack or unworkable concentrated policies, government interfering, using/mastering small country's samples, training and educating unnecessary courses, increasing public's uncultured knowledge and information, hiring & overcrowding governments offices.

Holders and slow-motioners: Emotional and historical background; awaiting for encouragement, embarrassing of failing in life and at work, satisfying with less than minimum, welcome foreign products and goods, not insisting for success. Visual factors; after popularity in family, school or out in public, prefer governmental job (sell oil; petroleum and survive! Counting on oil wells. Negative affect vs. production in safe economy). Government exclusive licensing. Illegal business and smuggling.

University's prophecy and act in Entrepreneurship developments

Colleges in country have a vital participation towards Entrepreneurship development training. In addition to public man power, train and providing the professional personnel and supplying knowledge is their jobs, too. In these regards the university, position has special definition and acts. The most Important expected positions are as follows: (Yadollahie '2007):

Providing the country innovation: In general colleges are there to upgrade the public: things and thoughts! Also, is there to prepare the stand for Entrepreneurship abilities in society. In order to activate the innovation in public, cooperation between university, the industry, and the government is necessary.

Presenting the trained and acknowledged Entrepreneur to public for serve as: social changes to survive and grow. Evaluate the needs to change is on the society's professional's hand. And to operate and take advantage of such change is the Entrepreneurs duty. Public Entrepreneurs would take advantage of such offer prepared by the university and proceeds to take appropriate risk and attract the sources, and renovate the ordinary and serve the public economy.

Solve the public, government, and university's problems: Human community has a plenty of problem such as crime, conflicts, misbehaving and low income crisis and culture which affect reversely to Entrepreneurship desires. Scientific research and solution is the key to these problems. Create the learning system (facilities) through the life to support Entrepreneurship interested students: Entrepreneur College won't lose their students. The relationship between college and students last for ever. This relation would last through membership in Entrepreneurship network, cooperating with Science Park and Technology University, sharing in research projects, attends in related seminars and training sessions etc.

Train expert manpower to teach, search, consoling, supervising in Entrepreneur as: Practical Entrepreneurs ability to act research, in them needs for training and consoling. Solve many of Entrepreneurship problems. An entrepreneurship problem needs researcher and experts. Human resources Expert would train by universities to serve high levels of needs.

Life time learning system to protect educated

Entrepreneur: In any community changes are announced by intelligent. Carry-on by college's researchers to detect and measure the technicalities involved and presents the solution way to make. Government's Back-department usually gets involve to detect the technically and socially valuations and then permit and /or financially support. Generating Entrepreneurship students to provide country's needs. The size of Entrepreneurship expansion depends on facilities and conditions. One of the requirements research about this facilities finding n is training the students.

Support the forming of Entrepreneurship expert organization:

Running an expert net work help Entrepreneurship experts to be in touch and exchange their thoughts and founds being up-to date. Establishing related companies: founding the advanced technology. Teach and train Entrepreneur whom he is ready to set the productive company

Conclusion

The author believes training and education system especially at high level plays/convey important role to develop and expand the Entrepreneurship suggested the following as:

- Pay fully attention and take serious care for Entrepreneurship research's plans;
- Set Entrepreneurship training course for different schools levels especially for the college's levels.
- Overhaul change to school syllabus and their contents in all study levels.
- Somehow, it causes creativity and renovations among students.
- start research group to evaluate Entrepreneurship progress during Recent 10 years.
 - Categorize and specify the Entrepreneurship personality in order to find the right person for the job to train and be qualified to assign in charge of taking responsibility in this field.
- Concerning the Entrepreneurship is the economy engine stabilizer, therefore innovation and its affect to the marketing system should be publicized and value search.

- Arranging Entrepreneurship skills conferences.
- Train Entrepreneurship and educate trainers and teachers.
- Inform & acknowledge public, especially college districts. Get their attention to Entrepreneurship and its retaliation to public economy as generating new jobs.
- The Government ought to furnish any possible comforts and facilities as fast as possible to encourage, guide and support all upcoming Entrepreneurship acts emotionally and financially.

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