

Construction Model of Innovation and Entrepreneurship Base for Ability-shaping-oriented College Students Majoring in Management

Zeping Tong
School of management
Wuhan university of science and technology
Wuhan ,China
Tongzp76@126.com

Junxiu Zhang
School of management
Wuhan university of science and technology
Wuhan ,China
1481104807@qq.com

Guangjun Ou
School of management
Wuhan university of science and technology
Wuhan ,China
guangjunou@tom.com

Abstract—It is demanding and challenging for colleges and universities to cultivate college students who have the ability of innovation and entrepreneurship, and the construction of innovation and entrepreneurship base is the means to realize the transformation of higher education mode. According to the ability and quality requirements for innovative and entrepreneurial talents, this paper pointed out that we should build an innovation and entrepreneurship base composed of off-campus innovation and entrepreneurship training centers, on-campus simulation laboratories and four creative association. This base has the functions of simulation, practice and incubation with an integrated operating mechanism using project funds as the driving force, team organizations as the implementation carrier, reward systems as the guiding means, and cultural atmosphere as shaping conditions.

Keywords—*Innovation and Entrepreneurship Education; Innovation and Entrepreneurship Base; Operating Mechanism*

I. INTRODUCTION

The quality of College Students' scientific and technological innovation and entrepreneurship is the key to the future scientific and technological level of a country. Under the situation of increasingly severe employment, how to reform the current college students' employment training mode from the root to achieve the transformation of college education from simple workers to intelligent ones, from single talent training to inter-disciplinary talent training, from acceptance mode to innovative mode, from employment-oriented to entrepreneurial are the current problems in college education. The construction of innovation and entrepreneurship base is a practical platform to solve the problem of college students' innovation and entrepreneurship training, and plays an increasingly important role.

II. INNOVATIVE AND ENTREPRENEURIAL ABILITY AND QUALITY REQUIREMENTS FOR COLLEGE STUDENTS

In order to get deep implementation of innovation and entrepreneurship education and improve students' training results, we have done a targeted research on entrepreneurial ability requirements. The research subjects are the graduates who had successful experience on setting up a new business. The research result shows that, for a qualified entrepreneur, the basic ability, social ability, management ability and ability to adapt to the market are needed. The specific ability contents and requirements are shown in table 1. Among them, one of the most important abilities is the ability to plan and the ability to identify and grasp the opportunity, as many as 88% and 84% of successful entrepreneurs believe that these two abilities are crucial to the success or failure of entrepreneurship.

As the old saying says, "In all things, success lies in previous preparations and there will be failure without previous preparations." College education with the goal of innovation and entrepreneurship training must focus on these abilities to conduct targeted training. From curriculum design, teaching mode to course assessment, the training connotation must be reflected; In addition to classroom teaching, it is essential that extracurricular practice reflect the contents of these ability requirements to deepen the curriculum content, and extend to the success of the ability of nature during the business process. Also there are 75% of the entrepreneurs emphasized the importance of decision-making ability because entrepreneurship is a result gathered from many decisions. A business leader must have the ability to make the right decision at the critical moment. Besides the above top three abilities and qualities, 66% of the entrepreneurs valued social and interpersonal communication ability, 47% and 41% of them valued enterprise management ability and the ability to integrate resources, 34% and 28% of them valued the innovation ability and

learning ability, 25% of them pointed out the importance of strain ability. The remaining 9% and 6% of the entrepreneurs valued the language expression ability and the team cooperation ability [2].

TABLE I. CLASSIFICATION OF ENTREPRENEURIAL ABILITY AND THE LEVEL OF ATTENTION OF RESPONDENTS

	Types	Specific Contents	Percentage
Abilities and qualities	Basic ability	Learning ability	28%
		Language ability	9%
	Social ability	Social and interpersonal communication ability	66%
	Management ability	Planning ability	88%
		Decision-making ability	75%
		Business management ability	47%
		Integrating sources ability	41%
		Strain ability	25%
		Teamwork ability	6%
	Marketing ability	Identifying and grasping opportunity ability	84%
		Innovative ability	34%

Source: Ou Guangjun, etc. research and analysis of entrepreneurial personnel training quality characteristics , human resources management, 2014 (9): 268-270

III. CONSTRUCTION OF INNOVATION AND ENTREPRENEURSHIP BASE FOR ABILITY-ORIENTED COLLEGE STUDENTS

The construction of innovation and entrepreneurship base adheres to the "resource-integrated, practice-oriented, project-driven, multi-dimension-guaranteed" principles, project affect security principle", takes the innovation and entrepreneurship education base as a platform, cultivates college students' innovation and entrepreneurship ability through the mode reform, practice improvement, result-driven mode, school and enterprise cooperation and to enhance the level of innovation and entrepreneurship education.

A. Organizational Structure of Innovation and Entrepreneurship Base

As college students majoring in management, their professional characteristics determine that their future career direction will mainly go to management. The art of war says that, an incapable soldier is just a soldier, but an incapable commander would bring out a team of incapable soldiers. Whether students majoring in management are qualified for the management job is closely related to their innovation and entrepreneurship ability and quality.

Especially under today's big international environment of increasingly intense competition, enterprise management gradually steps in crisis, and whether enterprises can achieve sustainable development and pursuit excellence throughout the time relies on if the business leaders can take the innovative measures and strategies to survive.

The Innovation and Entrepreneurship Base for Ability-oriented College Students majoring in management is the platform for them to do practice and training, and must meet the innovative and entrepreneurial talents requirements for College Students to fulfill the purpose of base construction with targeted training contents and flexible and effective mechanism. The innovation base in our school encourages the interaction between the school and the society, and aims to build a students-oriented, positive and atmosphere-friendly innovation and entrepreneurship paradise with teachers, business bosses, entrepreneurs and stars of entrepreneurship as standpoint and the construction of innovation and entrepreneurship culture as supporting point, in accordance with the "student autonomy, teachers' guidance and financial support, sustainable promotion" base management mechanism.

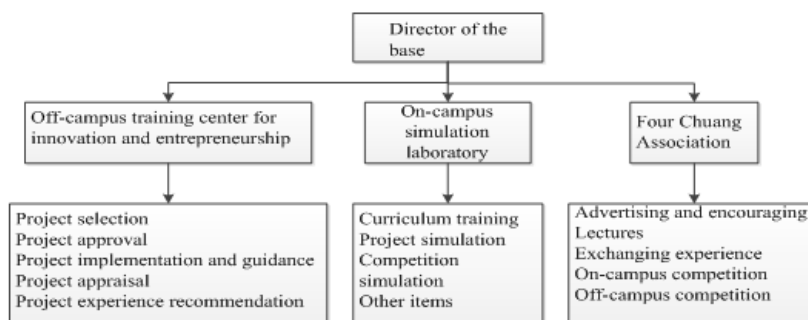


Fig. 1. Organizational structure of innovation and entrepreneurship base

B. Functions of Innovation and Entrepreneurship Base

With the goal of shaping the students' ability of innovation and entrepreneurship, the innovation base in our school adheres to the "student-centered" construction concept, tries to break the passive teaching mode of indoctrination from the past, adopts flexible teaching methods, strengthens students' participation and cultivates students' independent thinking ability and problem solving ability. The realization of innovation and entrepreneurship base is an effective extension of curriculum teaching, and is becoming the carrier of students' practical teaching content and innovation spirit cultivation, and is becoming the experimental field for college students' entrepreneurship.

(1) Simulation Function

In order to meet the training requirements of students' innovation and entrepreneurship ability, our school has gradually improved the curriculum system of innovation and entrepreneurship, and has achieved the rationalization, modernization and systemization of the content structure. According to the curriculum knowledge learning requirements, we designed course simulation module system for the courses with the teaching goal of making business plan and cultivating entrepreneurship. The module systems will be considered as the means to deepen the understanding and application of knowledge. We also established the course simulation laboratory in the base to promote the ability of knowledge through the simulation of the course content. At the same time, we also carried out simulation training of knowledge of integrated curriculum system, integrated enterprise strategy drafting, product research and development, marketing, financial management and logistics management in order to prepare students with global perspective and comprehensive management ability.

(2) Practice Function

With Four Chuang (innovation, creativity, creation and entrepreneurship) Association as a bridge, according to the characteristics of the students' ability differentiation, we can organize students to conduct personalized system planning and participate in national innovation and entrepreneurship competition, such as Business Plan Challenge Cup, Business and extracurricular scientific and technological works. Through these activities students will gain a better understanding of theoretical knowledge and comprehensive ability, and also understand the basic knowledge and practical skills of establishing and running a business. Meanwhile, the ability of students' practice consciousness and practical ability will be enhanced so that students will be more capable of setting up a business and gain better employment.

(3) Incubation Function

In order to further cultivate the students' ability of innovation and entrepreneurship, our school and Wuhan Qing shan Science and Technology Park cooperated to build a huge innovation and entrepreneurship center for college students in the park. Through students' project selection, we will set up a business for those projects that have potential market prospects. The park will provide students a spot and basic office supplies for free. Our school will offer students start-ups funds and appoint professional teachers team to give advice so that students' project can be incubated in the park. Currently, our school has a couple projects to start the business in the park, and they are running well and have obtained the preliminary development. This plays a positive guiding role and is also an encouragement for other students.

IV. OPERATION MECHANISM DESIGN OF INNOVATION AND ENTREPRENEURSHIP BASE FOR COLLEGE STUDENTS

To build an integrated platform for innovation, entrepreneurship and training, which integrates education, training and incubation, provides an important condition for training students' innovative consciousness, innovation ability and entrepreneurial ability^[2]. At the same time, improving the operation mechanism of the base is the core of achieving the goal of the platform construction. The construction of innovation base in our school follows the personalized education ideas, adopts the personalized training mechanism that integrates project, team, rewards and culture, makes efforts to shape students' individualized ability through the whole process from college students' innovative consciousness, innovative thinking, innovation methods and entrepreneurship, explores methods, means and ways in practice to promote college students' knowledge, ability, and personal qualities and gradually explores and establishes the training model of innovation and entrepreneurship talents.

(1) Project funds as the Driving Force

Our school provides project funds support for students' innovation and entrepreneurship training. Students prepare the projects by themselves and write the project applications. There are no set rules for the application submission. Students could submit their applications at one time or students could submit their application any time. The professional judge team teachers could do the reviews in a flexible way and support any application that is qualified to move forward. The college has established a special assessment team composed of college teachers and enterprise administrators, and has also reformed the assessment standards. There is no quantity required for the projects, but innovation and practicality required. At the same time, project defense is required. During the defense phase, students first have to introduce the feasibility of the project and then the judges ask questions and conduct a team discussion to decide if the project can be approved. Once the project has been approved, the college will provide financial support to them.

(2) Team Organizations as the Implementation Carrier

The team here has two meanings. One refers to the student team. Students organize a team to participate in the project application and competitions. The team building should be set up based on the professional structure and ability complementation principles and students' team cooperation and communication ability can be cultivated through teamwork. The other refers to mentoring team. According to the ability and quality requirements of students' innovation and entrepreneurship, we can set up a counseling team that include experts, double-position teachers and entrepreneurial advisors, and also consider the differences in teacher quality and ability. The mentoring team should provide systematic guidance on the individuals in the student team, as well as student team projects. Through this type of organization form, we can complete the new team building through another mentoring team.

(3) Reward Systems as the Guiding Means

For the outstanding students who participated in various competitions or started a business and made some initial success, the school should consider reward them with some scholarships and honorary titles, which can also be directly linked to their academic credits. During the cultivation process of students' innovation, giving some innovation credits can stimulate students' enthusiasm to participate in various activities and encourage students to actively participate in innovation base construction.

(4) Culture Atmosphere as Shaping Conditions

The cultivation of college students' innovative and entrepreneurial motivation is the first priority in ability training, while the forming of motivation is closely related to environment. The college has taken the following steps. First of all, the college teachers, especially the Youth League Committee regularly advertise and conduct some innovation and entrepreneurship forums and workshops, release the latest great news for successful innovation and entrepreneurship case as a role model. Secondly, the college regularly invites the college entrepreneurship star (undergraduates or graduates) to give students a lecture to stimulate students' enthusiasm for innovation and entrepreneurship. Thirdly, the college should organize the students to visit the surrounding business incubators in High-tech Zone, offering students an opportunity to understand the current college graduates' entrepreneurship trend. Through multi-level advertising and guidance, we will gain a better atmosphere of innovation and entrepreneurship.

V. SUMMARY

The cultivation of College Students' innovation and entrepreneurship is the theme of the times and also the responsibility for colleges and universities. How to open up innovation and entrepreneurship education mode is presently the urgent issue to be solved. With determined efforts our school has established a relatively good training model of innovation and entrepreneurship base for college students through years of practice and exploration, and has achieved good results, including students' motivation transformation of participating in innovative activities from the "being spontaneous" to "being self-conscious" mode and the value transformation from receiving awards to cultivating abilities and promoting qualities.

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