

A Research on Education System of Innovation and Entrepreneurship in Chinese Colleges

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Abstract. The purpose of this paper is to navigate and guide the improvement of innovation and entrepreneurship education system in China. This paper focuses on the present status and problem of innovation entrepreneurship education system in Chinese colleges, such as the education concept is backward, the education goal is utilitarian and the mode is unsystematic. Through the comparative study between China and The foreign countries as the United States and Japanese colleges entrepreneurship education system, this paper provides countermeasures to improve the system of innovation and entrepreneurship education in Chinese colleges.

Introduction

In the condition of the world economy extended downturn, Chinese export trade amount is decreasing continually. It is not sustainable to rely on exports to drive growth. To Look for a new economic growth point is a severe situation to face in China in the long run. Innovation and entrepreneurship is undoubtedly a great way, by which expand employment opportunities and consumption demand. In the long period, the United States keep the leading position of the world economy, because it's innovative technology and entrepreneurship is thriving. Primer Ke-qiang Li first proposed "popular entrepreneurship and innovation" on the Summer Davos Forum in 2014, that was widely get attention in the whole society. Report on the work of the government work in 2015 continually deployed the action of "popular entrepreneurship and innovation", so as to reform and perfect the relevant system, build a general policy support system, promote the capital chain to guide innovation and entrepreneurship chain, innovation and entrepreneurship chain support industry chain, industry chain to create more employment.

Peter Drucker(1989) argued that the United States successful employment mechanism is the entrepreneurial employment[1]. Gibb (2002) thought a person must receive adequate training in business before becoming an entrepreneur[2]. Matlay(2008) pointed out that person who accept entrepreneurship education may enjoy the benefits of entrepreneurship education only after accessed to a wealth of industry knowledge and operational experience[3]. Bing Geng and Ling Duan(2010)pointed out that one important purpose of the innovation and entrepreneurship education is to forge the talent into innovative person with innovation and value orientation[4]. Xing-guo Zhou (1999) argued that innovation education can stimulate students' innovation potential, cultivate creative consciousness, participate entrepreneurship actively, explore entrepreneurship initiatives, implement own innovative ideas and achieve the whole society innovation[5]. Guo-tao Mao (2010) argued that should cultivate innovative entrepreneurial talent by the entrepreneurial spirit, innovative thinking, innovation and entrepreneurial skills and entrepreneurial personality[6]. Zhou Jian's (2015) comparative studies on creative personnel training mode at home and abroad found that there are great gap in innovation course design, campus entrepreneurial atmosphere, social resource allocation, innovation of entrepreneurship education between China and foreign [7].

This paper focuses on the present status and problem of innovation entrepreneurship education system in Chinese colleges. Through the comparative study between China and the foreign countries as the United States and Japanese colleges entrepreneurship education system, this paper provides countermeasures to improve the system of innovation and entrepreneurship education in Chinese colleges.

The Development of Innovation and Entrepreneurship Education in China

In 1999, as an opportunity for college students, the Central Committee of Chinese Communist Youth League, China Association for Science and Technology, All-China Students' Federation, the three departments jointly organized the first national "challenge cup" entrepreneurship competition. In 2002, the Tsinghua University, Renmin University of China, Beijing University of Aeronautics and Astronautics, Wuhan University, Shanghai Jiaotong University, Southwest Jiaotong University, Heilongjiang University, Nanjing University of finance & economics and Northwestern Polytechnical University are assigned to pilot colleges of innovation and entrepreneurship education by the ministry of education of PRC, that indicated the beginning of Chinese college students' innovation and entrepreneurship education. With the development of innovation and entrepreneurship education, colleges in China gradually formed the following three types of innovation and entrepreneurship education.

The first type is Two Classrooms Education Combined. Represented by the Renmin University of China, it combined the quality education and innovation and entrepreneurship education offered different class. Classroom teaching as the primary education activities, such as business management, entrepreneurship, risk investment and entrepreneurship education courses are offered in the first classroom, the students' entrepreneurial awareness and entrepreneurial spirit are to be cultivated, to fulfill necessary business knowledge to for students' innovation and entrepreneurship. In the second classroom, students are encouraged to participate in social practice, held innovation and entrepreneurship education lectures and various contests to improve the comprehensive quality of students.

The second type is mergence of quality and innovation education. Represented by Tsinghua University and Shanghai Jiaotong University, they incorporate innovative education and comprehensive quality cultivation into the professional knowledge education; provide the required technical advice and funding for students' entrepreneurship. Shanghai Jiaotong University emphasizes quality education, life-long education and innovative education so that the students change from the specialist to generalists, as the basic content of creative talents. Tsinghua University open innovation and entrepreneurship education courses, and social practice, through entrepreneurship competition, to make students take part in the activities of innovation and entrepreneurship, improve students personal ability. Colleges set up the students' "science and technology innovation fund", to guarantee the advance of entrepreneurial activity.

The third type is entrepreneurial skills education. Represented by Beijing University of Aeronautics and Astronautics, through improving the students' business knowledge and skills, the colleges set up a institute of entrepreneur management training for entrepreneurship education and research; the colleges set up a venture fund to provide seed money for students' business plan; the colleges set up science and technology park, incubator to perfect innovative and entrepreneurial education.

The Deficiencies of Innovation and Entrepreneurship Education in Chinese Colleges

Chinese College Students Generally Lack Innovative Consciousness and Ability

First, the students are short of the idea of innovation and entrepreneurship. Students and their parents want to a stable employment. The purpose of innovation entrepreneurship education in colleges is to solve students' employment problem. The employment rate of college graduates is one of the important indicators to check college professional knowledge education, that reflects colleges' utilitarian idea.

Second, the government's support policy is limited. The government made many preferential policies on college students' entrepreneurs, but the government will be difficult to support colleges a large amount of effective innovation and entrepreneurship education funding. College students' venture capital is difficult to guarantee. The procedures of gained the funding are complicated. So the entrepreneur policy is hard to be carried out.

Third, the innovative and entrepreneurial training system is scrappy. Most innovative and entrepreneurship education in colleges are carried out by extracurricular activities, lectures. The innovation and entrepreneurship education is not combined with the talent cultivation system; the professional education and discipline, only remain operation practice. Beyond college students, middle school students and pupils are rarely involved the innovation and entrepreneurship education, lack of innovative scientific knowledge and humanistic knowledge, etc. that led to the lack of the basis of innovative entrepreneurial ability. Curriculum system is not perfect, innovative and entrepreneurship course is fragile, and the courses are no independent system of entrepreneurship. Theory lessons are more than 60%, the practice class is less than 20%, the entrepreneurial support and the entrepreneurial consciousness education are no more than 5%.

Fourth, the teachers of innovation and entrepreneurship are insufficient. College teachers mostly lack the experience of innovation management and entrepreneurship. Their lectures emphasize theory analysis, they don't have the ability to innovative and entrepreneurship, unable to cultivate students pioneering consciousness and ability. Although some colleges can engage successful entrepreneurs as part-time teachers, but the organization and coordination, capital and policy are limited.

The Experiences of Innovation and Entrepreneurship Education in Developed Countries' Colleges

The Characteristics of Innovation and Entrepreneurship Education in American

Entrepreneurship education in the United States is affected by the economic fluctuation, when the economic downturn, companies offer less jobs, the entrepreneurs founded small and medium-sized enterprise increase, the entrepreneurial action is encouraged by government, entrepreneurship education demands high, the entrepreneur is respected by society, In China, entrepreneurial action is often considered a passive behavior that is the one who cannot find a good career.

Good entrepreneurial culture and environment. Americans are mainly European immigrants; they advocate challenges, adventurous, individual struggle, the equality opportunity. The entrepreneurial culture is rooted in the national character to promote the college students' innovative entrepreneurial behavior. There are a series of support way such as perfect venture capital market, the national entrepreneurship education funds, the social donation for entrepreneurship education, public welfare fund; companies and colleges closely linked. The alumni are precious treasure of American colleges, the college invited many famous entrepreneurs who have made outstanding achieves to make lectures each year, the alumni promote the experience of entrepreneurship for students, the college weaved entrepreneurial networks for students by the ways; platform for innovation and entrepreneurship is plentiful. Variety of innovative entrepreneurial organizations including the entrepreneurship education center, institute, association of entrepreneurs, entrepreneurial think-tank, etc; the Small Business Administration (SBA) provide technical support for the entrepreneurs, the Campus Small Business Development center (SBDC) provide business consulting.

The strategic education concept. American college Innovation and entrepreneurship education promotes the students diversity development , do not just for getting a job. Colleges do not pursuit entrepreneur crash course education and make students master the essence of innovative undertaking, help students achieve life value pursuit by innovation and entrepreneurship.

Perfect education system. Entrepreneurship education covers from primary to college education. Entrepreneurship has become one discipline which grow fastest in America. Turned from utilitarian vocational training to the systematic non-utility education, formed the innovation and entrepreneurship education system. There is a clear cultivating goal, the education let students understand enterprises creation or management process, strengthen the students entrepreneurship idea. There is a complete discipline system, America established entrepreneurship major which reflect entrepreneurial ideas, develop students consciousness, confer the doctor's degree; There is a systematic curriculum, class type is mainly divided into four categories that are entrepreneurship

idea, entrepreneurial knowledge and entrepreneurial quality and entrepreneurial practice. There are excellent teachers teams, the full-time teachers have rich practical experience and a wide range of theoretical basis knowledge. The part-time teachers either come from entrepreneurs or government officials, venture capitalists, etc.

Innovation and Entrepreneurship Education in Japanese

Japanese entrepreneurship education can be divided into three levels: entrepreneurship education for undergraduate students, entrepreneurship education for high school students, entrepreneurship training held by industry associations and the local government.

The good policy to college students entrepreneurship. The government simplified the application procedures to entrepreneur, required banks to fund college students entrepreneurship, to set up special foundation which give financial relief for entrepreneurial person with start-ups hired professionals. Colleges strengthen the construction of business incubator platform and contact with alumni, cultivate double faculty teachers, develop entrepreneurship courses. Ventures capital is encouraged to invest college students entrepreneurial project. Enterprises closely link the campus, provide practice base. Intermediaries play the role of a bridge to change results into products.

Complete innovation and entrepreneurship education system. In Japan, entrepreneurship education has formed a coherent system from primary to university. It is a goal to cultivate labor's lifelong innovation ability. The government will carry out different content entrepreneurship education according to different age groups of students. Colleges, high schools and primary schools cooperate each other. Schools cooperate with enterprises. The cooperation is gaining extensive attention.

Innovation Mechanism of Entrepreneurship Education in Chinese Colleges

The basic content of college students' innovation and entrepreneurship must meet the requirements of the following quality characteristics: capital, personality, ability, thought. Entrepreneurial environments must be guaranteed. These aspects are important such as creative consciousness edification, creative idea education, innovative and entrepreneurial spirit elevating, innovation ability enhancing, innovative and entrepreneurial knowledge learning, etc.

We should value the innovation and entrepreneurship education idea. Innovation and entrepreneurship education must focus on personal all-round development. The training goal should embody the ambition and the ability to exploit the market. The college education should turn from the requires of students getting a job to practice of students' innovative undertaking, cultivate students' innovation and entrepreneurship and ability. To encourage innovation consciousness, allow failure, tolerate failure, and cultivate the cultural environment of innovation entrepreneurship. To provide a variety of business projects for students, business resources, entrepreneurship policy, information consulting and propaganda services .

Strengthening the government's support. The government should have the new measures in the organization safeguard, fund input, policy implementation. The government should set up management institution of college students innovation entrepreneur education and provide organizational guarantee, coordinate the work of innovation entrepreneurship education; the government should ensure that creative work with innovative entrepreneurship education funds through special funds channels, encourage social capital to participate in the activities of undergraduates innovative undertaking; The government would give loans to graduates to help them start business, optimize the environment for creativity and entrepreneurship, perfect the social security, reduce business obstacles and barriers, lower the startup threshold, simplify procedures. The government should give the enterprise which cooperated with colleges more preferential policies, provide innovation entrepreneurship practice base for the college students, set up innovation entrepreneurship network, create pioneer parks and incubators.

Promoting teacher's quality in a variety of ways. The government must cultivate and train teachers by making platforms, strengthen exchanges, enrich their experiences. The teachers should go to exercise in the enterprise, experience innovative entrepreneurial process, enhance practice

ability. Let teacher go abroad to learn innovation and entrepreneurship, such as in the developed countries and the relevant institutions in European and American.

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