Analysis of "Four In One" College Students Entrepreneurship Education Model-taking Chongqing University of Arts and Sciences as an Example

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Abstract

The scientific entrepreneurship education model plays an important role in the orientation, implementation and evaluation of entrepreneurship education. This paper mainly introduces the construction of Chongqing University of Arts and Sciences’ the "four in one" mode of entrepreneurship education of "curriculum, training, practice, service", and specifically discussed the model of the practical operation and support conditions for detailed discussion.

Key Words: College Students; Entrepreneurship Education; "Four In One" Mode

I. INTRODUCTION

College Students' entrepreneurship has become the objective requirement of the development of the times, and strengthening the entrepreneurship education has become a new trend of modern education development and reform. Entrepreneurship education is a new education idea, following the current emphasis on quality education and innovation education. It indicates the basic direction of higher education reform, and has far-reaching and important significance.

II. The Mode of Entrepreneurship Education for College Students in China

Since 2002, from the beginning of setting up enterprise education pilots in 9 undergraduate colleges and universities, the college students entrepreneurship education began to be carried out from the dimensions of theory and practice. Overall, currently, there are five modes of college students entrepreneurship education: firstly, to focus on improving students' overall quality and ability, integrating entrepreneurship education into quality education; secondly, to train the awareness of entrepreneurship; thirdly, to focus on the entrepreneurial practice, and puts particular emphasis on improving students' entrepreneurial skills; fourthly, to put business plan and case teaching into the center of the entrepreneurship education; fifthly, to see the innovation education as the basis of the development of entrepreneurship education and stress innovation ability. [1]Under the condition of the vigorous development of the National College entrepreneurship education, Chongqing University of Arts and Sciences gradually formed a "spare no effort to catch up, curriculum, training, practice, service" of the "four in one" mode of entrepreneurship education, promoting entrepreneurship education extending to the depth.

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III. The Construction of "Four in One" College Students' Entrepreneurship Education Mode

The construction of the "four in one" entrepreneurship education mode of Chongqing University of Arts and Sciences is based on the application of the training mode of wide caliber, thick foundation and innovation. In the 2008 edition of the school undergraduate training program it has been made clear to overall optimize the curriculum system, focus on practical education, explore the classification training mode of applied talents, and actively build personnel training system to adjust to the needs of economic and social development characteristic. [2] In the personnel training system, curriculum system for students is in a central position. The curriculum system structure consists of general education courses, professional basic courses, professional courses, practice, innovation and entrepreneurship education curriculum. Among them, the innovation and entrepreneurship curriculum is an important part of the curriculum structure, which achieved an organic combination of professional education and entrepreneurship education. On this basis, the school put forward the concept of "entrepreneurship first, employment oriented", and set up the "four courses": "curriculum, training, practice and service". The foundation of entrepreneurship curriculum is the basis of educating college students' entrepreneurial awareness and ability, entrepreneurship training is the deepening of the awareness of entrepreneurship and entrepreneurial practice ability, entrepreneurship practice is the use of entrepreneurial awareness and ability, and entrepreneurship services is the security of entrepreneurship courses, training and practice. The four courses closely contact and interact with each other and promote college students' Entrepreneurship education.

IV. In the Practice of Entrepreneurship Education in Chongqing University of Arts and Sciences, the Core Elements of the "Four in One" Model of Entrepreneurship Education - Curriculum, Training, Practice, Service, was Carried Out in the Following Four Aspects.

1. Construct a "point and surface" based curriculum system of entrepreneurship education

There are two aspects in the course system of "point and face". The first one is that the teaching object is the combination of the whole school students and the pioneer class. At present, the course of college students employment and entrepreneurship guidance is a required course for the whole school students. Among them, "entrepreneurship guidance" includes a total of 12 periods, and the main contents of the course are general entrepreneurship courses: market demand analysis, the formation of entrepreneurial opportunities, entrepreneurship policy for college students, writing of business plan and the organization of entrepreneurial team. The main objective of this course is to let students increase the understanding of the entrepreneurial process and required knowledge. At the same time, the school set up a special talent training class --- "pioneering pioneer class", in which the students who are eager to start the business are given more training. The special talent training class played a good demonstration and driving role. The second aspect refers that the course is a combination of "professional education" and "entrepreneurship education". Through the way of infiltration, combination and strengthening, the entrepreneurship education and professional education teaching are combined, and strengthen the cultivation of students' innovation consciousness and entrepreneurial consciousness. That is, in all the teaching subjects, infiltrate the entrepreneurial consciousness, counsel the entrepreneurial psychology, construct entrepreneurial knowledge and cultivate entrepreneurial ability. Especially in some professional majors, such as engineering, arts, agricultural and science majors, teachers combine the actual production and life, and grub innovation and entrepreneurship education to educate students on entrepreneurship on the basis of the existing curriculum so that students can lay a solid foundation of knowledge in the future.
2. The running of "four in one" College Students Entrepreneurship Education mode
Construction of a flexible and diversified education system
Entrepreneurial training is a process of learning, experiencing and participating in the way of imitating or trying to start a business so as to improve students' ability of practice. Therefore, schools integrate students entrepreneurship competition, entrepreneurial activities design, academic lectures and the second classroom activities, carry out effective development to form College Students' entrepreneurship training system throughout students university stage" through the way of "three combination", which refers to "the combination of entrepreneurship education, innovation activities, the employment guidance activities and campus culture activities". The system is implemented according to the principle of "overall design and partial implementation", and the project management system is implemented in Project responsibility system. Specific planning categories are as follows:
(1). Entrepreneurship Competitions
The school have held entrepreneurship competitions such as "Challenge Cup", "innovation competitions" and other activities to cultivate students' awareness of entrepreneurship and improve their entrepreneurial quality. In the process of the competition, students have got the entrepreneurial experience, accumulated entrepreneurial knowledge, cultivated entrepreneurial ability and teamwork, gained communication and management ability and improved the ability of analysis and research through teamwork, the selection of projects, training, market research, writing the business plan and the defense.
(2). Entrepreneurial Experiment.
The school has set up a simulation laboratory of innovation and entrepreneurship education as a practical training platform for college students to learn about entrepreneurship and entrepreneurship. Through simulating enterprise process, take the needed knowledge such as start the business plan, financing, business registration, business management, risk control, team cooperation and other aspects of knowledge in to practice , in accordance with the whole process from making business plan, business tax registration to the whole process of enterprise operation management to let students understand the complex environment, familiar with the business processes and enhance the practical ability of enterprise.
(3). Entrepreneurship Seminars
The school formed systematic, large-scaled and long-term innovation and entrepreneurship seminars and forums. The related government officials and entrepreneurs are regularly invited to school forums to spread entrepreneurial knowledge and share successful entrepreneurial experience, which inspired and led the students. And some successful entrepreneurs have become the entrepreneurship guide for the college students.
(4). Entrepreneurship Associations
Entrepreneurship associations have the advantage of making full use of college students' autonomy and innovation and inspire students’ potentials. Therefore, the college founded College Students Entrepreneurship Associations to let the association fully function as the self-service and practice. The college tamped the foundation of the public and the reality and held a series of spontaneous entrepreneurship practice activities.
3. Construction of the practice education system of "linking the three levels"
The practice of entrepreneurship not only makes students become the main body of enterprise education,
but also becomes the main body of practice and creation. The school has constructed the three levels of entrepreneurship education practice system: "Part-time Entrepreneurship Base -- College Students Micro Enterprises -- Local Industrial Park" and these three levels are interrelated, complement and promote with each other.

1. Work-Study Base

Combining work-study and entrepreneurship practice is a new way to solve the practical problems of College Students' entrepreneurship education, which can effectively broaden the practice platform, and has strong operability. “Make the Part-time Entrepreneurship Base become the bases of the college part-time and College Students' work study and professional practice and entrepreneurship practice. Through the development of entrepreneurial activities, the college further enriched the connotation of work-study, expanded the influence of work-study, enhanced the cohesion and centripetal force”. Therefore, the college founded the Bowen Coffee House, postal kiosk, mobile business hall, bottled water service and other entrepreneurial work entities, and these projects are operated and managed by college students, and such work entities are self-financed. Such kinds of practices fully improved the students' innovation consciousness and exercise the students' practical ability, and they helped nearly 50 students and nearly 300 poor college students work-study.

2. College Students Micro Enterprises Incubator

Micro enterprises incubator provided a real business environment for college students. After the project application and review, the students settle into the Incubator, and they will have to finished the enterprise registration in accordance with the relevant regulations of the tax and business management. What’ more, business activities must be in full accordance with the marketing rules and obey tax laws, follow rules of free competition and survival of the fittest. Meanwhile, they will accept the supervision of relevant departments of the government and the guidance of enterprises. In the totally real environment, the students are close to the market and can fully experience the entrepreneurial process and the completely real market environment. 200 enterprises settled in the University students Plan Micro Enterprise Incubator Park, including over 40 entrepreneurship project, such as service outsourcing, trade sales, culture media, business exhibition, education and training, information technology and other types of business.

3. Local Industrial Park

Chongqing University of Arts and Sciences is located in Yongchuan, Chongqing. Yongchuan is a base of software and service outsourcing in Chongqing apart from the Chongqing new North Zone and The West Wing Microelectronics Industrial Park, and it is also the base of vocational education. The district government attaches great importance to college students entrepreneurship and the development of micro enterprises, providing an excellent opportunity for the college students. Therefore, the school cooperated actively with Yongchuan Phoenix Lake Industrial Park, Da’an Industrial Park and the Administrative Committee of Port Bridge Industrial Park to co-build entrepreneurial base. At present, the college has built entrepreneurship bases with several enterprises in the Park, which has become the effective extension platforms for university students micro enterprises incubator.

4. Construction Of a Comprehensive And Perfect Service System Of Enterprise Education

The college provides services for students in the aspects of hardware and software. In terms of hardware, the college has built a 3000 square meters of business incubator Park in 2009, and in 2010, the college has added 1000 more square meters as a base of research and development for college students. At the same time, the college has set up a "College Students Entrepreneurship Fund" for the initial stage of college
students to provide venues and funds supports. In the aspect of software, firstly, the college improved the organization. They set up the Party Entrepreneurship Education Center led by persons in charge of teaching, research, student management functional departments, and school leaders who are in charge of specific students affairs are responsible for all the specific work of innovation and entrepreneurship education. The establishment of the center provided a strong service platform for college students to carry out entrepreneurial activities. Secondly, strengthen the guidance of entrepreneurship. The college established a three-grade entrepreneurship guidance including the grades of college, faculty and department and established an entrepreneurship guidance team which has rich teaching experience, good professional knowledge, enthusiasm on students service. They have also formed an entrepreneurial guidance management consisting of on-site consultation, telephone consultation and network consultation to guide the students to correctly design business plan and choose entrepreneurship according to their own characteristics and social demands. Finally, strengthen the management of process.

The college has made regular check system and term assessment of the inspection and evaluation of the entrepreneurial team, entrepreneurial team operation, team management and financial situation, and selects outstanding entrepreneurial team and individual entrepreneurial stars at the end of each semester, awarding outstanding certificates or giving them certain spiritual and material rewards. According to the process of supervision and the school semester examination results the college decides whether the entrepreneurial teams can settle into the park. In addition, the college also gives timely guidance and adjustment in accordance with the students or customers complaints and feedback information.

V. The Support System Of "Four In One" Entrepreneurship Education Model

The smooth operation of "the four in one" model of entrepreneurship education also benefited from the college who provided outer supports, which mainly including creating a good environment, bringing in excellent teachers and school cooperation.

5.1. Good Entrepreneurial Environment. The college has actively created a good entrepreneurial environment starting from the creating the environment and strengthening entrepreneurship education. First, the entrepreneurship education courses is put to be managed by the Educational Administration Department together with professional courses and co-ordination to enhance the status of the entrepreneurship courses. Second, the college has set up innovation and entrepreneurship courses credits, which can replace the credits of free elective courses in the first class so as to attract more students to choose entrepreneurship education courses. Thirdly, the college has carried out various forms of entrepreneurship activities, such as theme class meetings, business competition, special access and entrepreneurial outstanding alumni to the school lecture tour. Forth, the college has increased the propaganda of entrepreneurship education in the construction of campus culture, and made full use of campus network, newspapers, radio stations, billboards and other media publicity to share the relevant national and local policies to encourage entrepreneurship and publicize the main entrepreneurship value in which entrepreneurship is honored.

5.2. The school has set up a team of teachers who have the courage to innovate and practice. Their age structure, professional title structure are reasonable. On the one hand, the college established a stable teaching system and made a plan of entrepreneurship teacher training program. The college regularly sends teachers to enterprises engaged in entrepreneurship education training, internship to make the teachers truly understand and participate in the whole process of the production and get familiar with the operation of enterprises, development, management and operation, and improve the practical ability of enterprise, and
meanwhile improve teachers’ practical quality. On the other hand, "according to the successful practice of entrepreneurship education at home and abroad, entrepreneurship education teaching system elements should be diversified and at least include six aspects: economic management experts, engineering and technical experts, government sector experts, successful entrepreneurs, the incubator management experts and venture capitalists ". [4] Based on that, the college established the teaching guidance system "1+1+1 " to provide each business team with 1 business person, 1 government department Door staff and 1 school teacher as consultants to help guide the project team to carry out entrepreneurship practice more reasonably. Third, the college supports the entrepreneurial guidance teachers to actively carry out entrepreneurship education theory research and practice of case study, making the theory research guide entrepreneurial practice. In the past three years, the college career guidance teachers apply for more than 30 business topics different levels of entrepreneurship projects and published more than 40 papers.

5.3. Stable extramural Campus Cooperation

The shortage of funds and the shortage of places are the bottleneck problems in the process of College Students' Entrepreneurship Education in Colleges and universities. In order to solve these two problems, the college took the initiative to go out of the school gate to actively seek cooperation with the government and enterprises, and strive for more social resources to form some effective mechanisms. First, the college widely collected and interpreted the state’s and local governments’ entrepreneurship policies, and carried out the appropriate policy for interpretation, training and guidance. In December 2010, taking developing micro enterprises in Chongqing as an opportunity, the college successfully applied for 41 college students micro enterprises, and obtained totaling more than 150 yuan assistance funds, taking students' cultural innovation, information and technology entrepreneurship as a starting point and a breakthrough. Second, the college has reasonably allocated all kinds of donations and establish the college students venture fund, entrepreneur venture fund and other funding projects for college students to provide funds to help entrepreneurship. Third, through college-enterprise cooperation, the college has made full use of the rich resources outside school practice. The college has established entrepreneurship training base outside to form a ecosystem of entrepreneurship education for students, the college and the enterprises.

VI. Conclusion

Carrying out the education of college students is very important to build an innovation oriented country, promote the reform of higher education, promote the transformation of high and new technology and guide the growth of college students entrepreneurship. Chongqing University of Arts and Sciences' "four in one" College Students' Entrepreneurship Education Mode is still in the exploratory stage. It is needed to change ideas, further improve the system, and vigorously promote the implementation of entrepreneurship education to make entrepreneurship become one of the main channel for employment. There is still a long way to go.

Reference

