Study on Transformation Exploration Mechanism of Innovation and Entrepreneurship Education Achievements

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Abstract. Supposing “Innovation and Entrepreneurship” education achievement is one tree, it must be the seedling (sowed and cultivated by secondary colleges) transplanted to innovation college for irrigation and growth until becoming overshadowing towering trees catalyzed by entrepreneurship industrial park under the cooperation of school and government as well as enterprise that cooperates with school. The fundamental task of innovation and entrepreneurship education is to educate people, and entrepreneurship is just one measure. Therefore, entrepreneurship and innovation education achievement is one indicator for evaluating teaching level, but not the only standard.

University/college innovation and entrepreneurship education system should be student-centered and place students’ development at the first place. In addition, it should regard cultivating new-type talents with high comprehensive quality, extensive innovation thinking and strong entrepreneurship ability as the primary task. In the research on innovation and entrepreneurship education, three-level boosting mechanism “secondary-college cultivation, entrepreneurship college incubation, and school catalyzing and boosting” is an ideal cultivation scheme at present. Innovation and entrepreneurship education achievements should be sowed and cultured from the secondary college, and then be transplanted to entrepreneurship college for irrigation, fertilizing and pruning to grow to tree from seedling. It should be finally introduced to entrepreneurship industrial park or enterprise for catalyzing and boosting, and be gradually promoted to society under the resources advantage of university/college.

Solidifying Foundation, Optimizing Education

Industry-University-Research cooperation is the prototype of innovation and entrepreneurship education, which has been implemented for multiple years in university/college. Its basic mode is that university/college introduces project, and secondary college undertakes concrete work. In this way, most secondary colleges accept passively and work mechanically, lacking the change of innovation thinking, gradually evolving into pure actor from the thinker of dream, so achievements were basically not scored. Therefore, project exploration and cultivation should be conducted from bottom to top via introducing scientific innovation to Industry-University-Research cooperation for seeking suitable project, innovation and entrepreneurship team as well as developing “specialty + internet (entity)” entrepreneurship project by secondary college as per its characteristics.

Solidifying foundation and optimizing cultivation is the brief summary on the development, selection, demonstration and breeding of innovation and entrepreneurship project of secondary college. Project source is generated via relying upon enterprise unit introduction, scientific research institution contract awarding, teacher project introduction, and student project self-designing. Some mature semi-finished projects can directly enter job implementation stage, such as scientific research institution contract awarding project, and teacher project introduction. The participation in projects can widen students’ visions, develop their thinking and better serve for their self-designed projects.

Deep Excavation, Seeking New Bud

Developing diversified innovation and entrepreneurship activity can effectively inspire college students’ enthusiasm to thrust themselves to innovation and entrepreneurship project, which is one of the effective measures for acquiring project.
Typical innovation and entrepreneurship activities include hosting innovation and entrepreneurship week in each semester to focus on exhibiting successful projects designed by students, and meanwhile show latest science and technology dynamics, so as to enable students to acquire innovation inspiration. College student federation should regularly convene group meetings to intuitively present and change thoughts to real object via collective research on novelty and curious ideas. Valuable projects should be protected via intellectual property right to truly transform thoughts to economic benefit. In addition, innovation and entrepreneurship project can be regularly hosted to invite teachers or students with project experience to introduce latest new achievements and progress. Moreover, the activity of seeking most beautiful maker can be developed to deeply explore entrepreneurship case of outstanding alumni. University/college should provide guidance and technical support for students with entrepreneurship. The qualifying projects generated via various measures can enter into next stage after the demonstration research of secondary college.

Organizing Team, Refining Cultivation

Constructing one high-quality and high ability innovation and entrepreneurship teaching team is the basic guarantee for cultivating new bud by secondary college. Staffs or leaders with rich experience in enterprise can be selected to act as entrepreneurship tutor, teachers with entrepreneurship experience in college can be selected to explain entrepreneurship education, and teachers with rich innovation/entrepreneurship or management experience and high theoretical attainments can be chosen to act as lecturer.

Problems occurred in the process of cultivation on students’ entrepreneurship consciousness and ability until the declaration, acceptance and final implementation of students’ entrepreneurship project should be checked and guided. In addition, specialized theoretical knowledge should be instructed to cultivate students on how to construct team, improve innovation consciousness and communication/coordination ability, so as to sufficiently intersect and integrate different specialized knowledge, as well as improve their ability in finding, thinking and resolving practical problems as far as possible.

Specialized Service, Smooth Channel

Entrepreneurship college is the bridge for internal and external communication, and the incubator of innovation and entrepreneurship education. Entrepreneurship college formulates sustainable development innovation and entrepreneurship policy, and conducts full-course tracking service and path paving on high-quality projects cultivated by secondary college.

Emphasizing on Courses, Formulating Policy

Firstly, innovation should be conducted on talent cultivation mode, striving on connection between major setup and industrial demands, course contents and professional standards, as well as teaching process and production link, so as to promote in-depth integration between industry and teaching.

Cultivation scheme should be customized starting from serving local economy, innovation and entrepreneurship education should be integrated into talent cultivation scheme. In addition, innovation and entrepreneurship education three-layer framework course system should be constructed to divide overall teaching contents into required, selective and credits replacement three modules. Students can construct the basic teaching system of innovation and entrepreneurship education via learning the general education (innovation and entrepreneurship education), specialized education (human resources courses, financial courses, laws and regulations), and practice guidance (project operation and management), thereby guiding the practice operation of innovation and entrepreneurship.

Credit replacement method conforming to course system should be constructed. By virtue of the change on check contents and accreditation method, students’ ability in applying knowledge to analyze and resolve problems can be checked. In addition, credit replacement should be conducted
on the accreditation conditions of innovation and entrepreneurship, and innovation and entrepreneurship practice with the suspension of schooling can be attempted. Moreover, approval procedures should be simplified to perfect the establishment on students’ innovation and entrepreneurship system.

The mechanism construction on practice activities such as work-study program should be perfected. Students should be guided to establish perseverant, striving and self-improvement consciousness to match with social requirements.

Creating Atmosphere, Seizing Practice

Students should be encouraged to attend innovation and entrepreneurship education to establish innovation and entrepreneurship model, and reduce innovation and entrepreneurship threshold. In addition, students should be actively guided to attend innovation and entrepreneurship education achievements exhibition, and outstanding innovation and entrepreneurship alumni can be invited for passing on experience. Meanwhile, innovation and entrepreneurship activity should be publicized in real person real matter mode, so as to create profound and excellent cultural atmosphere on innovation and entrepreneurship.

Innovation and entrepreneurship project evaluation work committee should be established to promote its comprehensive development. Such evaluation work committee shall mainly take charge of the evaluation and guidance on college student entrepreneurship project, and evaluate from project characteristics and innovation points, team members’ division of labor and cooperation conditions, project implementation process, financial execution conditions, main results and harvests obtained by project, next stage work plan, tutor guidance conditions, paper publishing and patent application conditions, as well as problems to be resolved. In addition, it should identify on whether student entrepreneurship project conforms to school support standards and the condition of entering maker space, and guide entrepreneurship team to attend innovation and entrepreneurship contests.

The positioning, development, promotion and marketing strategy training service can be provided to entrepreneurship team via entrepreneurship training camp. In addition, the self-evaluation, self-testing and self-improvement on entrepreneurship team members can be cultivated via road show. Moreover, operation should be conducted from market angle via the guidance of expert team and specialized guidance should be carried out from multiple aspects including circumventing risk, laws & regulations, marketing skills, investment and financing channel.

Selection on innovation and entrepreneurship tutor should be developed, and on-campus and off-campus tutor library should be constructed. In addition, innovation and entrepreneurship contest guidance should be actively developed to inspire students’ interest and stimulate them to continuously improve self-innovation ability and thrust themselves into entrepreneurship practice. Moreover, college student entrepreneurship guiding plan and college student innovation and entrepreneurship training plan should be implemented to strengthen experiment, practice, and practical training segment, and enhance innovation and entrepreneurship practice. Furthermore, students should be organized to attend “Internet+” college student innovation and entrepreneurship contest to promote learning and improvement via contests.

Setting Platform, Promoting Cooperation

Entrepreneurship platform and public entrepreneurship space should be set up and constructed. In addition, existing college student entrepreneurship incubation base should be sufficiently used to construct new-type incubation mode such as “time difference coffee”. Moreover, cooperation should be conducted with Nanchang City Government to promote the construction of Jiangxi College Student Innovation and Entrepreneurship Demonstration Base.

Innovation and entrepreneurship general and practice education should be carried out taking incubation base and maker studio as carrier, so as to explore students’ innovation thinking and
entrepreneurship ability, assist in creativity implementation and project operation, and create the incubator of college student innovation and entrepreneurship. Policy integration and synergy effect should be exerted to provide excellent work space, network space, social intercourse space and resources sharing space for outstanding project teams.

The construction of entrepreneurship teaching staff and entrepreneurship courses should be strengthened, and entrepreneurship talent cultivation and entrepreneurship project incubation mechanism should be continuously perfected. In addition, entrepreneurship education should be implemented in full-course and all-roundly, students’ entrepreneurship consciousness should be cultivated and entrepreneurship process should be monitored. Moreover, students’ entrepreneurship ability should be improved to achieve entrepreneurship ushered with innovation and development driven by entrepreneurship.

**Strengthening Integration, Supporting Transformation**

Innovation and entrepreneurship should be integrated profoundly, and achievements should be transformed gradually. We should sufficiently utilize current “all-match” environment to integrate innovation and entrepreneurship project, thereby achieving the combination between innovation and entrepreneurship, online and off-line, as well as incubation and investment. Such as “event + graduation project”: teacher should arrange graduation project as per the latest design requirements of enterprise at graduation project segment, conduct dynamic exhibition after the finishing of ready-made garment for enterprise to select needed style to conduct product production and sales.

The establishment of consultancy organization composed by training expert, specialized teachers and successful entrepreneurship personnel can facilitate college students to acquire more perfect service and offer help in project selection, approval, plan formulation and amendment, so as to resolve the malpractices brought by experience deficiency of college students.

Investment and financing channel should be smooth, project transformation on mature entrepreneurship projects can be conducted via fund-raising or school investment subscription mode. In addition, industrial chain and joint development can be achieved via continuous project introduction and platform setup.

**Expanding Platform and Supporting Development**

After the cultivation of secondary college and incubation of entrepreneurship college, relatively mature innovation and entrepreneurship education achievements need to seek greater platform to attempt to serve regional economy.

As the new platform of innovation and entrepreneurship achievements exertion, the vast land of university/college should continuously expand platform to promote school-government cooperation, school-enterprise cooperation, and school-school cooperation. Innovation and entrepreneurship education achievements still enjoy the care and protection of rental, taxation and policy under the breeding of school, which shall continue to convoy the development of project.

**Conclusion**

The fundamental task of entrepreneurship college is educating, and the measure is entrepreneurship. Currently, innovation and entrepreneurship education system is still at primary stage. Universities/colleges are exploring bravely and researching continuously to achieve gradual breakthrough. Innovation and entrepreneurship education integrates innovation and change seeking concept, and contains the spirits of failure-fearless, striving and perseverance. These spirits let contemporary college students regard innovation and entrepreneurship as the heavy responsibility to be shouldered among different disciplines.
References


