The Research and Construction of FCP College Students' Entrepreneurship Education System

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Abstract. FCP entrepreneurship education is an innovative educational activity, it plays an important role in the development and transformation of society. Firstly, this paper defines the connotation of FCP entrepreneurship education system, analyzes the principles and significance of it. Then through four aspects’ analysis of the establishment of an integrated management system, the integration of educational resources, creating entrepreneurship training platform, strengthening the social cooperation to structure FCP college students’ entrepreneurship education system. Finally it is pointed out the advantages and significance of FCP entrepreneurship education system, as the starting point of innovation and entrepreneurship education of college students, to improve students' comprehensive social competence, cultivate students' FCP comprehensive quality of find, create and practice.

Introduction

Since the end of twentieth Century the entrepreneurship education came in Chinese University, after ten years of development, 23 provinces and 101 central universities have completed the Implementation plan compilation of innovation and enterprise education in our country, at present[1]. All kinds of innovation and entrepreneurship education systems emerge in an endless stream. While these systems promote the continuous development of our country's innovation and entrepreneurship education, there are also many problems. Here, the author will combine the advantages of a variety of educational systems, to explore and structure the FCP college students' entrepreneurship education system in order to promote the development of College Students' innovation and entrepreneurship education from a new perspective.

The Connotation of FCP College Students' Entrepreneurship Education System

As everyone knows, entrepreneurship education in Colleges and universities is to improve students' ability of self employment, and it will make more graduates become the creator of the occupation education; the entrepreneurship education will develop and improve college students' entrepreneurial competence, train qualified builders of the socialist modernization with creative spirit and Entrepreneurial ability. Therefore, the university innovation and entrepreneurship education is not only the teaching knowledge and improving ability of innovation and Entrepreneurship, but also the building, accumulating, cultivating and mining Innovative ideas and innovative spirit quality, It is developing, grooming and tempering the passion and nature of College Students, that enables college students to pursue excellence, embody value and adapt to society.

FCP college students' entrepreneurship education system is based on the concept and purpose of entrepreneurship education of College students, According to the same stage of university education to build a whole education system. Among them, "F" is "find", refers to the research, exploration and so on, to see or find the things or rule that people did not see [2]. Here, including two meanings, first, the school finds students who have the potential, intention and ability for innovation and entrepreneurship through entrepreneurship education, then carry out a comprehensive,
entrepreneurial, systematic, scientific guidance and Practice. Second, the students identify and determine their own entrepreneurial interest, ability and direction through the school of entrepreneurship education, then consciously strengthen. These two aspects are complementary to each other. This stage is the foundation stage of entrepreneurship education, which needs to be completed in the first or two grade.

"C" is "Create", refers to a new method, a new theory, a new achievement or something [2]. This stage is based on the establishment of the "F" stage. At this time,

According to the differences of students in entrepreneurship, the different entrepreneurship education teaching modes are set up. Through the creative “ERP sand table simulation contest of enterprise”, “Marketing planning competition”, “Entrepreneurial Design Contest”, making entrepreneurial thinking and ability of students into scientific and rational solutions of entrepreneurial action[3],then according to their characteristics to establish different entrepreneurial practice development direction, to create conditions for the real entrepreneurial practice. This stage is the promotion stage of Entrepreneurial education and personalized education, which needs to be completed in the second or third grade.

"P" is "Practice", refers to the conscious activities of people to transform nature and transform society. At this time, the school should help students with entrepreneurial ability to set up entrepreneurial team, to enter the entrepreneurial practice base for college students, through the process of entrepreneurial planning, business incubation, project reality, to enjoy the full entrepreneurial guidance[3]. The qualified entrepreneurial team can also cooperate with social resources, establish joint-stock companies, and to gradually to the mature market players. This stage is the goal and end result of entrepreneurship education, which needs to be completed in the fourth grade or in one or two years after graduation.

In short, "F, C, P" these three aspects are the same strain, step by step. Through this process, can make the students' awareness of entrepreneurship and entrepreneurial activities from scratch, from weak to strong, to achieve the purpose of entrepreneurship education; The school can also be through the establishment of "FCP" system of entrepreneurship education, make the entrepreneurship education idea more clear, the process more controllable and the effect more obvious, the modern college students had more innovative consciousness and ability will be cultivated.

The Principles and Significance of FCP College Students' Entrepreneurship Education System

The Principle

(1) Proceed in an orderly way and step by step. That requires entrepreneurship education in accordance with certain steps to gradually deepen or improve, which is the purpose of the FCP entrepreneurship education system. FCP, that is, find, create, practice, is originally a gradual process. Only insist on step by step, Can better play the charm of entrepreneurship education, attract more students to focus on entrepreneurship education, like entrepreneurship education, integrate innovative education, realizing the goal of entrepreneurship education leading talent training.

(2) Teaching students in accordance with their aptitude. That is to implement different education according to the learning ability, personality, interest and other specific circumstances. FCP entrepreneurship education system requires the "Find" stage to determine the ability, personality, interest and so on, and then carries out personalized education. Only in this way, the students can benefit from entrepreneurship education, achieving diversification effect.

(3) The unity of knowledge and action. That is, our understanding of things or theory and our actions in reality are complementary and inseparable. This requires us not only to learn the theoretical knowledge of entrepreneurship education, but also to apply the theory of entrepreneurship education to practice, to achieve the unity of theory and practice. Only in this way can we make the three stages of FCP entrepreneurship education system combine organically, let "Find" and "Create" guide "practice", And through the effect of “practice” to develop "Find" and "Create".
The Significance

(1) Achieving the effective combination of elite education and mass education

FCP entrepreneurship education system is a process from mass education to elite education. Because the purpose of the university lies in education, rather than the entrepreneurship itself, in a large number of college students, only a small number of students really choose Entrepreneurship, so colleges and universities need to find the best balance of entrepreneurship education [4]. The FCP entrepreneurship education system through the process of finding, creation, practice, realizes the transition from mass education to elite education, not only for all the educatee to popularize the concept and awareness of entrepreneurship education, but also for the entrepreneurial elite groups to provide entrepreneurial process, achieving an effective combination of the two.

(2) Achieving the effective integration of entrepreneurship education and professional education

In order to make the entrepreneurship education truly integrate into the process of talent education, we should help students to establish the entrepreneurial thinking, so that students can better adapt to social [4]. This requires entrepreneurship education to improve the college students' ability of innovation and entrepreneurship, and need professional education to improve the overall quality of students. In the FCP system of entrepreneurship education, entrepreneurship education is not only an important supplement to general education and professional education, but also integrated with general education and professional education [4]. The pursuit of FCP entrepreneurship education system, is more integrated with the campus atmosphere and talent training objectives, to cultivate students' innovative consciousness, innovative ideas, innovative thinking and innovative ability, is the effective combination of professional education and entrepreneurship education.

(3) Achieving effective integration of theory and Practice

In today's colleges and universities, the serious lack of practice education is a common phenomenon. This has caused a lot of college graduates not to adapt to the social needs, leading to education and employment not to be effective convergence. The FCP entrepreneurship education system starts from the theoretical education, through the reform of education and teaching, integrates the concept of entrepreneurship education into professional education, and inspires students thinking and consciousness of innovation and Entrepreneurship. Then that carries on the personalized education, carries on the targeted training, focus on students' entrepreneurial ability and entrepreneurial orientation. Finally, students enter the practice base, to carry out purposeful entrepreneurial practice, to achieve effective integration of entrepreneurship education theory and practice.

(4) Achieving the effective integration of school resources and social resources

Colleges and universities are the main body of entrepreneurship education, but they should not be isolated, and should be combined with social resources. In the FCP system of entrepreneurship education, schools should provide teachers, curriculum, space and other resources for students, to help students establish the concept of entrepreneurship, establish entrepreneurial confidence, stimulate entrepreneurial motivation. But the school is not like an enterprise, the operation mode in the entrepreneurial process is biased to the theory, which requires the introduction of social resources, such as the experience that is lack of in schools, funding, projects and technical guidance, etc. Only in this way, can the students' entrepreneurial projects grow up healthily in the incubator of the school, and gradually mature, and transformed into the main body of the market.

The Construction of FCP College Students' Entrepreneurship Education System

Establishing an Integrated Management Organization

According to the report on the development of Chinese college students' employment and entrepreneurship, the main difficulties faced by university entrepreneurship are as follows: lack of entrepreneurial experience, poor teamwork, and lack of adequate entrepreneurial information services [5]. The results of the survey at Shandong University are: looking for entrepreneurial projects, requiring school recommendation; lack of experience, requiring school guidance; lack of
space, requiring schools to support [4]. Therefore, it is obvious that, in the education activities of college students, universities are faced with many problems to be solved, and this requires the establishment of innovation and entrepreneurship education integration management institutions at the school level, such as the establishment of business park, business school and other institutions, unifying resource allocation, joint personnel, finance, departments and other units to develop a series of FCP entrepreneurship education system operation security, evaluation and incentives measures, to make innovation and entrepreneurship education, entrepreneurial base construction really efficient operation, to make venture capital, entrepreneurial projects more suitable for the needs of College Students, to better play the buffered role of schools in the entrepreneurial activities, to better provide protection for College Students.

Integrating Educational Resources

For China's colleges and universities, innovation and entrepreneurship education is a new thing, whether in the teaching staff, or curriculum needs to have a new change. In the aspect of teachers, although the university innovation and entrepreneurship atmosphere is strong, but it is difficult to provide effective guidance. Many colleges and universities teachers engaged in professional education is a good player, but only on the podium, but not on the platform of innovation and Entrepreneurship Education[4]. Therefore, we need to integrate the school teachers to provide a broad platform for teachers of innovation and entrepreneurship education, and increase the proportion of external professional teachers to improve the quality of Teachers.

In the aspect of curriculum, colleges and universities should integrate vocational guidance courses and innovative entrepreneurship courses into the daily teaching plan, and according to the actual business needs of college students, focusing on the cultivation of college students' learning ability, entrepreneurial ability and the ability to solve practical problems to integrate innovation and entrepreneurship education and the daily curriculum system. Then to increase the number of courses related to entrepreneurship in the teaching of professional courses, it help to cultivate the entrepreneurial spirit, entrepreneurial ability, and entrepreneurial quality of students. At the same time, accelerating the introduction of innovative entrepreneurial network education curriculum, adjusting teaching and school management system, advocating the establishment of innovation and entrepreneurship credit in Colleges and universities, the establishment of innovation and entrepreneurship credit accumulation and transformation mechanism, in the case of the conditions permit, Implementing flexible educational system, supporting students to drop out of innovation and entrepreneurship, so that students who have entrepreneurial needs can also create credits to complete their studies.

Establishing the Entrepreneurship Training Platform

The establishment of entrepreneurship training platform is the core link to achieve the goal of innovation and entrepreneurship education. To cultivate entrepreneurial awareness and ability, we must combine theory with practice, carry out specific entrepreneurial activities. Entrepreneurship practice can not only train and improve the practical skills of college students, enhance the ability of students to solve problems, but also help students to establish a hard working style. Therefore, as the most critical part of the FCP entrepreneurship education system, we should set up an innovative entrepreneurship education and training platform, which is based on business park, innovation and entrepreneurship base, business incubator, etc. At the same time, using the framework of cloud computing and cloud storage, through the browser, realize real-time LAN and Internet database management function, the entrepreneurship training platform can not only realize the dynamic management of business information, provide professional, interesting and challenge in simulation of commercial operation, provide more suitable project for students with entrepreneurial intentions, but also can be more convenient to attract, integrate venture capital for college students to provide a full range of entrepreneurial support.

Strengthening Social Cooperation

At this stage, although the university innovation and entrepreneurship education and college
students' entrepreneurship has become a craze, but the lack of projects, lack of funds and experience, students start on the road is still difficult. But this is not a school single handedly can solve the problem, we must strengthen social cooperation, realize the cooperation between universities and enterprises, integration of industry and education, which is the best way of innovation and entrepreneurship education in Colleges and universities. In this way, we can achieve the perfect combination of the advantages of scientific research and talent, and the advantages of enterprise capital and project operation, which can produce better entrepreneurial projects, promote the development of innovation and entrepreneurship education in Colleges and universities, but also can make the students understand the mode of operation of enterprises in advance, advance understanding of society and adapt to social development, become social needed talents.

The Conclusion

In a word, "the standard of success in innovation and Entrepreneurship Education does not simply look at the number of entrepreneurs in Colleges and Universities", but “see whether the ability of students can be generally improved, whether the university education can become a motive force to stimulate students' innovation and Entrepreneurship”[4]. Under the FCP entrepreneurship education system, college students get the whole process of innovation and entrepreneurship education and training, and divided into stages, points, and with the IT information model, more targeted. Therefore, FCP entrepreneurship education system will provide a broader space for the innovation and entrepreneurship education in our country.

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