

Exploratory Research on the Construction of Entrepreneurial Specialty in Universities - Typical Cases from Ningbo

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Abstract—Under the background of the reform of college entrance examination system, how to improve the specialty connotation, concise specialty characteristics, and build competitive specialty is an urgent problem that university administrators need to solve. University administrators need to break through the limitations of university management system, the restriction of specialty construction resources, the similarity of specialty construction ideas, and the lack of specialty self-construction consciousness and the lag of specialty development lagging behind the industry development and other obstacles and problems. Fortunately, some "entrepreneurial specialty" construction cases of universities provide realistic model for university administrators to crack the specialty construction problems. This study makes exploratory research on two typical cases of university entrepreneurial specialty construction from Ningbo, takes entrepreneurial theory and institutional development theory as the theoretical framework, unscrambles the specific behaviors of entrepreneurial specialty construction, including construction motivation, critical success factors and development path, etc., and builds the basic theory of entrepreneurial specialty construction, provides a theoretical guide for university entrepreneurial specialty construction.

Keywords—*Entrepreneurial specialty; Entrepreneurial theory; Institutional development theory; Case study*

I. INTRODUCTION

At present, China has built the world's largest higher education system, made a great contribution to the modernization drive. However, in the context of the popularization of higher education, the university professional settings are more similar, especially some popular professional. Take marketing as an example, the country has more than 800 colleges and universities have opened this professional. These popular professional homogeneity is very serious. How to build a distinctive and competitive professional in the context of college entrance examination reform, university managers need to crack the problem. However, university managers who want to develop and build a professional must break through the professional construction of many obstacles and problems: (1) The same or similar professional construction ideas are similar and professional training objectives, curriculum structure, teaching mode, etc. are also more similar; (2) With the social and economic development and the emergence of a

new job needs, colleges and universities fall behind the development of the industry brought about by the demand for talent because of the slow reaction of institutional constraints ; (3) The professional construction behavior of university teachers is limited by the university management system. The salary system, the teaching system and the scientific research system limit the behavior of the professional builders and make it difficult to make a difference in the existing system. (4) The university can give professional allocation of construction resources is very limited so that it is difficult to meet the actual needs of professional construction. In addition, employers and the community needs of professional personnel training is also changing and professional construction is also an urgent need to break the existing rigid system with the economic transformation and upgrading and the continuous development of science and technology.

"Entrepreneurship" itself carries the spirit of innovation and entrepreneurship, as well as risk-taking and profitability, which makes the business, business sectors and civil society and even individuals as one of the important media to promote change since the end of the twentieth century by government departments (Drucker, 1995; Flower, 2000; Harvey, 1989) [1-3]. Some colleges and universities under the guidance of the spirit of social entrepreneurship and break the current institutional environment and resource constraints to build a professional self-renewal mechanism under the keen identification of professional development opportunities in order to break through the dilemma of professional construction. They succeeded in becoming the leader of similar professional and we will call such a professional as "entrepreneurial professional." The phenomenon of the "entrepreneurial professional" construction is not a case, but a lot of professional in the existing university system and resource environment under the realistic choice. In order to grasp the nature of this phenomenon, the author will explore the typical case of "entrepreneurial specialty" in Ningbo City and take the theory of entrepreneurial theory and system theory as the theoretical framework to construct the specific behavior of "entrepreneurial specialty". We should solve difficulties in the university professional construction to provide theoretical guidance including the construction of motivation, history, success factors and development path to read.

II. RESEARCH METHODS

Case study is a necessary part of understanding the objective world, is a powerful tool to deal with complex problems, relying solely on statistical data to make decisions is very dangerous, case studies can make up for the lack of statistics, in recent years a large number of management theory innovation are also derived from case studies Thinking [4]. The case approach belongs to the category of phenomena, and its main role is to let people see implicit deep factors through things (Sanders, 1982) [5]. Yin (1994) [6] has suggested that the selection of case studies usually meets the following criteria; (1) the researcher does not control the occurrence of the whole incident. (2) For in-depth understanding of the process and at the time of the reasons for the occurrence of the event. (3) The study is instructive, hope that the results of the study to provide a holistic, profound description and interpretation of real-time phenomenon. (4) Attention to the meaning of the phenomenon of life [7].

A. Analysis unit

The analysis unit of the case study can be an individual, or an organization or a community, depending on the research question. Choosing the appropriate analysis unit can make the relevance and analysis efficiency of the case study be improved significantly. The construction of entrepreneurial specialty is an idea of the level of organization, so the analysis unit of this research is the case that the individual level of professional and professional builders is not included in the case material.

B. The study of sample

The research field of this study is "entrepreneurial professional" construction, so in the case of the first choice in the "entrepreneurial professional" to build a more successful university professional. Zhejiang University Ningbo Institute of Technology marketing professional keen identification and seize the opportunity of professional construction, integration of internal and external resources, innovation and institutional mechanisms, built or entered a professional development platform, in line with our "entrepreneurial professional" construction Definition and case requirements.

C. Data collection

This article uses the qualitative research method to carry on the case analysis, the analysis data collection method takes Yin (1994) pointed out document, the archives record, participates in the observation and the interview, synthesizes each kind of data collection method to make the case data confirm each other, form strong evidence Chain, will link the research questions and the logic of the results. The author first collects the information of the public channel through the network, then obtains the professional internal information through the home visit, obtains the information hopefully through the semi-structured interview, finally completes the case material, sends back the corresponding interview object to seek the opinion to ensure the material Can really reflect the reality, the interview object has put forward their supplementary or modify the proposal.

III. CASE ANALYSIS

Zhejiang University Ningbo Institute of Technology marketing professional construction began in 2014, coincides with the Ministry of Education Higher Education Division announced marketing professional for the red card professional, professional builders determined to change the professional face. The whole professional construction process, divided into the following stages:

The first stage, build a professional construction team. Professional builders are the first to face the problem is to gather people, to reach a consensus. Although the difficulties and problems in the professional development process have a certain resonance, but not everyone has the power to carry out professional construction, because the existing system in the school, from the perspective of personal interests and growth of professional construction almost can not see any return. According to the existing teaching management system, title promotion system and scientific research evaluation system of Ningbo University, Zhejiang University is not directly related to the promotion of professional title, the completion of teaching workload, the completion of scientific research work and the completion of performance appraisal. So the beginning of professional construction will encounter the problem of lack of motivation, how to crack it? At this time the professional builders of the persistence and determination played an important role, after several communication, builders who finally reached a preliminary consensus on the construction of professional construction, and to build their own individual project funds as a start fund, carried out a preliminary exploration and research.

The second stage, to identify and develop the opportunity. In recent years, China's public welfare undertakings flourish, the momentum of public welfare has increased, Ningbo is a loving city, in the past five years, Ningbo City, various types of organizations to receive donations more than 3.583 billion yuan, three consecutive List "China charity hundred hundred city", was named "China charity seven city". Professional builders engaged in long-term public welfare research and public practice of the two teachers' keen awareness of the concept of public entrepreneurship into a professional construction is a viable professional construction of the road.

The third stage, the concept of public welfare into professional teaching and open up the second class. At the same time, professional builders in the teaching of specialized courses are gradually integrated into the concept of public welfare, the curriculum issues both the business issues and social issues, the course of the way also consider the commercial and social problems of different characteristics, in the existing Personnel training program is not more substantial adjustment of the conditions (according to the school system of personnel training program adjusted every four years), this concept of public into the professional teaching method is more appropriate. As the degree of freedom of elective courses is relatively large, professional builders also opened a public service orientation courses, in the expansion of student welfare and social issues related to the cumulative knowledge to improve their ability to solve social problems. In addition, because the marketing professional students have always been

a lively, hi social, good speech features, schools, large and small communities are marketing students figure. According to this feature, in the early stage of professional construction, began to introduce or set up a public student community, in the marketing professional education to provide professional students second classroom practice opportunities, mainly to support education, readily public welfare and other forms of college students to participate in public welfare activities, A preliminary understanding of social issues and links with society.

The fourth stage, resource integration and platform construction. With the social and public entrepreneurship research carried out, professional builders gradually expanded with social organizations and public welfare organizations, respectively, with the Ningbo Municipal Civil Affairs Bureau and other government departments, as well as the well-known Lingshan Foundation, Lingqing Foundation and other public institutions The establishment of cooperative relations for the effective docking and integration of internal and external resources, the system in an orderly manner to promote public entrepreneurship education, professional builders in 2016 set up the first college in Zhejiang Province Public Welfare College ("Yi Lifang" public welfare college), "Yi Lifang" College integration of the school, government, community multi-resources, with public entrepreneurship teaching and research, public service business incubation, public entrepreneurship training, public cultural transmission and other functions, to promote the marketing of professional marketing to provide a platform for resource integration. Since the establishment of the "Yi Lifang" School of Public Welfare, we have received more than 20 public welfare projects and public welfare cooperation projects supported by the government and public welfare organizations, and attracted more than 120 million yuan (including Yinzhou Banks) to attract social social resources for innovation and entrepreneurship Park Foundation to provide public welfare business classes to raise funds 200,000 yuan; Zhejiang days to provide Zhejiang scholarships 300,000 yuan; "Yi Lifang public service stores", "silver nest - positive pension network platform" and other projects to obtain public venture venture Fund 260,000 yuan, public entrepreneurship training, international volunteers and other special funds 450,000 yuan), to further promote the social responsibility of marketing professionals to create a better condition.

The fifth stage, the establishment of personnel training reform test classes. In view of the public demand for talent in the field of demand, but only by the current concept of public welfare into the second classroom and the method can not meet the requirements of professional organizations for professionals. Therefore, in Ningbo Yinzhou District Shantou Foundation (200,000 yuan funding) support, professional builders to marketing professional students, in the form of voluntary registration, enrollment and in 2016 opened the

"good garden charity business characteristics classes "(Virtual class), the first phase of 30 students, to build a relatively complete system of public entrepreneurship, students use the weekend and spare time to learn, credits are not included in the original professional teaching plan. The opening of the experimental class is a positive exploration of the reform of the professional builder's talent training mode, which is a breakthrough and innovation to the existing teaching system. The experimental class is currently running well, the enthusiasm of students to learn high, students of outstanding entrepreneurial projects, such as After Class after-school counseling project, "" only love Ma "public service shop," micro skills get "," Yi cubic public shop ", "Silver nest - active pension network platform" and so won the Yinzhou Bank Public Fund venture capital, Zhenhai public venture venture, Yinzhou public venture venture and other active investment.

IV. CASE INTERPRETATION

University is a typical non-profit organization, and professional is the university department, so we can "entrepreneurial professional" construction behavior as a non-profit organization's internal entrepreneurial behavior, and this phenomenon is the most close to the theory of entrepreneurship theory and system theory , So this study will be entrepreneurial theory and institutional theory as the theoretical framework to analyze the entrepreneurial professional construction behavior and the relevant case as shown in the table below.

V. CONCLUSION AND ENLIGHTENMENT

This paper analyzes the marketing specialty of Ningbo University of Technology in Zhejiang University, and analyzes the course of professional construction, the course of professional construction, the elements of professional construction and the path of professional construction respectively from the perspective of entrepreneurial theory and institutional theory of industry Interpretation. The study found that in both case studies, whether it is entrepreneurial theory or institutional theory of industry, it cannot complete the interpretation of this entrepreneurial professional construction of the phenomenon. In the process of interpretation from the perspective of entrepreneurial theory, we find that it cannot describe how the professional builders break through the constraints of the system and build a new system, and the role of the new system in ensuring the professional construction power. And the theory of industrial theory cannot interpret the entrepreneurial professional specific construction process. Therefore, this study tries to interpret the phenomenon of the construction of entrepreneurial specialty from the perspective of the theory of entrepreneurial theory and the perspective of institutional industrial theory, and obtain the following conclusions:

TABLE I CASE STUDY BASED ON DIFFERENT THEORETICAL PERSPECTIVES

Entrepreneurial professional construction	Zhejiang University Ningbo science and technology marketing professional (traditional professional transformation)	
	Perspective of Entrepreneurship Theory	The perspective of institutional industry theory
motivation	The care of social development and personnel training	The care of social development and personnel training
process	1) change the professional face of the decision; 2) team building; opportunity identification and development; 3) the construction of the concept of construction; 4) platform construction and resource acquisition; 5) talent training model innovation;	1) builders in the field to identify opportunities; 2) professional construction system innovation; 3) the original professional construction system based on the construction of a new system
Elements	1) a strong determination to foster talent and create social values for mission; 2) the ability to identify the dual needs of the economy and society for talent development; 3) the ability to serve social organizations and integrate resources; 4) teamwork	1) the courage to challenge the existing system; 2) the ability to identify opportunities in the field; 3) the ability to integrate social resources; 4) The way to establish a new system.
path	Bottom up: driven by professional development and personnel training, professional builders spontaneously build behavior, driven by a small team of professional construction team, and then drive the school's response and support.	From the inside out: in the determination of the new system driven by breaking the shackles within the system, in the original system to establish a new system.
result	The formation of a new professional construction and operation mechanism.	Through the entrepreneurial means in the existing professional construction system under the new system

- Through the analysis of the case, we found that the motivation of entrepreneurial professional construction comes from "serving the local economy and social development of the demand for talent." Its root causes from the economic and social development of talent demand and the supply of talent between the contradictions and entrepreneurial professional construction is to crack this contradiction.
- From the combination of two perspectives, we believe that the construction of entrepreneurial professional is to go through the following process: "1) new or change the professional face of the decision; 2) professional construction opportunities to identify; 3) create a new system, the development of opportunities in the field 4) the construction of professional construction team; 5) the construction of social network based on scientific research and service place; 6) the construction of platform and the acquisition of resources; 7) the innovation of talent training mode; 8) the construction of professional development mechanism. This is a complete framework of entrepreneurial professional construction process, but not all of the entrepreneurial professional construction to go through these eight processes, some professional construction may experience three processes may experience five processes, and so forth.
- The elements of success may include: "1) to cultivate talent to serve the local economic and social development mission of the determination; 2) dare to challenge the courage of the existing system; 3) to identify economic and social development of the ability of talent ;) Building the social network and the ability to integrate resources; 5) the way to create a new system; 6) team spirit.

- From the perspective of industrial development point of view, the entrepreneurial professional construction path can be summarized as follows: "professional builders in the local economic and social development of the strong demand for talent driven by breaking the shackles of the system, set up construction team, embedded Social networks, access to construction resources, build a new system, and thus promote the professional construction and development.
- The result of the construction of entrepreneurial professional should be: "the formation of a new professional construction and operation mechanism, and build a new professional construction and management system." From the professional itself, entrepreneurial professional should come from "the formation of new professional construction and operation Mechanism ", entrepreneurial professional should come from" build a new professional construction and management system."

The above conclusions are of some reference value for professional builders who are committed to changing the difficulties of professional construction. A college manager should protect the "entrepreneurial professional" construction of the orderly development from two aspects : on the one hand we have to strive to create a free and democratic cultural atmosphere, increase the flexibility of the school system, especially the introduction and training of personnel system, teaching management system and discipline construction system and strengthen the autonomy of professional teachers in professional construction, and protect the construction of "entrepreneurial specialty" from external conditions. On the

other hand, we should strive to cultivate teachers' awareness and sense of responsibility and teachers professional social entrepreneurial spirit to help teachers build professional social network and enhance the ability of teachers to implement professional autonomy. We also need to drive "entrepreneurial professional" construction from the internal management.

ACKNOWLEDGEMENTS

This work was supported in part by grants from National Social Science Foundation (#15BGL167), Zhejiang Province 2016 Annual Higher Education Teaching Reform Project (JG20160230).

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