

Research on Startup Education Courses in Higher Vocational Colleges

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Abstract—Startup courses set in higher vocational colleges are the necessity of meeting social development, promoting self development and improving students' quality. Currently there are many problems existing in the course setting, textbook and teaching forms. This article is focused on raising thoughts to create a startup education course system which is expected to give a hand to carry out the startup education and cultivate students' abilities in startup in colleges.

Keywords—higher vocational colleges; startup education; course system

I. INTRODUCTION

Startup education has become an important part of educational and teaching reform in higher vocational colleges, the core to carry out the real startup education shall be construction of a course system. Therefore, what we have to do is to disclose the status quo, seek for measures, deepen the startup education reform, and create a scientific and rational startup education course system so as to raise the efficiency of the startup education in colleges.

II. SIGNIFICANCE OF STARTUP EDUCATION COURSES IN COLLEGES

A. Needs of Current Social Development

China has entered a new stage where the economy and society develop rapidly, and the further advancement of market economy and globalization push the gradual changes in the need of talents by the society, traditional jobs are affected and the coming jobs will be separated from traditional modes and requirements. Startup is a major channel for vocational college students after graduation and a way to create jobs for the society. The startup education and startup education courses in colleges are a major way to reduce the pressure of employment, which is an outcome of social development.

B. Inherent Laws for the Development of Higher Vocational Colleges

With the unceasing expansion of enrollment in higher vocational colleges, how to solve the employment of graduates has been a problem urgent to deal with. Compared to universities, the higher vocational colleges are still poor in

schooling scale, social status and so on, and the students' abilities in understanding, learning and innovation still need to be improved [1]. Therefore, in the job market, the graduates from higher vocational colleges are in a bad situation. The startup education courses set in colleges can not only promote students in innovation and startup, reduce the pressure in employment, but also raise students' comprehensive quality and improve the colleges' reputations. On the other hand, the major setting in higher vocational colleges may better adapt for local economy and enterprises, and the courses are set according to the needs of industries and enterprises, which makes it easy for startup education and set startup courses. The startup education courses set in higher vocational colleges are a efficient way to achieve the integration of production, study and research and a major approach for the talent training in higher vocational colleges to transform from employment mode to employment-startup mode and upgrade the internal construction.

C. Necessity to Improve Students' Quality

Guided by the scientific outlook on development, the higher vocational education is to promote the all-sided development of students, in the new era, the society has raised higher and higher requirements on students' quality, yet the comprehensive quality of most of higher vocational colleges students are in a poor quality. The startup education courses set can improve students' comprehensive quality, develop potentials and teach students to make preparation for startup in psychology, increase startup knowledge, improve startup skills, capture startup opportunities, raise the adaptability, train good faith, cooperation, leadership, risk bearing and decision making and so on needed by startup, and further expand from knowledge, concept and abilities, and transform the focus on students' professional skills to improving all-sided quality of students as well as sustainable development of the career.

III. STATUS QUO OF STARTUP EDUCATION COURSE SET IN HIGHER VOCATIONAL COLLEGES

The startup education started late in the country, and the researches on the startup education course development and the course system construction are still at the stage of introduction, exploration, practice and summarization.

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A. Imperfect Course System

Nowadays, the startup education courses in higher vocational colleges are carried out through two approaches. First, it is placed in the "Employment Instruction" or "Career Planning" course, and the startup education is a small part of it, which is very limited whether in class hour and teaching effect; on the other hand, the startup education courses are arranged as elective ones, which are open to students who are interested in it, so there are few recipients, it is not only separated from specific operation but also the logic in the courses needs to be improved.

B. Lack of Faculties for Startup Education

The construction of faculties for startup education courses is an important part for the construction of startup education courses in colleges. The particularity of startup education courses requires that teachers who are engaged in the startup education must be equipped with certain initiative spirits and comprehensive quality, who should have not only thick theoretical knowledge but also abundant experience in practice. The startup education courses are a new thing in the country, and there are no adequate teachers who receive special training for startup education, in addition to these, the teachers owning experience in startup practice are much fewer.

C. Irrational Contents and Structures of Startup Courses

At present, there are limited startup education courses in the country, especially in the subject curriculum, mostly the startup education courses are arranged as elective ones in higher vocational colleges, and most have few startup-related courses as elective courses. Compared to other professional courses, whether the required or elective courses, the number of courses is far adequate and it is impossible to accomplish the teaching of startup education-related knowledge and skills. In addition, seen from the course contents, most of the startup courses in higher vocational colleges are focused on startup-related basic knowledge, practice, management, innovative education and startup laws. In fact, the startup education course is comprehensive and gets widely involved in knowledge such as startup and innovative awareness, startup knowledge, ability, personality and psychology, etc. Seen from above, the contents of startup education courses in higher vocational colleges need to be widened, and more attentions shall be paid to the startup-related knowledge and contents.

D. Single Startup Education Form and Assessment Method

Due to the lack of professional startup education faculties and limited teaching level, the class teaching of startup education is mainly theory dissemination, and generally lectures are made by teachers, the teaching form is very simple. Actually the startup education shall be full of power and energy, so it shall not be stiff or dull in form, which aims to stimulate students' enthusiasm in startup, promoting them to exert their subjective initiatives, followed by theory and practice teaching. In some higher vocational colleges, teaching forms such as KAB startup and contests are carried out when setting startup education class, yet most are done at simple commercial buy-sell activities, which fails to consider students' majors and specialty or provide wide startup platform for students. The

startup education shall vary with students, and the startup education form in higher vocational colleges must be diversified so as to meet the needs of students for startup in different fields.

E. Lack of Quality and Practical Textbooks

Startup education started late in higher vocational colleges in the country, besides, there are no adequate teaching resources to meet the need of education and teaching. Seen from the textbooks that have been published formally, most contents are staying at startup knowledge and preparation for skills, startup mode technical analysis, besides, there are too many theoretical contents but less in cases, and little are shown to innovative concepts and practice [2]. The lack of quality and practical textbooks will no doubt cause the failure to carry out the startup education. Due to the outstanding features of schooling running of higher vocational colleges and higher specialty, how to make textbooks to work in different trades and fields has been a tough difficulty for the startup textbook.

IV. CREATE A STARTUP EDUCATION COURSE SYSTEM OF "FOR ALL STUDENTS, GOING THROUGH THE WHOLE COURSE OF TALENT TRAINING"

The construction of startup education course system is the core and key points of startup education and an agency and bridge to achieve the goals of startup education. In the era of "All are encouraged to make Innovations and start businesses", the startup education of "for all students, going through the whole course of talent training" has become more important than ever.

A. Concept of Startup Education Course

Perception is the pioneer of actions, the startup education courses are not alone, which is not a startup contest or teaching of pure startup knowledge and training of startup skills, instead it is a whole process of cultivating startup quality. It is must for us to correct the concept of narrowing the startup education courses in higher vocational colleges, correct the course concept and penetrate the startup education into the whole process of talent cultivation of all students, where the students will be led to set correct startup values, stimulate startup thoughts and enterprising spirits and train the startup capabilities. Higher vocational colleges are required to integrate the concept of startup education courses to all aspects in colleges and make it to the public.

B. Goals of Startup Education Courses

Setting goals of startup education course is the precondition and base for the startup education system. And the goal setting of startup education courses in colleges shall stress the multiple angles of researches, consider the diversity of startuper, reflect the characteristics of participants being social, professional, special and developing, and the cultivation of students' quality shall be based on four dimensions.

1) *Awareness of startup*: Awareness of startup is a psychological tendency which drives the startuper in startup practice, which consists of motivation, need, interest, ideal,

belief and world outlook [3]. The setting of startup education courses in higher vocational colleges promotes students to change of concepts of passive employment and produce awareness of startup, and the independent startup will be taken as power to study and better the study effect in colleges.

2) *Startup knowledge*: Startup knowledge is a base for students' success in startup. Through the startup learning and practice, the students may grasp startup-related knowledge, including professional knowledge of startup direction and general knowledge relative to the startup such as law, rules, operation management, science and technology, etc.

3) *Capability of startup*: It aims to improve students skills in startup such as professional skills, decision-making, communication, innovation, pressure and frustration resistance.

4) *Startup personality and mental quality*: Startup personality is a key factor determining the success or failure of startup, and the startup education courses shall have briefing of personality type and assessment added to help the students clearly know what their personalities are and correctly assess whether they are applicable for startup. Through scientific instruction, the colleges shall train students' mental quality in

startup, help them to understand themselves, master the professional world, foster optimistic and open-minded mentality, broad heart and inclusive quality, rational thinking and judgment and so on. Considering the conditions owned, the colleges shall establish special departments of psychological guidance and perfect the construction of startup consultancy in psychology and guidance.

C. Contents and Structure of Startup Education Courses

The startup education courses shall be applicable for all students and going through the whole course of talent training so as to meet the needs of startup by students at different levels. According to the goals and requirements at each level, the startup courses can be divided into theoretical courses and practice courses, which belong to two levels namely liberal startup education and professional startup education, each level contains six courses shown as follows, the two levels go from easy to difficult and upgrade gradually, from cultivation of awareness of startup, popularizing startup concept to teaching of basic knowledge and skills, and practical training can will carried out on the basis of what they learn.

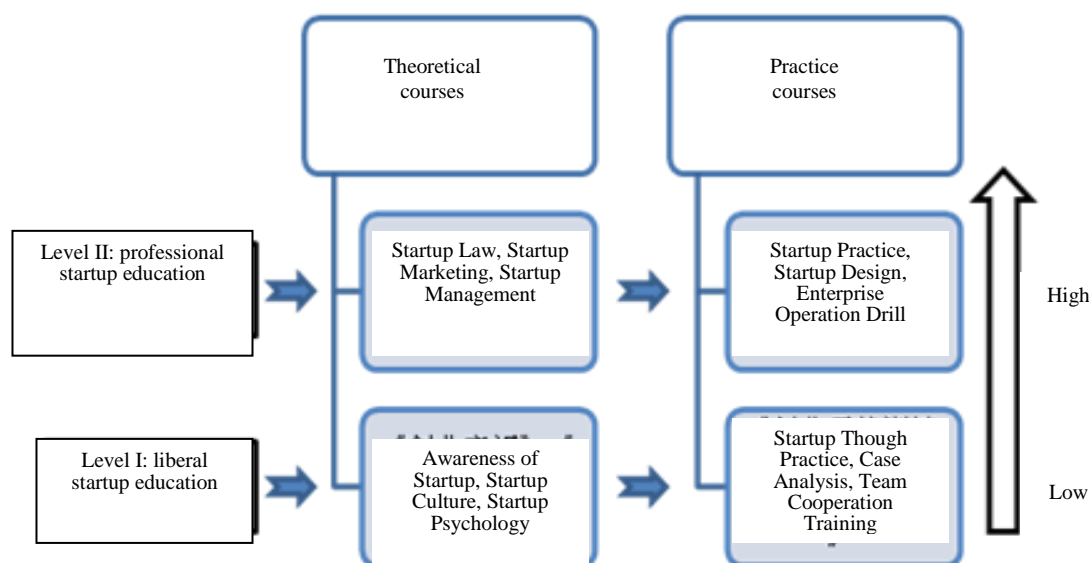


Fig. 1. Startup Course Content System in Higher Vocational Colleges.

According to the course goals and characteristics of startup education at two levels in higher vocational colleges, the courses can be set to be required or elective. The startup courses at the first level can be required for all students so as to cultivate the students' awareness and concept of startup; the startup courses at the second level be elective according to features of specialties, and those who are interested in startup may choose elective courses according to the actual conditions of their own "Fig. 1".

D. Startup Education Course Activity Modes

According to the content setting of startup education courses in higher vocational colleges, the startup education course can be carried out through four modes as follows:

1) *Carry out the startup education through class teaching*: Class teaching is the mostly used form for teaching activities, first of all, the startup education courses in higher vocational colleges shall be done through teaching in the startup class, according to needs of startup of different students and different background for startup, as well as the difference in students, class hours can be arranged flexibly to disseminate the startup theory knowledge.

2) *Carry out the startup education through penetration into specialties*: The professional course teaching done through different contents and forms may train students' awareness of startup and enthusiasm, and integrate the

contents and factors relative to the startup education into the teaching.

3) *Carry out the startup education through startup contests*: Startup contest, startup park and startup design all are an important way to carry out the startup education and a reliable method to test the startup education effect, through the point to surface method, instruct and help the students to get startup knowledge and use what they learn in practice, enabling them understand the startup course in practice and upgrade the startup skills.

4) *Carry out the startup education through college-enterprise cooperation*: Higher vocational colleges shall fully exert the rules of college-enterprise cooperation for building practice bases, make full of the enterprises' production conditions, man power, materials, with the students' practice or post practice in enterprises, and the students will be instructed by two tutors for startup practice in a real environment. [4]

E. Guarantee for Startup Education Courses

1) *Optimize the allocation of startup education faculties*: Establish a startup teaching team integrating teaching and practice, which shall not only value the training of startup education teachers but also invite experienced experts and successful startuper to the startup education team to foster entrepreneur teachers and expert teachers and improve the level of startup teachers.

2) *Take campus culture as carrier to strengthen the startup education*: Colleges may propagandize relevant state policies through startup lecture forum, startup theme class meeting, startup bulletin boards and so on, establish startup incentive mechanism, encourage the successful participants in spirit and material, stimulate the students' enthusiasm in startup and help them set correct concepts of startup and talents.

3) *Perfect organizational framework*: Colleges shall perfect startup education management system, set startup education leading groups, startup education management center and startup education monitoring center by levels, and continuously improve corresponding management systems and provide guarantees for the startup education in organization and system.

4) *Strengthen the startup education practice*: Rely on different forms of startup education practice activities, build a students practice platform which is guided by startup, centered on innovation and upgraded via creation, going on the way of combining production, learning and research, higher vocational colleges shall actively establish cooperation with enterprises, develop a college-enterprise cooperation mode, set up college students startup education practice base, provide hardware facilities such as student technical parks, technical incubators and software facilities such as case teaching resource database, online systems and the like.

V. CONCLUSION

China's Vocational College innovation and entrepreneurship education is still in the exploration stage, we should explore and set up a curriculum system suitable for our own innovation and entrepreneurship education according to our own conditions and students' actual situation, and train qualified personnel for local economic development, scientific and technological innovation and economic transformation.

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