To Construct the Working Mechanism of Education-Oriented Cooperation Create "Double Funnel" Innovation and Entrepreneurship Ecosystem

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Abstract. Colleges and universities should maintain ideological and political education work through the whole process of innovation and entrepreneurship education and teaching, and gradually build a "double-funnel" college innovation and entrepreneurship ecosystem by building a mechanism of education-oriented cooperation: First, the concept of innovation and entrepreneurship education should be clarified, and departments should cooperate to lay a solid foundation for school innovation and entrepreneurship education. Second, through the full coverage of "entrepreneurship courses", hierarchical "entrepreneurship training", professional "entrepreneurship practice", and all-round "project incubation", to build a multi-level and progressive innovation and entrepreneurship talent training mode. Third, we need to make use of our own resource advantages to form a "community-type" innovation and entrepreneurship ecosystem that collaborates with third party institutions in innovation and joint cultivation. It is the duty and mission entrusted to colleges and universities in the new era of socialism with Chinese characteristics to cultivate people with virtue and cultivate new people to undertake the great task of national rejuvenation. Therefore, colleges and universities should always adhere to the moral cultivation as the central, in accordance with the spirit of the 19th national congress of the communist party of China and the requirements of the national conference on ideological and political work in colleges and universities, focus on students, care for students, serve students, and put ideological and political education work through the whole process of innovation and entrepreneurship education and teaching, through the construction of education-oriented, collaborative mechanism, gradually build a "double-funnel" college innovation and entrepreneurship ecosystem.

Keywords: innovation and entrepreneurship education; double-funnel; ecosystem.

1. A Clear Concept, Coordination, Consolidate the Foundation for Innovation and Entrepreneurship Education

University leaders should attach great importance to innovation and entrepreneurship education, regularly listen to the special report on entrepreneurship, and supervise the implementation of work; school leaders of each department, heads of relevant departments and entrepreneurship tutors of colleges and departments, they should hold seminars on innovation and entrepreneurship work for several times, investigate and learn advanced experience of many domestic and foreign universities, and determine the concept of innovation and entrepreneurship education work of the school based on the actual situation of the school. That is to say, centering on the innovation-driven demand of national economic growth and improving the quality of talent cultivation in universities from the supply side, innovation and entrepreneurship education should focus on cultivating students' innovation and entrepreneurship spirit and practical ability in practice, which is a kind of knowledge-based development and creation. Colleges and universities should provide comprehensive cultural soil for innovation and entrepreneurship education from concept to behavior, from teachers to environment, stimulate students' endogenous learning motivation through innovation and entrepreneurship education, and promote high-quality employment of college students; At the same time driving school transformation, we will put the student-centered education service concept into action, so that students can experience it, feel the power of the market and respect for education.

Only after the clear orientation of innovation and entrepreneurship education can colleges and universities play a series of combination of innovation and entrepreneurship education. First, a leading group for entrepreneurship and employment should be set up to explicitly integrate innovation
and entrepreneurship education into the talent training program, so as to achieve full coverage of school innovation and entrepreneurship education by offering courses and carrying out practical education; Second, it is necessary to establish a working mechanism for all departments to jointly promote innovation and entrepreneurship education, identify the main responsible and leading departments of innovation and entrepreneurship education, and achieve the coordination and standardization of the work. Third, adequate support and guarantee should be given to innovation and entrepreneurship education in terms of funds, venues and personnel. Fourth, it is necessary to plan the construction of entrepreneurship teachers and management service teams in a unified way. We will strive to build three teams of innovation and entrepreneurship education for teachers on campus, tutors off campus and student associations. To realize the diversification of innovation and entrepreneurship education teachers, and the professional entrepreneurship service and management team, in order to provide rich and practical educational resources for school’s innovation and entrepreneurship education work.

2. Education Centered, Practice First, Creating a "Double Funnel" of Innovation and Entrepreneurship Education

Colleges and universities should follow the concept of "innovation, practice, cooperation and sharing", rely on classroom teaching and practical education, pay attention to the linkage among disciplines, and set up a three-in-one practical training mode of classroom teaching, practice and international exchange. Beneficial and distinctive exploration has been implemented in the aspects of training students' innovation ability, explore students' creativity and others, to achieve the full coverage of innovation and entrepreneurship education; on this basis, we should actively build an innovation and entrepreneurship education system that organically combines curriculum learning, thinking training and business incubation.

Full coverage of "entrepreneurship courses", hierarchical "entrepreneurship training", professional "entrepreneurship practice", comprehensive "project incubation", layer by layer promotion of innovation and entrepreneurship talent training mode formed a "V" type selection mechanism and type "Λ" incubation mode, gradually screening out the seed of entrepreneurship from the numerous creative ideas of the whole staff is realized.

![Figure 1. "V" shaped screening mechanism and "Λ" type project incubation pattern](image)

2.1 Carry out General Education in Entrepreneurship, StimulateEntrepreneurial Awareness

On the basis of the common entrepreneurship courses such as "Entrepreneurship" and "Introduction to Entrepreneurship", colleges and universities should make full use of the concept of "Internet + education" to provide additional courses of network general entrepreneurship education. Such as "the Foundation of College Students' Entrepreneurship" by li_xiaoming of tsinghua university, "Entrepreneurial team construction and management" by ma li, professor of capital university of economics and business and other courses. Online and offline courses both enriched the first classroom of entrepreneurship education in colleges and universities. The second is to give full play to the advantages of the second classroom's independent participation, wide audience, flexible topic selection and diversified lecturers, with various forms, such as "creative class" and "entrepreneurship
lecture hall", to help students acquire general knowledge and skills related to entrepreneurship through various channels, effectively assisting the first classroom teaching. Through different forms of innovation and entrepreneurship education to stimulate students' endogenous learning motivation, cultivate students' awareness of entrepreneurship and employment, improve students' perception of society, and promote high-quality employment of college students.

2.2 Carry out Entrepreneurship Training, Passing on Entrepreneurial Knowledge

Colleges and universities can take workshops, intensive training camps, one-to-one tutoring and other activities as the education carrier to carry out entrepreneurship training for students in different levels, categories and stages. So that to integrate the knowledge, tools and methods of entrepreneurship teaching and guidance, and fully mobilize the enthusiasm of students to participate in entrepreneurship practice. In practical activities, students can understand entrepreneurial process, consolidate entrepreneurial theoretical knowledge, exercise entrepreneurial ability, cultivate entrepreneurial ideas, and feel innovative entrepreneurial spirit.

2.3 Promote Business Practices, Exercise Entrepreneurial Ability

Colleges and universities should stick to the goal of "cultivating innovation ability, improving entrepreneurial quality, and shaping entrepreneurial talents", carry out multi-level innovation and entrepreneurship activities, and strengthen the work practice of innovation and entrepreneurship. First, we can organize students to actively participate in "challenge cup", "innovation youth" and other national and municipal innovation competitions, and encourage students to actively participate in various campus entrepreneurship competitions, so as to improve their innovation and entrepreneurship ability in the competition. Second, carry out the college students' scientific research and innovation training plan, advocate student-oriented, through scientific research, social investigation and other forms, enable students to enter the professional research field as soon as possible, cultivate students' research interest and scientific attitude, train students' practical ability, independent working ability, teamwork ability and so on.

2.4 Enter Maker Culture Community, Incubate Entrepreneurial Projects

In the process of colleges and universities funnel-type innovation and entrepreneurship talents cultivation, the college student maker culture community emerges as the times required. The maker culture community aims to cultivate the soil of innovation, create an entrepreneurial culture, and stimulate the spirit of innovation and entrepreneurship. It should be a college student innovation and entrepreneurship work brand that the school gathers resources from all walks of life to build. The platform and resources provided by the university are characterized by a high degree of autonomy, full sharing and mutual assistance of college students. It can not only include various physical Spaces, such as entrepreneur cafe and maker lab, but also include various online communication platforms. It is an open, connected, collaborative, sharing and win-win community that fully centers on innovation and entrepreneurship mentors, campus teachers, alumni and college students.

As a physical space, maker community should have several independent offices and some open office Spaces in different square meters, equipped with meeting room, tea area, data printing area, wireless network and other basic office facilities. Help the settled enterprises connect with the departments of industry and commerce, taxation, etc., raise funds to hold road shows, attract later venture capital, etc. It aims to build an open and intelligent education and public service platform of entrepreneurship practice and project incubation for college entrepreneurs, which is an important carrier of innovation and entrepreneurship education in colleges and universities.

3. Collaborative Innovation, Joint Training, Build Innovation and Entrepreneurship Education Ecosystem

Colleges and universities should give full play to their rich social resource advantages, strengthen the construction of innovation and entrepreneurship practice base in the form of school-enterprise
joint construction, campus joint construction, school-land joint construction and other strategic cooperation, and gradually form a "community-type" innovation and entrepreneurship ecological circle of collaborative innovation and joint cultivation between colleges and universities and third party institutions. The two sides have carried out in-depth cooperation in entrepreneurship practice, scientific research and innovation, themed education activities and entrepreneurship of college students. Through mutual cooperation and information sharing among college students, teachers, alumni and off-campus mentors, we provide the entrepreneurial team with high-quality supporting services such as registration, recruitment, legal affairs, finance, intellectual property rights, investment and financing, and accurate project guidance. So as to build a system environment of "carefree entrepreneurship, community collaboration" for college entrepreneurs.

References


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