

Research on Entrepreneurship Ecosystem of Entrepreneurial University

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Abstract. 2008 global economic crisis brought huge economic impact but also somehow become a driving force to promote the entrepreneurial economy, further increasing social demand for entrepreneurial talent, entrepreneurial talent cultivation of university goals is imperative. In fostering entrepreneurial talent, entrepreneurial universities rely on its strong entrepreneurial culture, entrepreneurial rich curriculum, faculty substantial entrepreneurial and diversified business practices platform for the cultivation of entrepreneurial talent provided excellent fertile soil. Entrepreneurial University by fostering entrepreneurial talent not only solve the current social needs of application-oriented talents, but also made a lot of money to promote the contribution of national and local economic development, while the university itself to further development and orientation characteristics also play a crucial role.

Introduction

Today's era is an era of knowledge economy, the wave of global entrepreneurship has been unstoppable and irreversible. This is not only a pioneering wave of innovation on the economy, which is a huge deterrent for the higher education sector also had an indelible impact. Innovation and technology, competition has become the theme of the times, the ability to have a world-class university to become a national core competitiveness of the strength of the key. To this end, in order to train qualified personnel, knowledge creation and responsibility of Universities duty-bound to take up the task of enhancing the country's core competitiveness. Faced with the challenges of this entrepreneurial revolution, how innovation and entrepreneurial spirit into the school system itself and this is the opportunity to realize their own institutions of higher learning to become new period of development problems; and in this entrepreneurial wave, universities have technological innovation and industrialization of achievements are seen as the focus of economic competitiveness. Progressive Era of Enterprise Education Universities need to train qualified personnel, while colleges and universities need to be innovative achievements and cultivating innovative talents. Therefore, the College Entrepreneurial reform has become the trend of the innovation. With the advance wave of entrepreneurial economy, the demand for innovative businesses increasingly strong talent, therefore, entrepreneurship education is more and more attention from all sectors of society, the future will be a new era of entrepreneurial economic development. Since the Congress party and the government gradually to cultivate students' innovative ability to guide college students employment and entrepreneurship at the heart of national development; the party's congress in the report also pointed out the entrepreneurship to promote employment;-eighth session of the Third Plenary noted deepen comprehensive reform of education, the employment of graduates for the center, to build a complete system of employment and entrepreneurship, creating mechanisms for talent and talent created in Universities raised new task standards; "two sessions" this year's government work report is to emphasize the " Volkswagen entrepreneurship and innovation. " College graduates are in all walks of life force in society and improve graduates employment, entrepreneurship is an important prerequisite for effective protection of institutional mechanisms for the smooth operation. In this context, universities train highly qualified personnel as an important force, entrusted with promoting the development of entrepreneurship education, culture has the important mission of the overall quality of entrepreneurial talent. Universities will promote innovation and entrepreneurship education to build social progress and development of the country, the overall quality of talent has far-reaching significance.

Situation of Domestic Entrepreneurship Education

Our school entrepreneurship education started late, in the late 1990s until the beginning of Jian appeared. In 1998, Tsinghua University, Tsinghua University, held the first business plan competition, became the first to introduce the Collegiate Business Plan Competition Asian Universities. In 2002, the enterprise education in our country was officially launched, the Ministry of Education to nine universities, Tsinghua University, Renmin University of China, Beijing University of Aeronautics and Astronautics and other institutions identified as pilot entrepreneurship education. Then after university self-exploration, multiple test pilot and national policies to promote education and call for the administration, development of higher entrepreneurial talent cultivation also experienced its infancy, and expand the exploration period of three stages, since colleges and universities talents in gradual progress has been made in this new field, the different forms of entrepreneurial training model initial shape, in which a number of institutions of higher learning such as Tsinghua University, Shanghai Jiaotong University, Fudan University, Wenzhou University, and obligations of the Business technology Institute, etc. entrepreneurial experience beneficial development of education and vocational institutions accumulated universities in the country to comprehensively promote entrepreneurship education process played an important exemplary and leading role. In addition KAB entrepreneurship education project by the Central Communist Youth League, China Youth Federation and the ILO jointly implemented its advanced concepts and methods, was welcomed at the college. Currently, KAB entrepreneurship education programs have been established teacher training, teaching and research, quality control, extracurricular practices and promote the exchange of five systems. The country has nearly 600 colleges and universities in the implementation of 341 colleges and universities opened KAB entrepreneurship foundation courses, 56 colleges and universities creation of KAB entrepreneurship club, there are more than 80,000 students participated in the study and practice, its effectiveness is very obvious. Many college students through the entrepreneurial training programs and embarked on a glorious journey venture. August 1, 2012, the General Office of the Ministry of Education issued a notice on the issuance of "ordinary undergraduate school entrepreneurship education teaching basic requirements (Trial)" in. Document states: "to carry out entrepreneurship education in colleges and universities is to serve the country to accelerate the transformation of economic development mode, building an innovative nation and strong human resources strategic initiatives, deepening the teaching reform of higher education, improve the quality of personnel training, and promote the comprehensive development of students important way is to implement important measures to promote employment, entrepreneurship, and promote full employment of college graduates. "with the" entrepreneurial base "compulsory courses included in undergraduate, innovation and entrepreneurship education once again become the focus of educational research. Subsequently, the United Nations Youth Employment Network China demonstration projects CDEP open platform for innovation and entrepreneurship system, also marks the innovation and entrepreneurship education in our country is vigorously with the world.

Overall, however, entrepreneurship education in Chinese universities is still in its infancy, there are many problems in the business policy, business environment, curriculum, teaching, practice bases, training model and so on.

Concept of Ecosystem in Entrepreneurial University

Entrepreneurial ecosystem in fact means that when the entrepreneur has an idea when to stimulate entrepreneurship in the atmosphere, into the government, with the market policy and financial support to build up the platform business, so as to drive the development of related industries systems. So, what entrepreneurs ecological elements university entrepreneurship ecosystem needs? First, the government and the market to build a good platform for the support of entrepreneurial activities through the development and funding to provide relevant policies. Secondly, within universities, entrepreneurs can be regarded as university organizations, teachers and students of organisms: the University to create an entrepreneurial culture, the development of relevant

institutional support entrepreneurship teachers, and the teachers' entrepreneurial achievements to be identified, as well as provide students with entrepreneurial needs of entrepreneurship education and entrepreneurial associations; teachers can be both major entrepreneurs, but also can become a student of business mentors to guide students entrepreneurship; students and instructors with collaborative research, patent obtained its entrepreneurial, results and become alumni student in turn nurtures the the University. Three or more closely and support each other, collaborate, form a healthy and sustainable cycle of entrepreneurial ecosystem.

University Entrepreneurship Ecosystem Construction

Universities must academic center, to build entrepreneurial eco-system by creating a culture of entrepreneurship, promote entrepreneurship and entrepreneurial organization breeding activities.

First, the university should serve as a leader in entrepreneurial culture and creators. As a lighthouse society, universities should shun academic capitalism the potential to lead to create a culture of entrepreneurship, conduct business competition, business seminars, publicity or direct entrepreneurial role models founded companies. This is not only beneficial to students creative thinking and ability, but also can be a new path to solve the difficult problem of the current employment of university students, guide students to the entrepreneurial dream of wealth creation to improve employment through knowledge and achieve smart growth of the Chinese economy. In 1978, Babson College established the world's first venture Fame, outstanding entrepreneurs association, and regularly hosts the annual celebration of the day of the creator.

Secondly, the university should be the entrepreneur who gave birth to the organization. University can not work behind closed doors, should be out of the ivory tower and the local government, enterprises, research institutions, breeding, create entrepreneurial organization with vitality. With academic capitalism further dispersed in China's colleges and universities will increasingly become concerned with social development, competitiveness and innovation of our economy can not shake the pillars. University should consciously nurture more entrepreneurial organization for social development, to assume their responsibilities.

Thirdly, the university should serve as a promoter of entrepreneurial activity. Such as the Center for Entrepreneurship was established in 2000, Tsinghua University, is committed to promoting China's entrepreneurial management education, the Global Entrepreneurship Monitor (GEM) research program only partner in mainland China; Peking University was established in 2002 in North Asset Management Limited became clear North run enterprises property rights, achieve scientific and technological achievements and incubation important carrier; the characteristics and advantages of Zhejiang University research universities rely on institutions to create innovative entrepreneurship education, the Silicon Valley venture by Zhejiang University laboratory, and entrepreneurship global entrepreneurship MBA construction management and other doctoral programs, entrepreneurship education to build high-end brand, so as to promote new development of university entrepreneurship education activities in China.

As an entrepreneur teachers is considered to be academic entrepreneurs (Academic Entrepreneur), they are different from the traditional professors, with their academic reputation, expertise, etc. to participate in public affairs or business activities outside the academic career. So teachers on how to better integrate into the university entrepreneurship ecosystem? This is the basis for entrepreneurial ecosystem can build. First, an incentive technology into the system environment. In the United States, university teachers to encourage scientific and technological achievements, the net issuance of patent licensing income 1/3 allocated to the inventor, while allowing the university teachers can temporarily leave their academic posts in science and technology park set up start-ups, such as MIT the famous one-fifth of the principle that professors can have five days working days processing time of day school affairs. This golden rule is to follow the various universities in the world, still in use. In the UK, many universities use this principle as an incentive to use the system, but also allows teachers to leave school at a time when the company was founded. In China, more and more colleges and universities teachers and students to explore innovative business model, by optimizing the assessment and incentive system transformation, entrepreneurship and innovation

docking teachers college students.

College students are the pillars of social progress, the job growth from passive for entrepreneurs, is the future trend of development. They are university entrepreneurship ecosystem vitality of a family, should have a profound understanding of successful business entrepreneurial spirit of innovation to encourage college students start their own businesses, ease employment pressure, activating human resources, intellectual superiority to play, promoting social scientific development, promote the harmonious era progress has important significance. Students how to grow as entrepreneurs? This is the key entrepreneurial ecosystem smooth operation.

Conclusion

Actively promote entrepreneurship education is the requirement of the times. Vocational colleges should fully understand the reality of the New Times necessity and urgency of entrepreneurship education. Colleges actively analyzed College students start a typical case, look for college students to succeed in business common factors and personal characteristics, improve entrepreneurship education content system, the development of entrepreneurship education talents with school-based characteristics develop new models, optimization methods and strategies of entrepreneurship education, and strive to build and constantly enrich the ecosystem of entrepreneurship education, in order to bring life and vitality of entrepreneurship Education in Colleges and Universities. College entrepreneurship education transformation through active employment of university students study, students self-entrepreneurship, but also better able to help students achieve their life values.

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