

Research on the Entrepreneurial Education Model of Applied Private Colleges and Universities

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Abstract—More and more attention has been paid to the important role of entrepreneurship education for cultivating high quality students. For private colleges and universities, the pressure of employment of graduates is greater, and entrepreneurship has become an important way to improve the employment status. Through the exploration of the practical path of entrepreneurship education in colleges and universities, this study summarizes entrepreneurial education mode of private colleges and universities in different specialties. The entrepreneurial education mode includes business school type, engineering college type and interactive and interdependent mode.

Keywords—Private colleges; Entrepreneurship education model; Applied type

I. INTRODUCTION

Entrepreneurship education plays an increasingly important role in training high-quality students. At the same time, the development of social economy also needs more and more innovative talents. From the present situation of our country's economic development and education reform, the development of entrepreneurship education in colleges and universities is conducive to promoting economic prosperity, alleviating the pressure of employment and promoting the overall development of students. The extensive development of entrepreneurship education is not only the requirement of the times, but also the inevitable trend of social development.

For private universities, employment pressure for graduates is greater. Entrepreneurship has become an important way for college students to improve their employment status. In order to improve the success rate of entrepreneurship, entrepreneurship education is essential. The entrepreneurship education is different from the former adaptable and conservative education. It pays more attention to the cultivation of entrepreneurial spirit and development skills to the same important status as academic and professional. Through the cultivation of people with creative personality, they can better adapt to the needs of the future society and play a better role in promoting social and economic development and improving the quality of personal life.

The core purpose of this study is to summarize the entrepreneurial education mode of private colleges and universities with different specialties by discussing the practical path of entrepreneurship education in colleges and universities. Such as business school type, engineering college type and interactive and interdependent mode.

II. THE WAY OF ENTREPRENEURSHIP EDUCATION IN APPLIED PRIVATE COLLEGES

Curriculum of entrepreneurship education. First of all, the core course of entrepreneurship education should focus on entrepreneurship. And supplementary courses are part of entrepreneurship, or focus on supporting entrepreneurship. Secondly, the curriculum of entrepreneurship education should be constantly improved and expanded, mainly expanding the curriculum and research content in the field of entrepreneurship, or adding new entrepreneurship courses, or revising the previous entrepreneurship courses, and exploring entrepreneurship in a specific field. Thirdly, the general education is integrated into the connotation of entrepreneurship, and the curriculum is integrated into the content of entrepreneurship education. At the same time, the entrepreneurship curriculum should be required to be obligatory in the general education of undergraduate students. On the whole, entrepreneurship education curriculum should have a wide coverage, complete system and practice and pay attention to the corresponding adjustment according to the changing reality, so as to respond effectively to the changing demands of the social and economic development to the university and the school graduates.

Entrepreneurship education program. It is a part of the way to achieve the goal of entrepreneurship education and includes entrepreneurship program and entrepreneurial service plan [1]. Entrepreneurial programs include: Entrepreneurship certificate scheme, which is issued by schools and business associations. A minor business plan which is going to take part of entrepreneurship courses as a minor course for undergraduates, and stipulate the credits required. Undergraduate degree of entrepreneurship is the undergraduate program for undergraduates. The technical commercialization certificate, which includes a subject and three hour elective courses. These courses are designed to enable students to have a basic understanding of the commercialization of technology and to apply their knowledge to innovative practices.

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By emphasizing these creative and innovative courses, we cultivate students into new generation entrepreneurs and business leaders. Besides, provide entrepreneurial experience opportunities and technology commercialization certificate plan for undergraduates.

The entrepreneurship service plan includes: A public entrepreneurship training program, which provides free business training for community organizations and college students for three consecutive weekends. In the training program, undergraduates are arranged for free internships in the organization to help them develop their business plans and organizational strategies. There are two main parts of public entrepreneurship training program: curriculum learning and practice. The purpose is to develop students' business insight and enable them to better fulfill their mission. A series of initial entrepreneur discussions, which are mainly involved in the entrepreneurial process and planning, tutoring the students individually, and allowing the students to modify business plans based on the problems encountered in the business. The online learning discussion program for college students is to provide services to college students through the online learning discussion program. The lectures on business plan compose, new venture business model, new venture enterprise financing, guerrilla marketing, and demonstration of their own entrepreneurial ideas are videotaped to provide services to entrepreneurs through the entrepreneurial web site.

Entrepreneurial education activities. The ways and means to achieve the goal of entrepreneurship education should be lively and interesting and diverse, such as business planning, creating, innovating, solving problem activities, and simulating the establishment of business activities and promotion activities [2].

Business planning activities. Business plans are tools to help students discover and explore opportunities. At any level, students who accept business education can see the preparation of business plans as a way to explore various entrepreneurial ideas. Guiding us to think about business entrepreneurship is actually a series of problems. Usually, before we think about these problems, the details we need to start a successful business are not really clear. The reason why we need to learn how to write a business plan is because we need to know the process of choosing the business. Business plan should be used as a learning activity throughout the simulation of business process. In fact, all levels of teaching can integrate business contents. Business plan is an important experience in the learning process. If students make a business decision every time, they will increase the possibility of starting a company by 10% [3]. Secondly, some business plans can be designed to give students the opportunity to learn how to plan an enterprise and how to experience the decision-making process, which can help students discover and explore opportunities. The difference in the type of enterprise can lead to a different problem, but regardless of the type of enterprise, thinking about these questions and answers will bring the students into a new realm - the search for opportunities and the analysis of the possibilities.

Creating, innovating, and solving problem activities. Creation and innovation require us to discover what others have not discovered, think about what others have not thought, and do anything that no one has ever dares to do. Innovative thinking is the key to successful entrepreneurship. First of all, customers are always the most important and creative challenges faced by entrepreneurs. We try to see the customers' problems and needs from the perspective of customers, and solve problems from the perspective of customers. What should be concerned is not what the problem is, but what the special way to solve these problems is to get the best solution. Potential entrepreneurs should discuss with terminal customers, explore with the idea of virtual product description and motivation, and keep in mind that effective market research and marketing strategies need creativity, enthusiasm and perfection as well as product development. Secondly, students need free discussion in entrepreneurship education activities. At the beginning of free discussion, teachers often encourage all participants to say anything and speak freely. Finally, teachers should guide learners to ask "why" for their own "business", which is very important for finding new ideas and new ideas.

Simulation of undertaking an enterprise. The teacher design simulation exercises all the participants in the entrepreneurship program into the activities created by the enterprise and integrate the teaching content into the practice of establishing and operating the enterprise. The whole task can be divided into three teams, the management team, the marketing team, the financing team, and the design task for all the students to join together in order to integrate the opinions of all the teams. According to the number of students, students can be designed to form a number of enterprises, because in general, there are more than two enterprises to form competition, and competition is usually beneficial to development. The purpose of designing this activity is to give students a real experience of starting a business when they learn entrepreneurial skills and plan their own businesses. This kind of experience is usually arranged in the curriculum, and after students know about entrepreneurship. Moreover, the simulation of entrepreneurial activities is regarded as learning experience, and all students have to take part in it. In the process of simulation, students will use the marketing knowledge, financial knowledge and legal knowledge they have learned, and they will also learn from the experience and lessons of the enterprise to modify and develop their own business plans. If it is difficult for some students to find ideas to start the business, teachers need to consider arranging them together with a team to offer advice, and then after the whole class's simulation ends, they make a point of simulation. In the simulation, the teacher acts as the fund sponsor or investor of the company, decides to invest or refuses the investment according to the program proposed by the student, or provides each company with small pen seed capital and the company to sign a contract to determine the return time and the amount of return of the investment. Through such simulation activities, students can understand systematically all aspects of starting businesses. From a starting point to market research, market analysis, fund raising, fund management, time management, employee recruitment, profit forecast, profit distribution, and so on, we can accumulate

experience or lessons, so as to lay a good foundation for real business after graduation.

Sales promotion. In order to enable students to have a comprehensive understanding of entrepreneurial process, entrepreneurship education should promote experience activities. In order to achieve the desired sales results, entrepreneurs must consider all kinds of promotions and decide what percentage of sales promotion they should take. The purpose of a small business owner is to make every point spent on sales promotion give full play to the benefits. The change of sales promotion depends on the products sold, the nature of potential consumers, the general market situation, and the available financial support. There are many ways to promote entrepreneurship education activities: Advertising, for the public to sell the company's products, services, or images, including radio, television, newspapers, magazines, direct mail, billboards, etc. Sales promotions, sales activities that are cooperated with advertising and personal sales, including free samples, coupons and other incentives to stimulate sales. Display, display products near the purchase point, including setting attractive attraction windows, attracting eyeball signs, etc. Personal sales, through salesmen, directly publicize to consumers, persuade customers to buy a product. In view of the success of many enterprises, it depends on the effectiveness of the marketing of products or services. Therefore, it is necessary to provide opportunities for students to carry out promotion training in the process of entrepreneurship education [4]. First, let students identify the basic methods of promotion, and understand the advantages and disadvantages of a certain industry using a promotional tool. Secondly, comparing the promotion methods between a small local enterprise and a large enterprise to find the difference between them. Through this entrepreneurial education activity, students understand the importance of promotion and the relationship between different products and services and different promotion methods on the one hand. On the other hand, it further deepens students' understanding of the nature of products and services, and seeks valuable lessons for enterprises to start their own businesses.

III. THE ENTREPRENEURIAL EDUCATION MODEL OF APPLIED PRIVATE COLLEGES AND UNIVERSITIES

A. "Business school type" entrepreneurship education

To a certain extent, entrepreneurship education originates from business management education in business schools. Business School entrepreneurship education is teaching entrepreneurial knowledge and entrepreneurial skills to students, while focusing on the cultivation of entrepreneurial ideas and entrepreneurial thinking. From the content perspective, business school entrepreneurship education covers risk assessment, opportunity identification, opportunity creation, fund raising, employee management, time management and so on. Through teaching, learners realize that each person has some kind of connection with the enterprise in some way, and each person's life is influenced by his role in the enterprise. In any case, the potential individual potential of successful entrepreneurs, such as entrepreneurial leadership, communication ability and risk bearing ability, is beneficial to individuals and to society, and the ability to identify and assess

entrepreneurial opportunities can also benefit people. Business School entrepreneurship education focuses on the cultivation of this business quality, and advocates self employment, entrepreneurship and entrepreneurial culture. Methods and objectives, the business school type entrepreneurship education emphasizes the active participation of the learners, such as group discussion, business games, case analysis and thematic statements, which mainly focus on the practice and interaction of teaching. The purpose of business school type entrepreneurship education is not to allow learners to memorize knowledge, but to inspire their positive thinking, cultivate entrepreneurial awareness, develop entrepreneurial skills, and eventually have a pair of eyes, identify or create market opportunities to start the enterprise and realize the wealth dream.

B. "Engineering College type" entrepreneurship education

The entrepreneurship education of the engineering college is mainly a kind of attitude and consciousness in the academic institutions - a sense of preparing technology innovation at any time and commercializing the innovative technology. The engineering college entrepreneurship education is open to all engineering and science students, and the main body of the technology entrepreneurship center is the implementation of education. The center provides a wide range of courses, including the establishment, management and development of some enterprises which are based on technology and can might-have-been for engineering and science students. The teaching methods of these courses are also varied: case studies, internships, famous lectures, external venture capitalists and students' meeting activities, students' projects and so on. All courses involve teamwork and focus on skill presentation. The center helps students, teachers, alumni to start and maintain a number of entrepreneurial activities, encourage teachers and students to give full play to their talents and ideas, and provide a series of educational programs, opportunities to build networks, a large number of technology and other resources. Technology entrepreneur center strengthens the links with the outside world, including hosting a lot of meetings about entrepreneurship teaching. Besides teaching skills, students need to know how to identify market opportunities and play a leading role in business. To achieve this goal, the plan provides introductory courses and advanced courses in the field of entrepreneurial marketing, financing, strategy and innovation. These courses involve a wide range of courses, including: a series of lectures on engineering entrepreneurship, Engineering Law - emphasizing the nature and development of the legal system, the important legal and legal obligations of the engineer, the contract, the unified business principle, the sale of goods, labor law, property law, environmental law, workers' compensation, and knowledge property rights and so on [5]. It also includes technical entrepreneurship, project management - emphasis on engineering team effectiveness, engineering review, assessment related technologies, engineering related marketing and business plans, budget and fund analysis of engineering projects, security, ethics and environmental considerations, knowledge property, project presentation, and business technology consulting.

C. "Interactive and interdependent" model of entrepreneurship

Entrepreneurship education is closely related to small businesses and economic development. College students can learn from small and medium-sized enterprises how enterprises combine different resources, how to relate the internal and external environment, and how to produce products and services. The best learning environment for college students is the situation close to reality entrepreneurial activities, and small and medium-sized enterprises are the ideal choice. Many college entrepreneurs don't have a clear understanding of the environment and the competition degree that the new business will face. Putting college students in a real environment will prompt them to evaluate and understand all kinds of factors that affect the success of entrepreneurship. Therefore, college students should learn from medium-sized and small enterprises experience, and seek skills that enable them to succeed in entrepreneurship [6]. Colleges and universities can invest directly in the establishment of small and medium-sized enterprises, and organize students to participate in the management of the school industry companies, make full use of the resources inside and outside the school to build the base of college Students' entrepreneurial practice, such as building the "incubator" of science and technology in colleges and universities. The existing model of entrepreneurship education in China's colleges and universities is still biased in theory and practice, and the construction of the curriculum system is lagging behind the demand of the market economy, which leads to the difficult employment of college students on the one hand and the shortage of employment on the other. In fact, small and medium-sized enterprises can provide students with wide opportunities and platforms for practice. College students should pay much attention to developing entrepreneurial skills in the practice of small and medium-sized enterprises.

IV. CONCLUSION

More and more fierce competition in the background of knowledge economy has forced various regions to reconsider and constantly modify their economic development approaches. Knowledge has risen to the fundamental basis of competitive advantage, and universities are trying to find new ways to play a more important role in the development of regional economy. Private colleges should try their best to compete in a competitive and stable way, so as to ensure the number of students. Implementing entrepreneurship education can effectively improve the competitiveness of private colleges and enhance their popularity. The three models of entrepreneurship education proposed by this project apply to different types of universities. Therefore, all kinds of universities and colleges in China can choose the appropriate mode of entrepreneurship education, especially the applied private colleges and universities, which can enhance their competitiveness by implementing entrepreneurial education and increase their source of students.

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