



Effect coaching model for student's innovation and entrepreneurship projects

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Abstract. As China enters a new stage of development, the state has based on the needs of talent training to reform the talent training model and strengthen the ability of college students to innovate and entrepreneurship, thereby holding an innovation and entrepreneurial competition. This article uses the literature research method and Delphi method to sort out the project information of the innovation and entrepreneurship contest, investigate the problems and solutions of the current innovation and entrepreneurial project guidance, and use comparative analysis to combine the experience of expert guidance of innovation and entrepreneurship projects to build an innovation and entrepreneurial competition project. The counseling model helps teachers to guide students to participate in innovative and entrepreneurial competitions, show the advantages of their own projects in the competition, so as to win awards and have greater gains.

Keywords: Innovation and entrepreneurship for university students, project counselling, modelling studies

1 Introduction

With the continuous promotion of innovation and entrepreneurship competition projects, the results of innovation and entrepreneurship projects have continuously enriched the innovation and entrepreneurship teaching system of colleges and universities, improved the design of innovation and entrepreneurship practice course system, and expanded the mode of cultivating innovation and entrepreneurship talents. College students' innovation and entrepreneurship competition is a kind of educational activity that enables college students' groups to generate entrepreneurial projects by innovating the original knowledge, technology or system, and then compare, compete and decide the winners and losers of the generated entrepreneurial projects¹. It helps students to master knowledge and skills of innovation and entrepreneurship, increase professional quality, and become high-quality innovation and entrepreneurial talents.

The gradual transformation of research universities into entrepreneurial universities has become a new trend and direction in higher education². Through the research under the guidance of effective project model, it enhances students to internalise the knowledge into skills, promotes the organic combination of theory and practice, discovers new problems in problem solving, broadens the innovative thinking, recognises

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the requirements of market development and adjusts and improves accordingly, stimulates the innovation and entrepreneurship consciousness of college students, and cultivates the innovation and entrepreneurship ability of students.

2 Problems and solutions in mentoring university students in innovation and entrepreneurship programmes

Entrepreneurial universities need to strengthen the harnessing of the core, develop the development of the periphery, diversify funding agencies, activate academic vitality, and integrate entrepreneurial culture³. In the current situation that China's innovation and entrepreneurship competitions continue to develop, Entrepreneurship education programmes in higher education provide students with the opportunity to create, plan and manage real companies, and the success rate of university students' entrepreneurship will be greatly increased through higher education⁴. Entrepreneurs can be developed through education, and schools play an important role in this process⁵.

This paper is based on the general problems existing in the counselling of innovation and entrepreneurship projects through literature research, collects the information of the winning projects of innovation and entrepreneurship competitions, selects experienced teachers to form an expert group, and carries out three rounds of investigation and research through the Delphi method, so as to get the problems existing in the counselling of innovation and entrepreneurship projects and their solutions nowadays. Specifically as follows:

1. Lack of good project instructors. This problem has become a generally agreed problem. An effective way to solve this problem is to create a team of teachers who have solid theoretical background, rich practical experience in industry and enterprise, and continue to guide students to participate in the competition⁶.
2. Insufficient publicity for innovation and entrepreneurship competitions. At the school level, it is necessary to raise attention, increase publicity, improve the reward mechanism, highlight the practical effect and avoid dealing with the matter; at the level of teachers and students, it is necessary to take the initiative to understand and actively participate in the competition, and to improve the necessity and initiative to participate in the competition, instead of waiting for the completion of the administrative tasks as the goal⁷.
3. Lack of systematic guidance. To solve the problem, it is necessary for universities to be able to design and study each link from an overall perspective, so that they can form a closed loop and promote each other⁸. However, at present, because the situation of each university is different and the problems are different, more time and resource support is needed to solve this problem.
4. Inadequate student ability. Students as the main participants of innovation and entrepreneurship projects, students' ability to improve is not a short time can be changed, need to have a plan in the course of study, project practice, and constantly training, so as to really guide students to actively participate in project competitions, active thinking, and ability to play⁹.
5. Lack of industry guidance. Before participating in the innovation and entrepreneurship project competition, they should fully understand the market situation and communicate with industry experts to enhance the project's workability and innovative new.
6. Lack of practice opportunities and resource

support. Improve the innovation and entrepreneurship competition practice opportunities and resource support should focus on solving the problem, can not let the innovation and entrepreneurship project stays in the design, but should be better to verify the project, the real show of innovation and entrepreneurship of the actual effect¹⁰.7. Theory and practical detachment. Theoretical research and practical investigation should become an important part of the project declaration content, to prevent the content of the project is old, simple imitation, detached from the market, to cope with the participation of the situation.8. Innovation and entrepreneurship project evaluation system is not perfect. It is necessary to set up a special department at the school level to formulate and improve the system, refine the standards, mention the openness of the evaluation process, and track and implement the evaluation results, so as to improve the evaluation system of innovation and entrepreneurship projects¹¹.

3 Research using the Delphi method

The Delphi method, also known as the expert prediction method, is a prediction method in which experts in a certain field make independent judgement on a certain target in the field without knowing each other. This method was developed at the end of the 1950s by the American RAND Corporation, and its principle of implementation is to conduct several rounds of anonymous correspondence to the experts, and the leading group integrates the experts' opinions in each round and feeds them back to each expert for the next round of judgement, and after repeated discussions, the expert group arrives at a more unanimous conclusion and the leading group obtains the optimal plan. Communication in small groups is the main feature of the Delphi method, which integrates all the experts into a whole to solve a complex problem¹². The Delphi method breaks with the traditional scope of quantitative analysis and makes it possible to use systems analysis in the area of value and opinion judgements, while at the same time broadening the mindset for decision-making.

After screening the experts according to the conditions, in the first round of research, we mainly asked and collected the experts about the problems and solutions in the counselling of innovation and entrepreneurship projects, and evaluated the newly proposed problems and different solutions to make sure that the problems are real and the solutions are effective and recognised by the experts.

In the second round of research, the main purpose is to consult with experts to further refine the indicators and solutions to the problems and solutions that have already been recognised by the experts in terms of guiding university students to participate in innovation and entrepreneurship competitions and helping them win prizes. For the refined indicators and solutions, the recognition and agreement of other experts were sought for those with different opinions. Finally, based on the specialised opinions and suggestions, the preliminary contents of the model of mentoring innovative entrepreneurial projects are developed.

In the third round of investigation and research, based on the opinions and results of the second round of expert consultation, experts are invited to evaluate the content of the innovation and entrepreneurship project counselling model, and after obtaining the

approval, the experts are invited to put forward the refined indicators of the content of the counselling model according to their own disciplinary backgrounds and experience in competition guidance, and the relevant indicators are collected and sent to the experts again for evaluation. In the end, the innovation and entrepreneurship project counselling model is formed.

4 Innovative entrepreneurship counselling model for college students

Through the Delphi research method, consulting and identifying the problems and solutions in the counselling of university students' innovation and entrepreneurship projects from experts, and based on the experts' experience in guiding competitions with the purpose of helping students to participate in competitions and win prizes, we have come to a conclusion that the main content in the counselling of innovation and entrepreneurship projects can be used as a counselling model, which will be used as a model of counselling, so that we can better guide university students to participate in and win the innovation and entrepreneurship competition.

1. Creative stimulation. Project innovation point is the core of a project, the final height in the competition can be reached depends on the project's innovation point. How a good innovation and entrepreneurship project should find creativity needs to follow four basic principles, namely, the principle of market demand, the principle of core advantages, the principle of policy, the principle of landing. Thus, the project has good market potential at the beginning, which is conducive to the subsequent promotion and landing.

2. Team formation. In the innovation and entrepreneurship competition, the individual ability and cooperation ability of the team determines the performance of the project, so it is very important to form a team, not only because only a good team can land the project to make achievements, but also because the team accounts for a high score in the competition. In terms of choosing project instructors, priority should be given to the main choice of professional counterparts, experienced and extensive resources of the mentor. In the selection of team members, emphasis on the complementary professional, ability and educational background of team members, division of labour, team spirit and regular training.

3. Business model analysis. Business model is to achieve the maximisation of customer value, that is, entrepreneurs through the integration of internal and external resources, the enterprise will initially form a relatively complete and efficient, as well as a certain market core competitiveness of the operating system, and through the optimal way to meet the needs of customers, and then realize the value of customers, and ultimately achieve the entrepreneurial enterprise established profitability goals. Innovation and entrepreneurship projects focus on market positioning, value proposition, value network, value maintenance, value realization of these five aspects of analysis.

4. Project plan writing. When writing a business plan, it is important to conduct in-depth and extensive thinking from different perspectives, and then determine the initial framework of the business plan. Excellent project plan should follow the structural

framework: project summary, market demand, product overview, marketing strategy, project team, financial forecasts, investor exit, risk analysis.

5 Conclusion

The implementation of college students' innovation and entrepreneurship project is the current practice reform of education management and an important means for higher education institutions to cultivate college students' innovation and entrepreneurship ability, which is of very positive significance for the promotion of talent cultivation and social development. The active exploration and improvement of the counselling mode of innovation and entrepreneurship project enables higher education to better adapt to the talent demand of the national economic development and alleviate the employment pressure of fresh graduates. Through a rich variety of practice project mode can guide college students to innovation, encourage college students to use for entrepreneurship, cultivate innovation consciousness and entrepreneurial ability, and lay a good foundation for future career.

The overall process of college students' innovation and entrepreneurship projects requires the focus of the state and society, as well as the joint guidance of industry experts and excellent teachers, and the combination of theory and practice by students through their own efforts, and the support and encouragement of resources from all sides. No matter from which aspect, the coaching of innovation and entrepreneurship projects are all run in the social environment, the new needs of the market, policy regulations, etc. As a mentor or a team member, you need to pay attention to the society and the market actively, discover new trends, integrate resources, stimulate project creativity, set up a strong team, use professional business model analysis, write a complete and effective plan, so as to show the advantages of your project in the competition, and then you will have the chance to win. This is the only way to show the strengths of your project in the competition, so that you can win the prize and have a bigger gain.

Through the study, we are more clearly instructed that the coaching mode of college students' innovative projects will always change with the development of the society and the demand of the market, and it needs the participation of the society, industry experts, professional teachers and students, and it needs to invest more resources to support and promote the development of the competition. As researchers we need to continue to broaden our horizons, look at home and abroad, constantly consolidate theoretical knowledge, strengthen practical exploration, and sum up the experience of the competition, in order to continue to make the innovation and entrepreneurship project counselling more and more perfect and effective.

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