

The construction and practice of multi-level college students' entrepreneurship education system

(PRESENTED)

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Abstract — Economics and Management Experimental Teaching Center of CTBU have formatted four levels of college students' entrepreneurship education system after years of exploration and practice: Taking the Entrepreneurship courses as a cornerstone, build the entrepreneurial base layer, Taking Software simulation and Simulation project as the starting point, build the entrepreneurial simulation layer, Taking the start-up companies, Subject contests and professional clubs as the Carriers, build the entrepreneurial Practice layer, Relying on the Innovation and Entrepreneurship Institute, build the entrepreneurial research layer.

Keywords—*entrepreneurship education system; entrepreneurial base; entrepreneurial simulation; entrepreneurial Practice; entrepreneurial research*

I. PREFACE

Entrepreneurship education are education activities to cultivate students' awareness of entrepreneurship, entrepreneurship quality, entrepreneurial skills, that is the methods and ways to cultivate the students how to adapt to the social life, improve the ability and self entrepreneurship[1]. Entrepreneurship education aims to cultivate students' entrepreneurial skills and pioneering spirit, in order to adapt to the challenges of globalization, the era of knowledge economy, and take entrepreneurship as a choice for future occupation, change the concept of employment."National long-term education reform and development plan (2010 - 2020)" is proposed: Occupation education must face to everyone, for the community, focus on the cultivation of students' Occupation Morality, occupation skill and employment ability[2]. The party's "Eighteen" report proposed: encourage multi-channel and multi forms of employment, promote entrepreneurship, and support young entrepreneurs[3]. In the three session of the twelve National People's Congress, Prime Minister Li Keqiang made the government work report to pointed out: Create "double engine" of public entrepreneurship, everyone innovation and increasing public products, public service, to promote the development of speed, increase in volume and better quality, achieve Chinese economic quality and efficiency upgrades[4]. In summary, the competent department of the government and higher education put forward new requirements for the entrepreneurship education, therefore, It is very important to establish efficient and complete system of entrepreneurship education.

II. THE BACKGROUND OF MULTI-LEVEL COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION SYSTEM

In recent years, each university has been carried out entrepreneurship education actively under the guidance of national policy, college students actived in the entrepreneurial stage, has made some achievements, but there are also some

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problems, such as , curriculum design is not reasonable, the lack of teachers , entrepreneurship education mode is single[5]. The college entrepreneurship education present characteristics of single and scattered , lack of systematic, multi-level, comprehensive entrepreneurship education training system. some universities Pay attention to entrepreneurship courses for a while, then Pay attention to academic competition for a while, Without a clear orientation of entrepreneurship education, lack systematic design in the cultivation of students' entrepreneurial ability. Economics and Management Experimental Teaching Center of CTBU (Hereinafter referred to as the "center") accord to the growth law and the cognition law of students, divided the cultivation of entrepreneurial ability into four levels: the basic ability of business, the simulation ability of business, the practical ability of business and the research ability of business, and constructed the multi-level college students' entrepreneurship education system oriented by ability.

III. THE CONSTRUCTION AND PRACTICE OF MULTI-LEVEL COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION SYSTEM

Economics and Management Experimental Teaching Center of CTBU is a national experimental teaching demonstration center, pay more attention to the cultivation of students' awareness of entrepreneurship, entrepreneurial enthusiasm and entrepreneurial ability, conducted in-depth research and exploration in carrying out entrepreneurship education process, and achieved some success, formatted four levels and four combination of entrepreneurship education system. The framework of entrepreneurship education system, as shown in figure.

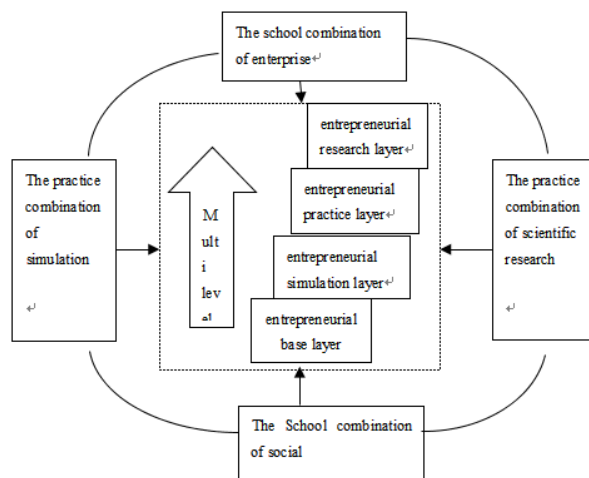


Fig. 1. The framework of entrepreneurship education system

A. The entrepreneurial base layer

Entrepreneurial base is mainly in the course of entrepreneurship. Entrepreneurship Education in Colleges and universities should be universal Education, not the elite education, should be let more students studying business knowledge, cultivate their enthusiasm for entrepreneurship and

entrepreneurship awareness. That is the object of entrepreneurship education are all the students, from the first grade and throughout the whole process of University education. Carry out progressive entrepreneurship education and training for the entrepreneurial aspirations and needs of the students based on entrepreneurship education for all students. The basic layer of the enterprise includes the curriculum system, Course characteristics, the curriculum teachers and so on.

1) *Entrepreneurship curriculum system*

The construction of entrepreneurship curriculum system should be designed separately for different level students, mainly divided into entrepreneurship universal education curriculum system and specialized entrepreneurship education curriculum system.

- Universal entrepreneurship education curriculum system. One is the theory of entrepreneurship courses, through the creation of "entrepreneurship", "entrepreneurial management" and other general class, let the students grasp the business basic theory, method and knowledge; Second is practice course in entrepreneurship, entrepreneurship practice course is usually combined with majors, for example for the travel professional open "tourism business practices", "catering business practice" is opened for the hotel management professional; Three is the innovation and entrepreneurship simulation courses, Such as set up "business simulation training" course, teaching through software simulation.
- Specialized entrepreneurship education curriculum system. One is the theory teaching courses, Constitution by basic courses, main courses and development courses. The basis courses include "entrepreneurship introduction", "business management" and "entrepreneurship" etc; The main courses are related courses for the professional knowledge needed to start courses, including "business plan", "entrepreneurship", "entrepreneurial management science, business public relations," entrepreneurial finance "," electronic business " etc, Generally are Compulsory courses; development courses are mainly according to different students in different areas of business demand, cultivate students' entrepreneurial ability, including "family business", "international business topics, innovation thinking training" etc, generally elective courses. Second is the experimental teaching system, open "entrepreneurial model" and "entrepreneurial combat" courses, the specific content including choice of entrepreneurial projects, entrepreneurial customized plan, to raise venture capital, entrepreneurial team set up, to establish a business enterprise, enterprise operation etc. Entrepreneurial simulation" courses can be simulated by software. "Entrepreneurship practice" requires students to practice in business incubators entrepreneurial or company,

2) *Course characteristics*

Except for all students of entrepreneurship related to general education, professional courses and comprehensive training courses, We also transformate teachers aspect research projects, commissioned by the project, academic competition, the practice of extra-curricular activities into the course content, In the form of open courses for all students. Based on in the network of open experiment and open laboratory appointment , open courses create open experiment "Supermarket Projects", formed three-dimensional open experimental platform of the time, space and project. " project supermarkets" are cbe constitutive ofbe constitutive ofbe constitutive ofbe

constitutive of cccconstitutive of many dynamic, small and fine experimental projects. The projects comes from the classical experimental project in Experiment Course, the transformation of teachers' subject project, subject contest projects, entrepreneurial projects, comprehensive project case, or students' autonomous development projects. Each project is generally 3-8 hours, Students choose items in the "supermarket", flexible combination. You can take personal projects, also can take a team project; You can choose the teacher, also can complete independently. Students choose one of several experimental projects in the " Supermarket Projects ", As long as the total reached 15 hours, with the practice and innovation of economic management courses 1 credits, and the total reached 30 hours, with 2 credits. The teacher workload under the guidance of time. The establishment of an independent open mode with students as the center.

3) *curriculum teacher*

Pay attention to entrepreneurship teachers team construction. In the school of policy support, combined with the enterprise and society, aiming at construct reasonable structure, professional and high-quality entrepreneurial faculty, introduce high-quality personnel , Hold good classroom competitions and other ways to enhance the level and quality of the team.

Actively guide and encourage high level teachers into teaching Entrepreneurship. In training, professional evaluation, performance evaluation, teaching reform project and other aspects of the project to be tilted to the practice of Teachers. Practice course is 1.2 times the coefficient theory, the coefficient of open experiment course is 1.5 times, the practice of part-time teachers coefficient is 1.5-2 times.

Pay attention to entrepreneurship training teaching team. encourage and support the teaching team to improve education, training or on exchange, Hold thematic teaching seminars, teaching and technical training.

B. *entrepreneurial simulation layer*

Entrepreneurial simulation is that a student in a relatively realistic virtual environment verify their choice of entrepreneurial projects, to start their own business, improve the operation and management of enterprises, then, Improve their management decision-making ability, financial management ability, risk control ability in simulation. Future simulations will be transformed into real combat, can improve the operating capacity of the enterprise, the ability of financial risk control, and improve the success rate of entrepreneurship. Mainly includes two aspects of the Entrepreneurial simulation resources and Entrepreneurial simulation form.

C. *Entrepreneurial simulation resources*

Students in a relatively real environment of the simulation process can't without the resources and platforms. Center to improve the entrepreneurial ability for students oriented, after demonstration, Purchase some softwares of entrepreneurship, such as "business trip", "business star", "the comprehensive platform for college students' Entrepreneurship virtual simulation experiment", provide students with no space restrictions, no time limit of the venture simulation platform.

D. *Entrepreneurial simulation form*

1) *Software simulation*

Students in the business simulation software to simulate the real business creation process, to complete the business plan, to register for business tax, to manage of the establishment of enterprises. Through to the real business environment realistic simulation, help students master that may be encountered in the entrepreneurial process of real business situation and

business decisions. And analyze and evaluate the problems and results of the emergence, and thus have a more real experience and a deeper understanding of the venture. Help students to enhance the entrepreneurial awareness, master entrepreneurial skills, and enhance the ability to choose jobs.

2) *Project simulation*

The project simulation is carried out in the form of an open project. Students choose entrepreneurial projects according to their own interest, the project approved by the teacher can carry out. Each simulation project stage guidance, phased implementation, phased management, included in the corresponding credits after the completion of the project simulation. Project simulation process, as shown in table 1.

TABLE 1 PROJECT SIMULATION PROCESS

| | Raise questions | Solution to the problem | Question answer | Teacher guidance |
|--------------|-----------------------------------|---|--|--|
| First stage | Project content? Target market? | Field survey、 Access to information | Introduction to the project、 To introduce products or services | Pass, through the next stage/To propose amendments to the comments, To solve the problem |
| Second stage | Team members? | Recruit members | Identify project members | |
| Third stage | Source of funding? Are financing? | Total funds for research、 Understand financing channels and processes | Raising money structure、 Financing channels and amounts | |
| Fourth stage | Business location? | Field survey | Identify locations and related expenses | |
| Fifth stage | Marketing channels? | Determine marketing channels from the product / service market positioning, price positioning, functional characteristics | Establish marketing channels and marketing means | |
| Sixth stage | Expected financial? | Expected costs and benefits | Sales revenue and forecast form、 Liquidity list、 | |

| | | | | |
|---------------|---|---|---------------------------------|--|
| | | | Cash flow statement etc | |
| Seventh stage | How to handle the business license and related license? | Research, consulting the government offices | Process and corresponding units | Pass, teachers scoring/To propose amendments to the comments, To solve the problem |

3) *Entrepreneurial practice layer*

The center attaches great importance to the cultivation of students' practical ability and the reform of teaching method. After many years of construction and exploration, the center of the students' Entrepreneurship in the training has achieved some results. Formed to "training base" and "training company" as the carrier, the discipline competition as the starting point, student clubs as the cradle of entrepreneurial combat platform.

a) Training base. Central place to build the central place to build a project of Industrial and Commercial University Of Chongqing economic management innovation and entrepreneurship training base (learn innovation garden), divided into the entrepreneurial actual area, the entrepreneurial simulation zone, the entrepreneurial service area. The introduction of the base market factor is an extension of the business class, Base is defined as another form of the experiment class, Provide free office space and office supplies for the base company, for students to carry out entrepreneurial activity, to cultivate students' entrepreneurial awareness, entrepreneurial enthusiasm and entrepreneurial ability. Training company do not need to handle the relevant business license, but the business is real, the school use of various entrepreneurial resources, driven students to practice, to start a business.

- Base company source. Entrepreneurial training company is an important part of the practical teaching platform, which is an innovative form of the teaching laboratory. Its purpose is to provide students with professional combat platform, improve students' professional practice ability and innovation and entrepreneurship. Entrepreneurial training company can be real business entities, but also can be simulated business entities. Its business scope must be combined with the relevant professional, professional practice and company management can organic unity, students participate in the large. There are two main sources of training company.

Each college is based on the actual and professional characteristics of the college, and the relevant projects or team are settled in the Institute, and the relevant teachers are assigned professional guidance by the Institute. Application for the entry procedures: Application of the project team to the Institute → The establishment of the internal assessment of the project evaluation panel → Reported to the record and management of the Department of management and experimental teaching and management experimental teaching and Management Committee Center around the need for the development of Innovation garden, Facing the whole school selection and management projects settled into the garden, Enter the project from the experimental teaching center in the whole school selection guide to guide teachers. Application for the entry procedures: Application team to submit application

for experimental teaching center→The assessment team of the experimental teaching center of economic management→Submitted to the steering committee of the experimental teaching and Management Committee for consideration and passed.

- Management system and supervision of training company. The business training company implements the management pattern with the academy management, the teacher guides, the students are main body. academy in charge of experimental teaching Dean (or vice president) is the leadership of the entrepreneurial training company, a professional teacher is responsible for the project of Venture Company, and at least two of the teachers' participation in the professional experience. The school according to the guidance of the teacher to guide the situation of certain workload. The experimental teaching center of the economic management provides the basic working conditions for the training company, including the site, furniture and office equipment, etc., and transfer to the academy for management. The center and the college signed the list of the transfer of property, the Institute of the company's asset security and the use of the benefits of the company. The experimental teaching and management of the school economic management committee for the venture training company for overall guidance, macro management and supervision and assessment.

b) Discipline competition. Center for entrepreneurship discipline competition as the starting point, to enhance students' comprehensive ability of entrepreneurship. Discipline competition is an important means and effective carrier for the cultivation of College Students' comprehensive quality and innovation and entrepreneurship, and has a better promoting effect on the students' self learning ability and practical ability.

- Strengthen the strengths of entrepreneurship projects. The discipline competition is the university student extracurricular competition activity which is organized by the government department, the school or the other social organization, and the discipline specialized teaching relations closely. Discipline competition has strong practical and competitive nature. Due to the characteristics of School of discipline competition and the importance of competition continues to challenge, students of discipline competition have strong interest, at the same time, students in the competition constantly self learning, self discovery, constant practice, self summary and improve the students' innovation consciousness and creative ability. The center actively organize and carry out the discipline competition, forming the 3+X Venture Competition Mode. "3" is refers to the entrepreneurial class of country race, mainly for the "Challenge Cup" competition of business plan, Learn a cup of national college students entrepreneurship comprehensive simulation contest, China College Students Service Outsourcing innovation and entrepreneurship contest. "X" for the entrepreneurial class of school games and the provinces and cities. Center focus to build 3 major powers. Center focus to build 3 major powers.
- Operating mechanism. In order to strengthen the organization and management of the discipline competition, promote the orderly development of discipline competitions, and actively explore the innovation mode. The center according to the "Industrial and Commercial University Of Chongqing discipline

contest management approach" to develop "economic management experiments teaching center discipline competition management approach". For each contest to set up a work team on subject competition, set up discipline contest organization service group, propaganda group, training group, responsible for discipline contest propaganda, organization, training and so on.

c) Incentive mechanism. The school according to the national, municipal government for innovative personnel training requirements, to participate in the discipline contest students develop credit reward policies, guide and encourage students to participate in discipline contest. At the same time according to the students in the contest winning order and level of reward, and as an important reference for condition assessment of scholarship. Subject contest guidance teachers to participate in, identified in accordance with the level of competition guidance given workload, also to guide students to award-winning teachers according to the level and grades reward. The school held a regular discipline contest in recognition of the general assembly, and individual departments and individuals to make outstanding contributions in the organization and guidance of discipline competition award and recognition. Schools in the implementation of incentive measures, breakthrough only abuse of chapter. According to contest in the scale and scope of the competition and influence to identify the reward which is the standard, in order to encourage more students and teachers to participate in academic competitions, so as to promote the cultivation of innovative talents.

d) Student Club. Center to "rely on students, mobilize students, service students" as the basic principle, establish "college students innovation and entrepreneurship alliance", "ERP student club", "college students investment financial club", relying on the professional student community to carry out entrepreneurial activity. The professional student community is a group of students, which is composed of a group of discipline, subjects, and research direction in a university. The university professional community has the professional superiority and the team superiority [6], is the important platform which the university student innovation practical ability; is the important stage which university student demonstrated professional ability, realizes the self; is the important carrier of quality education. In order to guarantee the orderly development of the club activities, the center established the system from the system, to the teachers, to the security system of the fund.

- Management system. Because the club is the student organization, the organization form has the spontaneity, the loose, the member joins the procedure simply, the withdrawal freedom, the club member is unstable. To this end, the center established a sound club management system. Each club has a professional guidance teacher, is responsible for the professional guidance of the club, professional brand activity, etc; At the same time, the center set up the teacher is responsible for the club's daily management.; To develop 《the management method of the students club in the center of the economic management experiment teaching》, which can guarantee the organization, management, activity, finance, evaluation, and the standard of the award and punishment.
- Instruct teachers. The professional student community sustained, healthy development, can not do without the professional instruction teacher. Center for the club's professional background, from the school high school

title, high degree, good teachers, love students work teachers hired professional teachers, establish the club professional instructor team. Instruct teachers give guidance from the professional knowledge, professional activities, brand activity. For the day-to-day running of the club, the center was established dedicated to the management of teachers' team, responsible for the daily management work, such as: club is recruiting new members, transition, appraising, training of cadres.

- Fund security. Funding is the club's development, the basis for the development of activities. Center to actively support the activities of the club, center annually give the club adequate funding for activities, try to make the standardization, brand, play the purpose of professional society serving the students, school service, service to society.

e) entrepreneurial research layer. In order to integrate the school entrepreneurship resources, promote entrepreneurship education in our school to develop in the direction of depth, promote the combination of theory and practice, is conducive to the transformation of school upgrade and the cultivation of talents, the 2011 center set up innovation and entrepreneurship institute. In order to better study the function of the Institute, promote innovation and entrepreneurship research, and carry out the following work on the basis of the Institute:

- Research on the project regularly. The establishment of fund research, regularly carry out innovation and entrepreneurship research and also with school, Nan'an District, Chongqing city and above the major focus of the project docking, in the form of a research project to solve the problems encountered in the process of innovation and entrepreneurship, promote entrepreneurship education reform.
- To start 《the innovation forum of management and experiment. Center founded an innovative business magazine "administered Experimental Innovation Forum" to strengthen college of economics and management of innovation and entrepreneurship to exchange experience and resources sharing, demonstrate innovation and entrepreneurship education achievements, to stimulate students' innovative and entrepreneurial enthusiasm, cultivate students awareness of innovation and entrepreneurship, development of the university students' comprehensive quality, practice ability and innovation ability. At present, 9 published 300 articles of innovation and Entrepreneurship. The abstraction of the result of entrepreneurship education is an effective method for students to study and summarize themselves. Refining the results of entrepreneurship and nurturing entrepreneurial base and simulated business and entrepreneurial combat learning, promote the optimization and reform of entrepreneurship education means. The column and content of 《the innovation forum of economic management experiment》 see table 2.

TABLE 2 《THE INNOVATION FORUM OF ECONOMIC MANAGEMENT EXPERIMENT》 COLUMN AND CONTENT LIST

| Column | Content |
|--------------------------|--|
| Trend and dynamics | Management of experimental teaching and innovation and entrepreneurship education conference, exchange and cooperation and other information, innovation and entrepreneurship textbook promotion |
| Exploration and research | Research on the theory of economic management experiment and innovation and entrepreneurship teaching, Practice exploration and other viewpoints, Works |
| Entrepreneurship Garden | Innovation and entrepreneurship project planning, Promotion, Innovation and entrepreneurship case, etc. |
| Exchange of learning | economics competition, Sharing and understanding of practical experience of innovation and Entrepreneurship |
| Achievements | Introduction to various types of awards and achievements of the experimental teaching and innovation and Entrepreneurship |
| Figure | Management experiment teaching teacher, entrepreneurship teacher, College Students Pioneer and other interviews |

IV. THE OPERATION EFFECT OF THE MULTI-LEVEL COLLEGE STUDENTS' ENTREPRENEURSHIP EDUCATION SYSTEM

A. Have established the hierarchical progressive entrepreneurship education system

The multi-level entrepreneurship education system is divided into four levels, which are entrepreneurship basis, entrepreneurial simulation, entrepreneurship practice, and entrepreneurship research. The entrepreneurship basic level set up the corresponding course to develop the students' entrepreneurial consciousness, entrepreneurial enthusiasm, entrepreneurial skills and quality. The simulation of the venture is based on the purchase software and self-opening experiment to cultivate the students' analysis ability and decision-making ability. Entrepreneurship training base, subject competition, student club for the carrier to build college students venture combat platform, improve entrepreneurial practice ability. Entrepreneurship Research Based on the Institute of entrepreneurship, research on entrepreneurship projects and entrepreneurship magazine, to enhance the entrepreneurial research ability and practical problem solving skills. Four levels of progressive, mutual influence and mutual penetration.

B. Enriched the teaching resources of entrepreneurship

In recent years, built innovation and entrepreneurship training base, added the new entrepreneurial training area of 1745 square meters, added or updated business equipment 320, innovation and entrepreneurship software 3 sets, the development of entrepreneurship courses, more than 50 doors and wrote entrepreneurship textbook 3. established the entrepreneurial platform from the theory to the simulation to the research, highlighting the entrepreneurial atmosphere.

C. The establishment of a specialized and combined with the high quality and entrepreneurship teachers

The center "economic management experimental teaching team" was awarded the Chongqing municipal teaching team. There are 41 teachers in the entrepreneurial team, including senior teachers of senior grade 60.49%. External part-time actual combat entrepreneurial teacher 19 people.

D. Improve the students' practical ability and innovation ability

Currently in the Innovation garden of 22 training companies, 7 successful approval of micro entrepreneurship activities. Among them, the members of the ERP student club were selected to "move the campus ten characters"; College students innovation and entrepreneurship alliance member finalists the candidate of "Tenth China College Students". During the "Twelfth Five Year Plan" period, organized by the center for academic competition participating students amounting to more than 17000 people, won more than 60 countries and all levels of awards, including the "Youth" (Challenge Cup) national finals mobile Internet special game national gold medal, the national university management decision simulation National Championship competition and other national awards 20. Declare approved municipal and national venture training program 23.

V. CONCLUDING REMARKS

The perfection of the enterprise education system is the inevitable requirement for the reform and development of higher education, and it is one of the important contents of the cultivation of talents. economics and management experimental teaching center of CTBU take student as Ben, according to the law of growth of the students constructed Multi-level college students' entrepreneurship education system of the curriculum as the foundation, uses software simulation and project simulation as the starting point, training

enterprises. Companies training of the number of students thousands of students, Greatly enhance the students' practical ability and innovation and Entrepreneurship. Center three major student club membership of more than 3000 people, tens of thousands of people participated in the innovation and companies, academic competition, professional club as the carrier, relying on the Institute. After the effective operation, it has achieved some results, and it will benefit the development of the connotation of entrepreneurship education. Next will further improve the system mechanism, enrich the content of the system, then Spread to the whole school.

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