

Exploration and Practice of Economic Management multi-level entrepreneurship training and combat systems: Chongqing Technology and Business University Entrepreneurship Training As an Example of Economic Management

(PRESENTED)

ZHOU Farong

Library

Chongqing Technology and Business University, CTBU

Chongqing400067, China

Lying100@163.com

ZHANG Yongzhi

Economic Management Centre

Chongqing Technology and Business University, CTBU

Chongqing400067, China

zhyz@ctbu.edu.cn

Abstract—Entrepreneurship education should be for all students, to integrate into the whole process of personnel training, the establishment of a multi-level, three-dimensional system of innovation and entrepreneurship education system. To establish a "two mentoring" unite teachers, and to start the students' entrepreneurship awareness through the basics knowledge of entrepreneurship. The "guidance" of setting up enterprise integrated simulation training course training students with entrepreneurial skills and establish a business elite in the experimental class, teacher set up entrepreneurship training company to enhance entrepreneurial ability, tutor to lead business actual combat training students practical ability of enterprise, entrepreneurship competition test entrepreneurial ability. Effectively improve the students' Entrepreneurship comprehensive practical ability.

Keywords—*hierarchical; training; combat; comprehensive ability*

The Ministry of education of the state has worked out a file related to the innovation and entrepreneurship education for colleges and universities and the students who start their own business. Clear the innovation and entrepreneurship education for all students, teaching into the main channel, the combination of professional education, throughout the whole process of personnel training, the school should be the innovation ability, innovation consciousness, entrepreneurship, entrepreneurship education into the concept of talent cultivation system, innovation and entrepreneurial spirit into the cultivation of students' personality to be innovative and entrepreneurial ideas; integrated into other courses, teaching mode, teaching attitude and teaching methods change; classroom teaching breakthrough limitations, increase the training course, offering a practical course to carry out innovation, enrich the second classroom activities, cultivating students' innovative ability in training and practice teaching, stimulate innovation and entrepreneurial interests, will be the

spirit of innovation and entrepreneurial awareness into the student's character.

I. ENTREPRENEURSHIP EDUCATION AND BUSINESS ADMINISTRATION ENTREPRENEURIAL TRAINING—ACTUAL COMBAT

A. *Entrepreneurship Education and Training*

Entrepreneurship education is to fully tap their potential, foster entrepreneurial awareness, cultivate entrepreneurship psychological quality and the quality of professional ethics, improve entrepreneurial ability, forming students' knowledge structure of entrepreneurship, for students after graduation to social knowledge reserves to create the conditions of education. It includes the contents of the cultivation of the consciousness, the quality, the ability of the training, the instruction of the knowledge, the practice of the venture and the practice of the enterprise and so on.

Training, or "practice (practice)" plus "training"; this is derived from the practice of management practices and technologies in the IT industry, training is practical training skills and competencies for short, is under the control of state schools, according to personnel training rules and goals of students teaching vocational and technical proficiency training. The ultimate goal of the training is to improve the overall quality of students.

B. *Venture Economics and Management Training*

Economic management teaching entrepreneurship training, student financial management expertise, innovative thinking, comprehensive skills and entrepreneurial peers comprehensive capabilities combined with the educational process, the use of modern information technology and experimental means, through demonstration, simulation study, simulation environment integrated correlation knowledge, a single or all

of the process of creative design solutions; is applied economics and management expertise in business process, is an analog representation of the economic and social phenomenon or reproduce, reproduce this knowledge and understanding of objective things, which found the problem; rational knowledge gradually increased from perceptual knowledge, self-understanding by recognizing objects and fused to form new knowledge has its own; reflected in the profit and loss performance training in entrepreneurship is reflected.

C. Venture Economics and Management combat

Students in the good entrepreneurial projects, under the leadership of the tutor, the use of economic management expertise to run business, participate in market competition, realize the value of such a process. Combat tap their potential, establish awareness of innovation and entrepreneurship, innovation and entrepreneurship psychological quality and professional moral quality training, improve the ability of innovation and entrepreneurship, the formation of student' knowledge structure of entrepreneurship, for students after graduation to social knowledge reserves to create the conditions of education.

II. THE CONSTRUCTION OF BUSINESS TRAINING AND ACTUAL COMBAT SYSTEM OF THE MULTI LEVELS OF ECONOMIC MANAGEMENT AND MANAGEMENT

Chongqing Technology and Business University of economics and management experimental teaching design of "subject + professional + the professional comprehensive experiment + discipline comprehensive experiment + innovation + entrepreneurship experiment" five levels of the experimental teaching system, through the integration of all kinds of advantages in resources, build perfect entrepreneurship training system.

A. Building repeatedly entrepreneurship training and combat system

Students start the practice of multi-level system is to train students' innovative ability, entrepreneurship as a starting point. Entrepreneurship training and combat system is divided into the basics of entrepreneurship training, business simulation practice, entrepreneurship training company, entrepreneurship combat, each level has practical knowledge, training, quality development, capacity-building. Through entrepreneurship mentoring, research and business practice combined venture capital support to ensure that the development and effects of entrepreneurial practice. And gradually explore the establishment of a sub-grade, sub-level, targeted, the distinctive characteristics of the entrepreneurial process practical teaching mechanism, the formation of entrepreneurial learning and practice to optimize the environment for innovation to provide students from different grades, entrepreneurship, employment services [1]. Specialty administered multi-level business students practice system is as follow

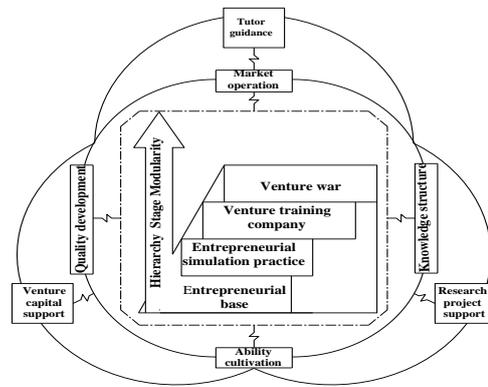


Fig. 1. The multi-level system of college students entrepreneurship practice of administration

B. To establish a "two mentor" system to unite teachers

The establishment of "two levels of tutors" system is the basic guarantee and need for the training of entrepreneurship training. Instructor level: from a high level of entrepreneurship theory, practical experience and strong entrepreneurial professors, enterprises and experts, led by industry experts as the primary instructors tutor team, responsible for entrepreneurship training and practical design, the training of young teachers at other levels, comprehensive guide business practices, leading. Secondary Instructor: by young teachers with higher levels of entrepreneurship theory and some research capacity as secondary supervisor, responsible business practice group of students learning, research and practice to guide and lead, lead students to participate in practice. Through training school enterprise cooperation and the introduction of short-term guidance to form the school entrepreneurship training teachers team level. Can also from enterprise and government to hire some practical management experience and management theory training of entrepreneurs, consultants, investment home, government officials as a part-time tutor, and school teacher cooperation organization implementation of entrepreneurship training project The school should create conditions for the appropriate encouragement to the tutor to participate in the practice of enterprise training, business consulting, start-up companies and various research activities, and increase their entrepreneurial experience.

III. ECONOMICS AND MANAGEMENT MULTI-LEVEL ENTREPRENEURSHIP TRAINING AND ACTUAL PRACTICE

Entrepreneurship training and actual combat is to stimulate the entrepreneurial awareness, foster entrepreneurship, teach business knowledge, enhance entrepreneurial capacity, strengthen business practices, so that part of the personality of an independent entrepreneur students after graduation to participate in the venture, take the road to entrepreneurial employment; a part of the college students have a strong sense of entrepreneurship and entrepreneurial spirit, and actively prepare for the start, when the time comes and the conditions are ripe, choose entrepreneurship, led a group of people to seek employment; So that more college graduates have the

entrepreneurial spirit, creating a performance in their positions [2].

A. Entrepreneurship curriculum as the main training of students' entrepreneurship awareness

1) Strengthen the combination of economic and economic management and entrepreneurship courses, and cultivate students' entrepreneurship awareness

Economic management specialty curriculum contains many entrepreneurial elements, such as "management", "the ERP sand table simulation", "the enterprise management decision", "finance and investment comprehensive training", "electronic commerce experiment", "international trade practice" experiment course, more to introduce how to carry on the business operation and management, investment banking, electronic commerce, trade and other economic related knowledge, strengthen the basic knowledge of entrepreneurship students. These knowledge includes professional skills, management decision-making, personnel management, marketing, production and operation, financial management of traditional management ability, but also contains the grasp the business opportunities and profit model, team building, communication and coordination, comprehensive ability, financing and other business. The students from this ability training from a variety of angles, the use of a variety of ways of thinking and in-depth exploration and research, so that the structure of the knowledge of students to optimize, thinking structure can be improved.

2) the creation of entrepreneurship case courses to develop students' Entrepreneurship basic skills

Case teaching is a kind of teaching method through simulating or reproducing some scenes in real life, which let the students bring themselves into the case scenario and study or discuss. Through the business case analysis, compared research on a wide variety of success and failure experience, from the abstract to some general conclusions entrepreneurship can also be let the students through their own thinking or thoughts of others to broaden their horizons, so as to enrich their business knowledge.

3) the creation of entrepreneurship quality assessment course let entrepreneurs know their own entrepreneurial potential

"Entrepreneurship quality assessment" course using the international general quality evaluation system, for entrepreneurs of their potential and ability for comprehensive evaluation, so that they can have a comprehensive understanding of their own, to promote and facilitate the role of entrepreneurial success.

B. Offer training courses and entrepreneurship elite experimental class to cultivate students' basic skills of entrepreneurship

"Entrepreneurship comprehensive simulation training": take the market environment as the leading factor, through computer simulation software to design the business environment, the students to stay in a simulated business environment on business issues of judgment, analysis and decision, to master the basic method and basis of the

enterprise operation and management of the program. Teachers can also designed for students of virtual business background, to the entrepreneurial process to process to direct writing a business plan, business operation, experience entrepreneurial environment, entrepreneurial experience accumulation, to enhance business confidence, for the future to society, to enhance students pioneering consciousness, improve their entrepreneurial skills.

The model of "entrepreneurship elite experiment": target, professional education and innovation and entrepreneurship cultivation of mutual integration of personnel training mode, improve students' Entrepreneurship quality, pay attention to students simulation practice.

Selection of students: from the selection of the students of the big two aspiring students, the composition of small class.

Curriculum: according to students' specialty and hobbies to set up some professional courses and entrepreneurship basic training courses.

Student management: is the virtual teaching class, the other students management belongs to the management of the school where, with academic guidance teacher management school by the school of business, students must complete specified courses before graduation. Students graduate from the venture school issued a venture learning certificate and the Chongqing City minimally invasive enterprise training certificate.

C. The mode of the enterprise training company under the guidance of the tutor is to enhance the students' ability to start the enterprise

Entrepreneurship training company in essence is an innovative form of laboratory teaching, the integration of related resources in schools and colleges, students' professional practice built new platform, but also provides a new carrier for entrepreneurial teaching for specialty of economics and management is from the simulation experiment simulation conversion is more in line with the requirements of "authentic" practice training personnel training. Entrepreneurship (training company) is the carrier, the selection of good projects, create innovative business model, is to ensure the realization of the entrepreneurial training objectives fundamental. Can let the students experience the complex environment of the change in the process of entrepreneurship, get the perceptual knowledge of the entrepreneurship, make the students entrepreneurial personality, entrepreneurial knowledge and entrepreneurial ability to get a good development.

Through real project activities to entrepreneurship training. In the training to carry out entrepreneurship education, entrepreneurship training company set up is associated to the specialty of economics and management, according to the demands of the market and the establishment of entrepreneurial projects.

The first: a training project selection mechanism, the composition of the Investment Advisory Center and project evaluation diagnosis center, personnel should include to be engaged in entrepreneurial education teaching team of

teachers and the Advisory Committee of the entrepreneurial practice experience in business. Second: to the whole school teachers and student collection project. Third: the venture Advisory Committee is responsible for the project selection (free reporting, advisory committee reply, expert review, review). Fourth: incubator project implementation, training company responsible for the implementation of the project, the Advisory Committee is responsible for provide full guidance and counseling on entrepreneurial team, but also undertake to the team and non team members practice teaching task. Fifth: financial support, the use of special funds, and to absorb some of the enterprise or social venture capital, the establishment of the venture fund, the program to evaluate, support for funding. Sixth: Inspection and assessment of project training regularly on the training project are examined, mainly is the operation of the project, company system is sound, whether the norms of organization structure, student participation, project decision-making, business negotiations and the profit forecast is true; these as evaluation an important reference data. Through the actual combat to entrepreneurial personality, psychology, attitude and behavior, are engaged in the industry of professional knowledge, management knowledge, humanistic legal knowledge, access to business information, analysis, judgments and decisions, business planning and negotiations, human and financial resources management, communication and coordination comprehensive promotion.

At present, Chongqing Technology and Business University set up a "economic management of innovation and entrepreneurship training base" support Institute of economic management established the Jin Qiao Social Survey Center, financial and accounting service center, and the doctrine of the mean system development and Management Studio, Min Yue social and other21 entrepreneurship training company, these companies some real business entities, some simulation of the operating entity, but its business is real, and scope of business of the company and school related professional consistent, so as to combine with the professional training and business practice.

D. Tutor led the entrepreneurial practice mode to cultivate students entrepreneurial practice ability

Entrepreneurial combat is in mentor "lead" to carry out entrepreneurial activities and improve the students practical ability, innovation ability, employment ability, make students get in scientific research, invention and creation and employment and Entrepreneurship of initial training, thus continue to promote the reform of education and teaching, establish innovative talent training model, we explore in established in the following ways:

1) Research participation model

University Teachers' scientific research work has a strong professional, the majority is at the forefront of innovation. The students participate in the research work of the teachers, not only can strengthen the students' professional quality, but also can cultivate the students' innovation spirit. To teachers under the auspices of the subject as a link, absorb relevant major, grade students to participate in, set up a number of entrepreneurial research team, helping the teacher to complete whatever task of scientific research, in under the guidance of

teacher training and to enhance the ability of entrepreneurship. Expand the vision of the students' entrepreneurship, so that the level of entrepreneurship has been rapidly improving.

2) Project financing model

Entrepreneurial projects under the guidance of teachers, a relatively independent of the project pay by the students themselves, by the students themselves are responsible for all aspects of the project including information collection, program design, project management and final evaluation, students through the project, to understand and grasp the throughout the entire process and every link of the basic requirements. The first step is to group the students, so that each group to discuss the issue of a clear survey, determine the objectives and tasks, to develop the survey program. The second step, the implementation of the plan, the use of a variety of means to gather information, and to collate and analyze data, writing survey report. Third step, run its own projects. The fourth step, each group to send representatives to carry out the results, from the teacher and the assessment team on the performance of the team, the project completed, the results show the effect of the three aspects of the score. Through this actual method, the basic features of the project as the main line, the teacher as the dominant and the students as the main body of the project are formed. Since 2012, every year the school invested nearly one million Yuan to 1000 students' scientific and technological innovation and entrepreneurship programs for project funding and to reward outstanding projects, greatly mobilize the enthusiasm of students' innovation and entrepreneurship, and achieved good results.

3) Autonomous Entrepreneurship Model

The rich campus entrepreneurial resources, offering consulting services, electricity supplier logistics, cultural and creative, costume rental, patent invention transfer, the set up shop on the net, to carry out various forms of business practice, improve students' entrepreneurship, the accumulation of entrepreneurial experience. Such as the sea of clouds shop, Hai Na electronic business, star micro film, DIY is Yi Ge, a research management consulting, to think of the core data analysis, a single tree media actual project have emerged. Entrepreneurial combat to give students provide bold thinking and individuality of opportunity, is an important role for training students' entrepreneurial spirit, inspire students' passion for entrepreneurship and interest, and tap their creative potential.

4) Entrepreneurship competition test students' entrepreneurial ability

Entrepreneurship competition is a comprehensive competitive embodiment of students' entrepreneurial ability and comprehensive quality, and is also an important means of testing entrepreneurial learning. The entrepreneurship competition is divided into three categories, the first category of: with college students as the main "Challenge Cup" is mainly the use of project reporting and evaluation, training students project selection and plan of writing ability. Secondary software simulation of the game, the main software set some of the market environment, multiple teams under the same environment of competition, mainly cultivate students'

decision-making and analysis ability and basic operation skill. Third venture actual combat, to project management questions, looking for investment funds and venture capitalists. It is a development of the industry after a stage need to upgrade the game. We set up the union students start their own business, to attract university students to entrepreneurial combined body, is mainly responsible for business knowledge training, project venture cultivation, organize and participate in various entrepreneurship competition, has won numerous awards in the national competition, effectively test our school student entrepreneurship comprehensive ability.

IV. EXPERIENCE AND MEASURES

Create the teaching system of the integration, level, multi module, open training and actual combat entrepreneurship. Is the cultivation of the entrepreneurial awareness, entrepreneurial quality, entrepreneurial knowledge and entrepreneurial ability of the talent. The main experience is: first, the basic knowledge and basic skills of entrepreneurship organically integrated in the professional learning, to cultivate students' scientific literacy, self - entrepreneurship awareness. Second, through the comprehensive innovative design training and experimental class, the entrepreneurship training throughout the students training and actual combat links. Third, through the tutor to lead the entrepreneurial practice, the ability of the students to cultivate the ability to work independently and independently. Fourth, through entrepreneurship, inspired, to induce students in their special interest in things to seek the project, bold ideas, starting their brains, to develop students' entrepreneurial comprehensive practical skills. After create integration, multi-level, multi module, open training and actual combat entrepreneurship teaching system of teaching practice, we believe that the

future work; first, to strengthen the team building, pay attention to the collective strength. Second, entrepreneurship training process focuses on roles and tasks, to participate in their duties, fulfill their duties. Third, pay attention to the combination of project selection and professional students, attention and practice. Fourth, the tutor team construction should pay attention to the combination of theory and practical experience, have the entrepreneurial experience as mentor.

REFERENCES

- [1] Rayong Luo Dongqi • Economics and Management Experimental Teaching Platform [M] • Chengdu: Southwestern University of Finance and Economics Press, 2012
- [2] Outline of long-term education reform and development plan for the country(2010—2020)[M].beijing:People's press,2010.
- [3] Jintao Hu. Document assembly of the eighteenth National Congress of the Communist Party of China[G].beijing:People's press,2012.
- [4] keqiang LI.Three session of the twelve National People's Congress, the government work report[R].beijing:The Central People's Government of the People's Republic of China,2015.
- [5] Cheng Yuk Xu, Zhu Mengnan. Explore innovative entrepreneurship education to deepen the reform of experimental teaching. [M] • Chengdu: Southwestern University of Finance and Economics Press, 2012.
- [6] Zhang Yongzhi students start to build models and other experimental teaching center administered on exploration [J]. Laboratory Research and Exploration in 2010. (8) 156-162
- [7] Sun Chang competency-oriented students start to build experimental curriculum system of education [J]. Laboratory Research and Exploration in 2012. (11) 89-92
- [8] Wang Wei and other entrepreneurial training platform Exploration and instructional design [J] Experimental Technology and Management, 2013, (7): 160-163
- [9] Weiming Li,chunyan LI,xiaohua DU.The ten years of the University Entrepreneurship Education in China: evolution, problems and system construction[J].Education Research,2013(6):42-51.