

Development Status and Strategy Study of Innovative & Entrepreneurial Student Associations in Universities

Xiaodong Qin ^a, Danhe Zhang ^b, Yunchang Zhao ^c, Jing Li ^d

School of Economics and Management, Jilin Agriculture University, Changchun 130118, China

^a44513130@qq.com, ^b65094205@qq.com, ^c360023251@qq.com, ^djan.lijing@gmail.com

Abstract. The article through analyzing the development status of innovative & entrepreneurial student associations, dissects the root causes of influencing and restricting the development of innovative & entrepreneurial associations. The article provides practical suggestions on managing innovative & entrepreneurial student associations with business management concept framework to make innovative & entrepreneurial student associations an important role in entrepreneurship education.

Keywords: Innovative & entrepreneurial student associations; current situation; strategy.

1. Introduction

With the development of economic & society and the progress of technology & science, a large number of innovative talents have become the backbone force for society development, innovation and entrepreneurship education also has increasingly become the important course of higher education. From the 17th CPC National congress putting forward development strategy 'business start-up driving up the employment' to incorporate encouraging and supporting youth to start business into 18th CPC National Congress report, innovation and entrepreneurship education is having much consideration, and it has risen to the national strategic level. As an effective tool for entrepreneurship education, innovative & entrepreneurial student associations playing the important role in entrepreneurship education activities has been paid much attention to.

2. Current development situation of innovative & entrepreneurial student associations in universities.

Innovative & entrepreneurial student associations are established based on students' common interests, hobbies and goals, which is the main power attracting and gathering community members. Its goal is to meet its own need, launching entrepreneurial training and practice. However, because innovative & entrepreneurial student associations has just been started, its development system is not completed, and organizational form has not many differences compared to other student associations, which made innovative & entrepreneurial student associations develop slowly, so that these associations are not playing their own role. Therefore, it is significant to improve students' entrepreneurial practical activities, reform entrepreneurial associations' management mode, and improve entrepreneurship education effect as well as guidance and management to entrepreneurial associations. There are more than 1300 innovative & entrepreneurial student associations in China, among which KAB club has the largest scale - more than 500 in China are under the cooperation between the Communist Youth League and International Labour Organization. Due to national universities' region, development system and other causes, the development situation, scale and development mode of innovative & entrepreneurial student associations are different. Some are affiliated to university's League Committee, some are affiliated to office of Admission & Employment, and some other entrepreneurial student associations are affiliated to entrepreneurial college, college's League Committee, different affiliated departments give different attention and support to entrepreneurial associations. Most universities have problems with the shortage of entrepreneurial masters and guidance, and the lack of responsible person's own capacity and entrepreneurial quality, which affected and restricted the development of association. Solving the

problems restricting entrepreneurial association long-term development is the most important step of improving associations' efficiency.

3. The analysis of causes effecting development of innovative & entrepreneurial associations.

3.1 The lack of standardization of entrepreneurial association's development.

Most innovative & entrepreneurial student associations are running under the guidance of League Committee, carrying out some activities like business planning, business practicing etc. There is no special regulations and the management is also not standardized. Most innovative & entrepreneurial activities are carried out under the university's instruction, which lacks innovation and originality. In aspect of system, innovative & entrepreneurial student associations are lacking in independent management system, so some of them are affiliated to Office of Admission & Employment, for example, Innovation & Entrepreneurship League from Heilongjiang University, U-job Entrepreneurship Association from Jilin Agriculture University, some are affiliated to League Committee, such as KAB Entrepreneurship Club, Innovation Association from Jilin Agriculture University. And some are affiliated to college, like ERP sand-table model association. Different affiliated departments give different attention and support to entrepreneurial associations. Different affiliated departments apparently give different degree of attention and support, so different associations develops differently. On account of lacking of sharing and resources integration, the associations are not able to develop harmoniously. Especially the entrepreneurial associations are not fully used of as practical entrepreneurship platform nowadays, where innovative & entrepreneurship education should be launched to all university students.

3.2 The lack of specific guidance in students associations and lack of entrepreneurial knowledge of members.

With the development of student associations, universities with better conditions prepare associated adviser, providing specific guidance for the development of the associations. However, innovative entrepreneurship served as a new subject, the original mentorship of entrepreneurship is weak, and it is hard to prepare proper advisers for entrepreneurial associations, lead to the fact that students cannot get enough training and guidance. Especially on the aspect of entrepreneurial knowledge, concept and meaning, the writing of business plan etc, guidance is needed. The most direct consequence of lack of guidance is the low level and simple content of association's activity, and also lack of innovation. The writing quality of business plan is low, as well as success rate of the plan because lack of systematic research and thinking.

3.3 Uncompleted innovative & entrepreneur associations management system

Innovative & entrepreneurial association's management system generally is based on ordinary association's management mode. It is hard to inspire students' passion for entrepreneurship when associations are under the traditional management mode, which lack actual management effect. The organizational system is not completed as well as the regulatory framework, resulting in chaos on management and lack of development initiation. The status and position of entrepreneurial association is not accurate. The cognition degree is low, lacking effective investment of human, material and financial resources. The development goal of the association also lacks persistence. Especially the leaders of the entrepreneurial associations have huge influence on development of an association. A good association leader can lead the association forge ahead. Nevertheless, if the leadership is far from satisfaction, an association can be nothing but an empty husk. Moreover, what entrepreneurial associations need more is to get in touch with enterprises and business affair. Some universities awareness and support to these kind of commercial activity is not enough, leading to low entrepreneurial effect.

4. Strategy study of long-term development of innovative & entrepreneurial associations.

4.1 Establishing scientific and reasonable development system of innovative & entrepreneurial associations.

Universities should deepen the understanding of innovative & entrepreneurial associations, improve the entrepreneurial platform for students, and give vigorous support to practical step of entrepreneurial education and establishment of practice platform. Especially the development of entrepreneurial associations, should be based on powerful mentorship. Universities should actively train and educate entrepreneurship adviser with the academic advantage, combined mentorship and profession, improve the guidance and activity level of innovative & entrepreneurial associations. Unified and standardized management system should be established with resources integrated, such as shared entrepreneurial resources. Whether it is League Committee or office of Admission & Employment, if condition permitting, should actively promote resources integration and avoid resources from wasting, and spend practice space of entrepreneurial associations. Launch entrepreneurial activities based on competitions as practice to improve effect. There should be platform for business project. Not only business experience but also real business project should be in the association. Association should give the support of mentorship, finance, place etc. to make the business starter have more assistance in improving the process of the business project.

4.2 Improving association members' entire entrepreneur quality with guidance and training.

Contemporary entrepreneurship education does not necessarily require university students to establish their own company right away, but to inspire students with entrepreneurial spirit, and to gain entrepreneurial quality and ability. This requires our associations to organize entrepreneurship educational training, to improve student's entrepreneurial ability. Improve association members actual entrepreneurial ability with combination of business training and practice, with activities such as KAB entrepreneurship educational participatory training, inviting specialist deliver entrepreneurial education report, business starting experience sharing activity and entrepreneurial salon.

4.3 Setting up new association development mode with enterprise-operating mode.

Innovative & entrepreneurial associations should set up new association management system, introduce and apply enterprise management concept as well as operate and management way to association management. Associations also should define enterprise responsible person as legal person, and define responsibilities and rights of association department as enterprise department and set up basic management framework as well. Subdivide associations' work, like management and arrange activities according to different categories, such as competition activities, practical activities, entrepreneurial activities is also included, as well as helping and assisting physical stores, which all members should participant in. For those members who have experience, they can be staffs who can give final evaluation to administrative staffs. Giving proper award based on financial situation to encourage and motivate members and bringing activities like entrepreneurship education training, entrepreneurial activities, physical store operating, and entrepreneurial project study into association work system can also help. With clear divisions of labor, substantial contents, combination of theory and practice, the effect of entrepreneurial associations can work better.

4.4 Taking advantage of social enterprise sources actively to promote marketization of entrepreneurial activities.

Entrepreneurial associations should contact closely with enterprises, and take these social resources into better use in finding cooperation and assistance from enterprises. For example, Jilin Agriculture University KAB club has the strategic partnership with Wahaha co. With financial support from enterprises, JLAU KAB club launched sales idea competition to improve students' practical ability. JLAU KAB club also cooperated with Jilin Shulan Jimi food Co. made the entrepreneurship with green organic rice, and gained financial assistant 20000 RMB. The fund and project increased members' passion of members, which also solved practical problems for the enterprises. The development of an innovative & entrepreneurial association is not just about development, but also an effective way of launching entrepreneurial education, innovation and

entrepreneurship. Therefore universities should deepen construction and investment of associations, and provide the platform for real communication and practice to contribute to achieving entrepreneurial dreams and a more innovative China.

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Reference

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