

Three-Step Strategic Entrepreneurship Education System in Vocational Colleges

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Abstract. Entrepreneurship education is the requirement of the Times, as well as the important measures to build an innovation-oriented country. With reference to national strategy, higher vocational colleges should be according to the rhythm of the "three steps", to carefully build a strategy of sustainable development of entrepreneurship education. In the mass innovation background, by integrating resources, the first step is to form a trinity "course - competition - practice" entrepreneurship education system, and the second step is to build "Internet +" entrepreneurial ecosystem, the third step is to create the cradle of innovation talent. Step by step, the progressive and perfected system explores a mix solutions for the students of start business development. In this way, entrepreneurship puts new business ideas into practice.

Introduction

Innovation and Entrepreneurship is a good resource for categorizing and identifying sources of innovation. Countries across the world have recognized this and are pouring more resources into supporting entrepreneurs and teaching entrepreneurship. In 2012, the White House launched Startup America to celebrate and accelerate the growth of entrepreneurship and pledged \$2 billion over the course of five years to support entrepreneurship in underserved communities and young companies. Enspire EU is a project looking to foster entrepreneurship across the European Union. Vocational colleges do an excellent job of organizing the key elements involved in innovation and there is a fair amount of real world examples that help the students understand the concepts. Environmental dynamism, too, has been found to be an important factor in new venture creation. However, most education is about creating a framework for innovation that can be used to compartmentalize current practices and shed light on their origins. Drucker accurately points out that the least likely sources of innovation are from new knowledge and bright ideas. China's State Council pledged to take various steps to create an amicable environment for innovation and entrepreneurship in order to power growth and generate jobs. Colleges should embrace the trend of mass entrepreneurship and innovation in the Internet age, to foster a platform offering low-cost services in a variety of areas to micro businesses and individual start-ups that show innovation.

Zeal for Entrepreneurship

As China is continuously releasing incentive policies, college students have become a powerhouse for mass entrepreneurship and innovation as an important force in the global economy. In the Internet age, many breakthroughs in new products and technology could come from small companies. So entrepreneurship is also important for China's economic transformation, creating more jobs and a better society. Entrepreneurs likely contributed to the new app people downloaded

to the Smartphone. But entrepreneurship does more than just add extra conveniences to our lives. Entrepreneurship refers to the willingness to start and run a business venture and the risks associated with it. Young, small and innovative companies are examples of entrepreneurship, which is a vital contributor to economic growth and prosperity. Entrepreneurs need more than just their skill set and personal initiative to transform their idea to a consumer product or service. In a startup workplace, jobs often call for creativity and collaboration, leading to personal development. Those exposed to entrepreneurship have higher confidence and greater independence. Not bound by the hierarchy and restrictions of large corporations, young entrepreneurs can take on greater responsibility, work flexible schedules and use creative solutions to problem solve. The freedom associated with entrepreneurship comes with certain challenges. Entrepreneurs often work long hours and risk their personal assets in developing their business. Moreover, young entrepreneurs are not surely well-prepared about the various problems that may occur without a clear target and careful thinking, which may lead to failure. China will encourage college students to take gap years to start their own businesses. Colleges should invite scientists, entrepreneurs and venture capitalists to lecture on innovation and entrepreneurship. The Ministry of Human Resources and Social Security launched an employment service campaign to better connect employers and colleges. 2016 sees 7.65 million college students graduate, 160,000 more than last year. The state administration for industry and commerce founded that enterprises owned by young graduates accounted for 25.15% in the year 2013 to 30.71% in 2014. The entrepreneurial zeal reflects direct stimulation in the whole society. The entrepreneur growth rate in vocational colleges is higher than the average level of all colleges and universities. However, the failure rate is as high as 50% after three years, mainly for lack of money and management experience. The real implementation of entrepreneurship among college students is limited by a lot of obstacles. Entrepreneurship education is basically "monologue" and "fried leftovers", yielding less production and mini participation. In general, curriculum system is utilitarian, single-teaching mode. It ignores students' subjective role and lacks follow-up guidance services. All these hinder the pioneering consciousness, project implementation and integration of social resources, which affect the effect of entrepreneurship education. Zeal without knowledge is fire without light. Zeal without prudence is frenzy. Entrepreneurship is committed to capture and find the opportunity, to optimize the existing resources integration, to create products, to develop new services or to realize potential value. But gap also indicates the potential. Therefore, vocational colleges should vigorously strengthen contact with enterprise and research, to establish a system of entrepreneurship education with three big steps.

"Three-Step" Strategy

"Three-step" strategy is put forward by Deng Xiaoping for economic and social development in China. Keeping the national strategy in mind, entrepreneurship education in vocational colleges should also obey three-step strategy carefully. The first step is to form a trinity "course-competition-practice" education system. The second step is to build "Internet +" entrepreneurial ecosystem. The third step is to create a cradle of talent. The first step is starting. The second step is to crossing. The third step is target. Three steps cohere the long-term development. Business incubators, by providing timely help and support to new ventures, hold the potential to create and develop entrepreneurial talent at the micro-level and foster an environment for entrepreneurship at the macro level. Today, with approximately 40 incubators and a well-developed incubation ecosystem, Beijing leads one of the most successful incubation movements in China, through innovation and adaptation of incubator models to suit indigenous needs. Beijing incubation is very much a bottom up process with the college acting as a key catalyst and facilitator. Even though incubation as a business creation tool has not gained widespread currency, multiple levels of government and a rainbow coalition of partners from various spheres that appear to be involved in supporting incubators. The government has clearly made incubators a policy priority as witnessed by the various initiatives to support incubators and incubatees alike. The emphasis in Beijing appears to be more on the softer services such as networking relative to the provision of physical

space and hard infrastructure. In this sense, incubators in Beijing are indeed transitioning to the newer approaches to incubation that relies less on the hardware of incubation and more on the software of value adding services. For example, Chinese Modern Vocational Wisdom Maker Space League was founded in Beijing Information Technology College as a association of colleges, research institutes, enterprises and the social organizations to serve well for incubators.

Proper Course

Meanwhile, entrepreneurship education is a must during the study. The goal is to empower students and alumni entrepreneurs to create ventures that revolutionize. Of course, entrepreneurship can be taught. But it should change traditional ideas. The workshop will provide tools and knowledge necessary to create a successful business. The first lecture will be about "Thinking Outside The Box" and will focus on how to formulate a business idea and plan a strategy. Other lectures will be about the basic principles of running a business, including marketing and finance. So the introduction of social resources as the think tank is necessary to revitalize the entrepreneurship education system to improve self-efficacy of students. Tianjin light Industry Vocational Technical College cooperated with Tianjin Entrepreneurship Training Guidance Center and Tianjin Yiku Creativity Industrial Park to jointly establish a innovation education guidance center. Thus, it forms a diversified teaching team to complete progressive project-oriented education system. This mode reflected the essence of "three steps strategy" as combination of strength and sprint, forming virtuous circle mechanism, making school entrepreneurship education more plump, more practical, more close to the society. Business Cloud (Cloud Venture), based on Cloud computing, refers to the business model of the application of entrepreneurial platform service. In such platforms, entrepreneurial team, risk investment, banking institutions make direct communication, so as to reduce cost and improve efficiency. Students turn creative thinking into new business ideas. Only by the ecological concept and model of crowd-creation space combining with maker practice and maker education, innovative entrepreneurship education can be more effective. As a platform of maker practices, the core elements of crowd-creation space include cooperative community, creative practice, open resource and co-working space. Enterprising teams embark on a path that goes well beyond the focus of a single idea. Colleges foster an entrepreneurial mindset and a lifetime commitment to innovation and impact, hoping to lead change or build an effective organization.

Effective Executive

Effective executives try to focus on jobs they'll do especially well. They know that colleges perform if top management performs—and don't if it doesn't. Executives need to pay particular attention to decision making, communication, opportunities (as opposed to problems), and meetings. Making good decisions is a crucial skill at every level. A decision that isn't right for the college will ultimately not be right for any of the stakeholders. Even the most brilliant executive is human and thus prone to mistakes and prejudices. But failure to ask the question virtually guarantees the wrong decision. Executives are doers; they execute. Knowledge is useless to executives until it has been translated into deeds. But before springing into action, the executive needs to plan his course. He needs to think about desired results, probable restraints, future revisions, check-in points, and implications for how he'll spend his time. The action plan is a statement of intentions rather than a commitment. It must not become a straitjacket. It should be revised often, because every success creates new opportunities. So does every failure. The same is true for changes in the education environment, in the market, and especially in people within the enterprise—all these changes demand that the plan be revised. A written plan should anticipate the need for flexibility. In addition, the action plan needs to create a system for checking the results against the expectations. Effective executives usually build two such checks into their action plans. The first check comes halfway through the plan's time period; for example, at nine months. The second occurs at the end, before the next action plan is drawn up. Finally, the action plan has to become the basis for the executive's

time management. Time is an executive's scarcest and most precious resource. Napoleon allegedly said that no successful battle ever followed its plan. Yet Napoleon also planned every one of his battles, far more meticulously than any earlier general had done. Without an action plan, the executive becomes a prisoner of events. And without check-ins to reexamine the plan as events unfold, the executive has no way of knowing which events really matter and which are only noise. Effective executives make sure that both their action plans and their information needs are understood, which means information flow from all their colleagues—superiors, subordinates, and peers. Above all, effective executives treat change as an opportunity rather than a threat, inside and outside the college.

Summary

Education challenges in the 21st Century looks afresh at the future of management thinking and practice. The content revolves around two fundamental issues that are occurring simultaneously: changes in the world economy, and shifts in the practice of education. Increasing demand for entrepreneurship education from entrepreneurs, governmental managers and private sector, readjusted the role of students, professors, curriculum, teaching methods, ICT infrastructures, staff and other factors in the process of e-education development. This paper identifies challenges and opportunities for enhancing higher education in entrepreneurship considering student perceptions concerning both their demand for entrepreneurship education and their entrepreneurial intention as well as previous studies that present the points of view of experts. Through text, case studies, and hands-on exercises, the education guides students in discovering the concepts of entrepreneurship and the competencies, skills, know-how and experience that are sufficient to pursue different entrepreneurial opportunities. It is possible to expose students to many of the vital issues and immerse them in key learning experiences.

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