

Research on the Construction of Entrepreneurship Education Platform in Finance and Economics Colleges and Universities

1st Yang Liu

*School of Management Science and Information Engineering
Jilin University of Finance and Economics
Changchun, China
7923759@qq.com*

2nd Xuemeng Zhang

*School of Management Science and Information Engineering
Jilin University of Finance and Economics
Changchun, China*

3rd Xiaoli Wu

*School of Management Science and Information Engineering
Jilin University of Finance and Economics
Changchun, China*

4th Chunyan Qiu *

*School of Management Science and Information Engineering
Jilin University of Finance and Economics
Changchun, China
Corresponding author*

5th Juan Sang

*School of Management Science and Information Engineering
Jilin University of Finance and Economics
Changchun, China*

Abstract—In order to cultivate excellent innovative and entrepreneurial talents, colleges and universities should give full play to their important supporting and leading role and carry out entrepreneurship education. The primary support for entrepreneurship education is the construction of entrepreneurship education platform. The entrepreneurship education platform in finance and economics colleges and universities should aim at cultivating innovative and entrepreneurial talents. It should also be based on the fundamentals of improving cross-disciplinary ability, practical ability and innovation ability of college and university students, and cultivating innovative, practical and complex talents which are urgently needed by the enterprises and the society, and fully reflecting the characteristics of the student in finance and economics colleges and universities. The platform for entrepreneurship education in finance and economics colleges and universities includes four platforms, namely, innovation and entrepreneurship training platform, multi-disciplinary comprehensive training platform, innovation and entrepreneurship project incubator base, and BUC school-enterprise cooperative training platform.

Keywords—*Entrepreneurship education, Entrepreneurship education platform, Talent cultivation.*

I. INTRODUCTION

With the education development and teaching reform of higher education in colleges and universities, the innovative entrepreneurial talent cultivating mode with innovation and entrepreneurship as its core has received widespread attention from the country, society, and colleges and universities. The so-called innovative and entrepreneurial talents refer to those who have innovative spirit and entrepreneurial ability. Whether innovation and entrepreneurship can become an important supporting force of national innovation-driven development, the key is whether can cultivate an innovative and entrepreneurial talent with both scientific knowledge, technical skills, innovative spirit, and entrepreneurial ability [1]. As an important combination of the first resources of talent, the first productivity of science and technology and the first driving force of innovation, colleges and universities are not only the important bases for the cultivation of high-level innovation and entrepreneurial talent, but also an important source of high-level scientific research and high quality innovation achievements. It is necessary for colleges and universities to playing an important role in supporting and leading in promoting popular entrepreneurship and cultivating excellent innovative and entrepreneurial talents. At present, the establishment of entrepreneurship education platform in colleges and universities of finance and economics is still in the process of continuous exploration [2].

II. THE INNOVATION AND ENTREPRENEURSHIP EDUCATION

The innovation and entrepreneurship education for undergraduates aims at cultivating talents with the basic qualities of entrepreneurship and creative personality. It also aims to cultivate students' innovation spirit, entrepreneurial awareness, and innovation and entrepreneurship ability. Simultaneously, it should provide the education of innovative thinking and entrepreneurial ability training. In 1991, the Tokyo International Conference on Entrepreneurship and Innovation Education broadly defined innovative and entrepreneurship education as, 'Cultivating people with the most creative personality is supposed to cultivate pioneering spirit, adventurous spirit, entrepreneurial ability, ability to work independently, and technical, social, and management skills.' The primary support for entrepreneurship education is the construction of entrepreneurship education platform. The entrepreneurship education platform in finance and economics colleges and universities should aim at cultivating innovative and entrepreneurial talents. It should also be based on the fundamentals of improving cross-disciplinary ability, practical ability and innovation ability of college and university students, and cultivating innovative, practical and

complex talents which are urgently needed by the enterprises and the society, and fully reflecting the characteristics of the student in finance and economics colleges and universities. The platform for entrepreneurship education in finance and economics colleges and universities includes four platforms, namely, innovation and entrepreneurship training platform, multi-disciplinary comprehensive training platform, innovation and entrepreneurship project incubator base, and BUC school-enterprise cooperative training platform.

III. THE PRESENT SITUATION OF DOMESTIC ENTREPRENEURSHIP EDUCATION DEVELOPMENT

In 2012, the CDEP platform of the United Nations Youth Employment Network, China demonstration project, opened a system for innovation and entrepreneurship, which symbolized that China has begun to vigorously carry out innovation and entrepreneurship education, and connect with the world. After more than 10 years of exploration and practice, the development of innovation and entrepreneurship education in China is in full swing now. The colleges and universities have responded to the "innovation and entrepreneurship" and launched innovation and entrepreneurship education.

According to the research on innovation and entrepreneurship education in colleges and universities, Tsinghua University has promoted the construction of high-level innovation and entrepreneurship teaching system of creative, innovative and entrepreneurial "Trinity and three integration" in teaching aspect, and formed the "innovation-creative-entrepreneurship" platform. Zhejiang University aims at the talent cultivation goal of "high talent in the times" and forms synergies through multi-perspectives such as educational model innovation, cultural edification, platform construction, and institutional guarantee. It promotes innovation and entrepreneurship in all directions and builds a diversified and supportive actual combat platform for innovation and entrepreneurship. Hunan University took many measures to do a good job innovation and entrepreneurship education for college students, integrated innovation and entrepreneurship into the teaching system, and built a practical platform. In recent years, the development of innovation and entrepreneurship education in colleges and universities has been in full swing, and the trend is excellent. Each universities and colleges has a hundred flowers blossoming and each has its own strengths. From the current situation of the development of domestic entrepreneurship education, it can be seen that the important support of entrepreneurship education is the entrepreneurial platform and the entrepreneurial base. The development of entrepreneurship education in famous universities cannot be separated from the strong support of the entrepreneurial platform and the base. Therefore, the development of entrepreneurship education should be based on the construction of platform and actively cultivate students' practical innovation capabilities.

IV. CONSTRUCTION OF ENTREPRENEURSHIP EDUCATION PLATFORM IN FINANCE AND ECONOMICS COLLEGES AND UNIVERSITIES

The platform for entrepreneurship education in finance and economics colleges and universities includes four platforms, namely, innovation and entrepreneurship training platform, multi-disciplinary comprehensive training platform, innovation and entrepreneurship project incubator base, and BUC school-enterprise cooperative training platform.

A. Innovation and Entrepreneurship Training Platform

The innovation and entrepreneurial training platform for undergraduates takes entrepreneurial projects as the carrier and the entrepreneurial team as the organizational form. Through the simulation of the entrepreneurial process under the economic and social environment, the entrepreneurship process, entrepreneurial planning, entrepreneurial tools, and entrepreneurial methods taught by entrepreneurship education are simulated on specific programs and through team collaboration and team confrontation to experiencing entire entrepreneurial process. The innovation and entrepreneurial training platform for undergraduates is based on the basic principles of "interest driven, independent practice, and focus on process", and carries out practical training for three kinds of projects such as innovation training, entrepreneurship training and entrepreneurial practice. Practical training can improve students' awareness and control of the market, cultivate students' innovative ideas and innovative consciousness, and improve their own entrepreneurial qualities, and play a positive guiding role for the students' employment and entrepreneurship. Simultaneously, the innovation and entrepreneurship training platform for undergraduates has provided a good project practice base for undergraduates to participate the innovation and entrepreneurial competition. The structure of innovation and entrepreneurship training platform for undergraduates is shown in Figure 1.

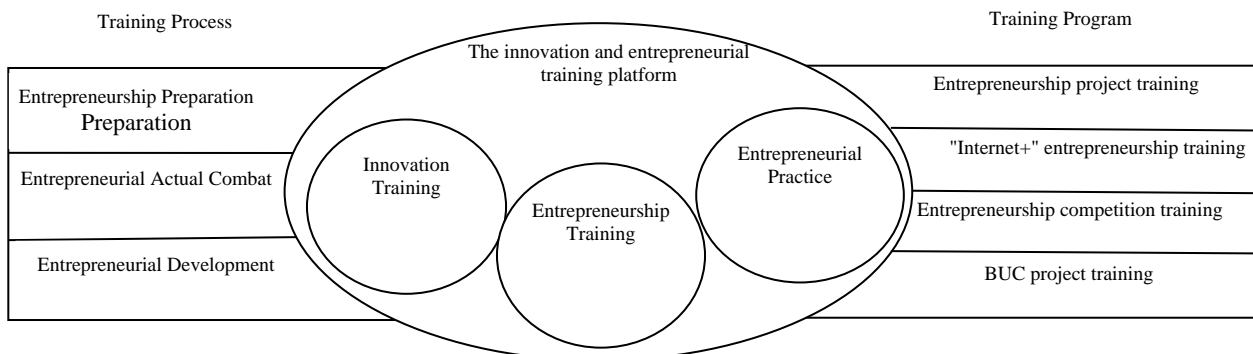


Fig. 1. The structure figure of undergraduates' innovation and entrepreneurship training platform

Through the cognition of the entrepreneurial environment, the innovation and entrepreneurship training platform for undergraduates guides the students to recognize the current enterprise and the industry environment, understand the entrepreneurial opportunities, grasp the entrepreneurial risk, master the business model development process, design strategies and techniques and so on. Through the practice of simulating the writing of entrepreneurial plans and the development of simulated practical activities, students will experience various aspects of entrepreneurial preparation including entrepreneurial market assessment, venture financing, business process and risk management.

B. Multi-Disciplinary Comprehensive Training Platform

The Multi-disciplinary comprehensive training platform is a multi-disciplinary platform based on the perspective of a real commercial society. Through the simulation of commerce, service industries and manufacturing industries, a virtual economic market with interweave and interdependent production, sales, supply, demand and competition is built. For students in finance and economics colleges and universities, this kind of simulated economic environment plays an important role in cultivating students' self-employment and innovation ability. At the same time, it also has a great improvement on students' professional ability, team spirit, cooperation and communication, and business decision-making and so on. Therefore, the establishment of a multi-disciplinary comprehensive simulation training platform plays an important role in cultivating multi-disciplinary comprehensive and innovative talents in finance and economics colleges and universities. The multi-disciplinary comprehensive simulation training platform simulation market structure is shown in Figure 2.

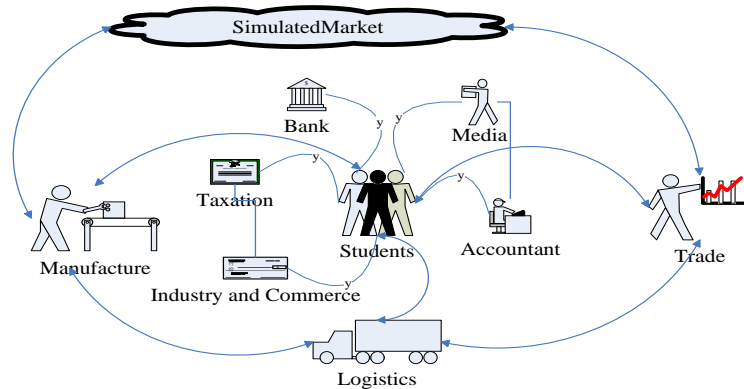


Fig. 2. Multi-disciplinary comprehensive simulation training platform

The Multi-disciplinary comprehensive simulation training platform helps students have a preliminary understanding of modern enterprise management and business model. This simulated economic environment not only helps to cultivate students' self-employment and innovation ability, but also has a great improvement on students' professional ability, team spirit, cooperation and communication, and business decision-making and so on. Therefore, the establishment of a multi-disciplinary comprehensive simulation training platform plays an important role in cultivating multi-disciplinary comprehensive and innovative talents in finance and economics colleges and universities.

C. Innovation and Entrepreneurship Project Incubator Base

Innovation and entrepreneurship project incubator base platform for undergraduates is a practice base for innovation and entrepreneurship in colleges and universities. It provides entrepreneurial sites through the form of the entrepreneurial park, makes full use of existing resources, social resources, and government-supported policies to provide undergraduates the innovation and entrepreneurship project incubator base platform, and improves undergraduates' and innovation and entrepreneurship teams' ability in some aspects, such as operations management, capital operations, teamwork, public relations, risk competition, legal contracts, and pioneering innovation via normalizing and guiding practical innovation and entrepreneurship of undergraduates who belong to the member of entrepreneurial park.

Through the incubator park, the students' excellent projects are tracked and hatched, which provides undergraduates a practical platform of innovation and entrepreneurship, and supports undergraduates' innovation and entrepreneurial activities. At the same time, it tracked and incubated the national and provincial undergraduates' innovation and entrepreneurship projects as well as the innovation and entrepreneurial competition award projects, and provided a systematic and complete training process. Finally, forming the one-stop management and operation model of "project selection, project achievements conversion, project incubation—project operation and listing", in order to provides stronger support for undergraduates' innovation and entrepreneurship [4]. The structure figure of the innovation and entrepreneurship project incubator base for undergraduates is shown in Figure 3.

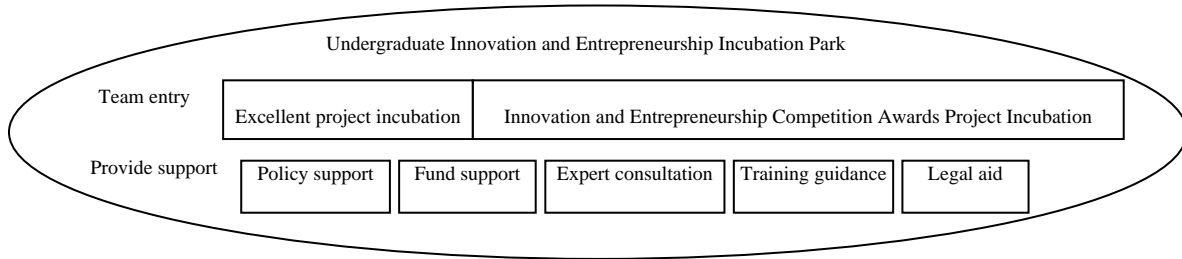


Fig. 3. Structure of Incubation Park for Undergraduate Innovation and Entrepreneurship Projects

D. BUC School-Enterprise Cooperative Training Platform

BUC is the abbreviation of Business To University To Consumer, which means that companies use the university e-commerce platform to link customers' new e-commerce mode. BUC's business model has joined a special middle-service group in the traditional B2C e-commerce model - undergraduates, forming a new BUC e-commerce model. The platform actively explores new modes of mutual participation and complementary advantages. Then it establishes a long-term and stable cooperative relationship between universities and enterprises via a "win-win" approach. Under the BUC model, enterprises and undergraduates work together to operate BUC projects. The BUC project can realize the direct connection between education resources and human resources in enterprises and universities. Through the interaction between enterprises and undergraduates, it helps businesses to improve their operation principle, learn and master new business methods such as e-commerce and online marketing and so on. Simultaneously, it provides good internship, practice, training, employment, entrepreneurship and hatching opportunities for undergraduates, after that, it achieves a win-win outcome for students and schools. The BUC platform provides a practical training opportunity for undergraduates that enable them to participate in entrepreneurial practice after learning, apply theoretical knowledge to practice, and accumulate more practical skills and entrepreneurial experiences. At the same time, the platform provides employment opportunities for outstanding undergraduates and solves employment problems.

In 2012, Chengdu built the first large-scale university-enterprise cooperation project "BUC Industrial Park in Chengdu International Trade City", and positioned it as an online and offline entity. It is a new model of school-enterprise cooperation led by Chengdu Information Technology Branch of International Trade City, schools, students, enterprises and merchants is widely involved. The BUC Industrial Park has established a school-enterprise cooperation group, and has actively contacted with colleges and universities across the country to reach the campus cooperation between colleges and universities and enterprises. Currently, it has signed school-enterprise cooperation agreements with many colleges and universities to jointly operate BUC projects. Sichuan Normal University, Southwest Jiaotong University, and Xi'an Jiaotong University have arranged for students to participate in the BUC practice training and internship in Chengdu International Trade City. The managers of Chengdu International Trade City allows students and businesses to talk face to face, understand the degree and needs of e-commerce business, and help businesses solve related issues on e-commerce platforms and make special project plans for businesses. The BUC project has played a positive role in driving the innovation and entrepreneurship training model in colleges and universities. BUC project has played a positive role in promoting the training mode of innovative and entrepreneurial talents in Colleges and universities.

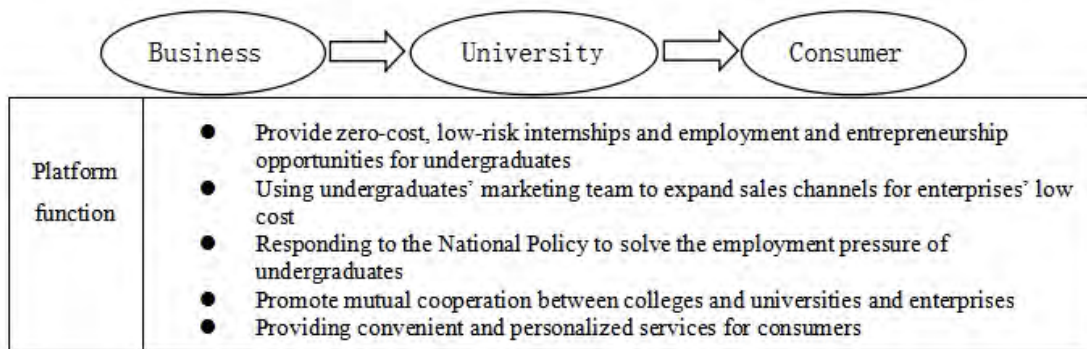


Fig. 4. Functional Block Diagram of BUC Platform

V. SUMMARY

The platform for entrepreneurship education in finance and economics colleges and universities includes four platforms, namely, innovation and entrepreneurship training platform, multi-disciplinary comprehensive training platform, innovation and

entrepreneurship project incubator base, and BUC school-enterprise cooperative training platform. Their functions are different, have different emphasis on the purpose and direction of the training of students' practical ability, and provide a powerful support for the development of entrepreneurship education. The entrepreneurship education platform in finance and economics colleges and universities should aim at cultivating innovative and entrepreneurial talents. It should also be based on the fundamentals of improving cross-disciplinary ability, practical ability and innovation ability of college and university students, and cultivating innovative, practical and complex talents which are urgently needed by the enterprises and the society, and fully reflecting the characteristics of the student in finance and economics colleges and universities. At present, the establishment of entrepreneurship education platform in colleges and universities of finance and economics is still in the process of continuous exploration. It still needs to be further improved. In the process of continuous exploration, colleges and universities will insist the development concept of innovation and entrepreneurship. In order to cultivate excellent innovative and entrepreneurial talents, colleges and universities give full play to their important supporting and leading role.

ACKNOWLEDGMENT

This paper is supported by the The 13th Five-Year Plan for Education Science in Jilin Province in 2018 "Study on the Construction of University Entrepreneurship Education Ecosystem Based on the 'Dual body, three platform, four drive' Internal and External Linkage Mechanisms" (No.: GH180288).

REFERENCES

- [1] ZHAO Y. Research on Undergraduates' Innovative Education and Entrepreneurial Cultivation [J]. Chinese University Technology Transfer, 2016(12): 90-91.
- [2] DENG YF, LIU L, ZHANG HH, ZHANG LQ, WU L J. Exploration of Deep Integration of Innovation and Entrepreneurship Education and Physics Education [J]. Journal of Shenyang Normal University (Natural Science Edition), 2017, 35 (01): 121-124.
- [3] LIU Y, WANG Z, QIU C Y. Exploration of the "Three Creations" Practical Teaching System for E-commerce Majors in Colleges and Universities [J]. Modern Economic Information, 2017, (01): 420-421.
- [4] LI Y G, WANG X Y. The "Three-level, Four-platform" Innovation and Entrepreneurial Education Model of Dalian University [J]. Chinese University Technology Transfer, 2017, (21): 102-104.
- [5] YUAN Y Y. Thinking on College Students' Innovation and Entrepreneurship Education under the New Normality [J]. China Adult Education, 2016(11): 25-28.
- [6] SUN G S, LIU L G. Exploration and Practice of Cultivation of Innovation and Entrepreneurial Talents: A Case Study of Business School of Beijing Union University [J]. China Adult Education, 2016 (12): 79-81.
- [7] YIN X, XI F R. Construction of Undergraduates' Innovation and Entrepreneurial Talent Training [J]. China Adult Education, 2015 (03): 75-77.
- [8] LI W J. An Analysis of College Students' Innovation and Entrepreneurship Training System [J]. China Adult Education, 2016(12): 82-84.
- [9] Roberts E B. Entrepreneurs in High Technology: Lessons from MIT and Beyond [M] . New York: Oxford University Press, 1991: 323.
- [10] Azoulay P, Ding W, Stuart T. The Determinants of Faculty Patenting Behavior: Demographics or Opportunities? [J]. Journal of economic behavior & organization, 2007, 63(4): 599-623.