

Exploration and Practice of Training Mode for Innovative and Entrepreneurial Talents in Higher Vocational Colleges -- Taking BCFC as an Example

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Abstract: In the 21st century, innovation and development have become the main theme of the whole era. The strength of the country and the rejuvenation of the nation are inseparable from innovation and development. The Central Committee of the Communist Party of China and The State Council pointed out in the Decision on Deepening Education Reform and Comprehensively Promoting Quality Education that: “Higher education needs to pay attention to the cultivation of college students’ innovative ability and entrepreneurial spirit, and comprehensively improve their humanistic and scientific literacy. Through the research, it is found that although innovation and entrepreneurship education is in full swing at present, how to reflect the characteristics of vocational education in the process of education practice and how to train high-quality technical talents through innovation and entrepreneurship education is a direction worth exploring. Taking BCFC as an example, this paper puts forward a new mode of training innovative and entrepreneurial talents in higher vocational colleges, and makes efforts from the whole staff, the whole process and the all-round way to cultivate students’ innovative and entrepreneurial ability.

Keywords: Vocational Education; Innovation and Entrepreneurship Education; Talents-training

1. Introduction

Innovation and entrepreneurship education is an important part of talent training, which conforms to the law of social development and meets the development needs of the new situation. Beijing College of Finance and Commerce (BCFC) has always attached great importance to applied research and made continuous contributions to industrial transformation and economic growth for the objective of establishing a “Chinese Service Boutique Business School”.

BCFC has probed into and established the innovation & entrepreneurship & profession (IEP) talents-training mode from the perspective of applied research since 2005. Depending on the actual market and real need with the carrier of practical projects, we set out to build a “five-in-one” education system including courses, incubation, competitions, resources connecting and research practice so as to break down professional barriers between teachers and students and completely solve the practical problem of unmatched need of talents-training for vocational education and economic and social development need, and cultivating compound talents.

2. The development process of the three-stage innovation and entrepreneurship talent training mode

IEP mode contains three stages to facilitate talents training: first stage called as “all-coverage initiation”, during which, the curriculum system provides all the students with universal education of innovation and entrepreneurship to guide students to discover and analyze problems actively; the second stage called as “individualized cultivation”, which aims at developing students’ capabilities to solve problem by practice projects, competitions and research projects; and the third stage “resources connecting”, which aims at favored incubation of talents from high-quality projects with market potential by providing material support and assistance of mentors.

By inter-school cooperation, college-enterprise cooperation, school-government cooperation, and transnational cooperation, BCFC has not only realized inclusive innovation and entrepreneurship education of all the students, but also took the lead in founding of Sino-British Vocational Innovation and Entrepreneurship Education Alliance (Beijing) with the support of Beijing Municipal

Education Commission, establishing “International Innovation and Entrepreneurship Education Demonstration Base”, which involved in teachers and students in more than 150 vocational institutions and the countries along the Belt and Road. With the target group of teachers and students in vocational institutions, this project aims at providing a model of innovation and entrepreneurship education that can be used for reference for vocational institutions around the world.

With respect to theoretical aspect, BCFC has constantly sought for new breakthroughs in innovative and entrepreneurial education based on the IEP mode. In 2018, the project titled “Construction and Practice of Three-Stage Innovation and Entrepreneurship Education System for Higher Vocational Colleges on The Basis that Everyone Wins” won the national teaching achievement award for vocational education. Moreover, we have completed 2 national research projects, 2 municipal research projects, published 15 monographs and textbooks, as well as 105 theses.

We have built a localized model for training of innovative and entrepreneurial talents with distinctive vocational education characteristics, and achieved reform in terms of concept guidance, system construction, school-enterprise collaboration and teacher training. Moreover, we have successfully found new ways for connecting the jobs needed in the market and talents training for vocational education, and established the talents platform to provide valuable experience for vocational institutions around the world.

3. How does this training mode cultivate international innovative talents?

When it comes to practical level, BCFC has established the innovative and entrepreneurial talent-training system oriented by social service, which is a “five-in-one” system covering courses, incubation, competitions, resources connecting and research practice, so that vocational graduates can better adapt to social development. As of today, this project has involved in more than 20, 000 people.

3.1 Having formed the “three-stage” curriculum system

The “three-stage” curriculum system includes fundamental courses, advanced development courses, and profession & entrepreneurship integrating courses. At present, BCFC has developed more than 30 courses of IEP series, and cultivated 60 innovative professional teachers. In 2020, more than ten thousand students have taken the “open online international innovation and entrepreneurship course” nationwide, which received unanimous praise from the industry.

3.2 Having established the school incubation service system

BCFC has established the business embark center covering an area of 4,335 square meters, which integrates “education, practice and incubation”; and we have invested more than 3 million Yuan in entrepreneurial project incubation; and through cooperation with Beijing Trade Vocational Education Group, we have provided entrepreneurial opportunities and venture consulting, as well as resources connecting and other services for excellent entrepreneur teams.

3.3 Having set up the international competition platform

BCFC has held the International Youth Innovation and Entrepreneurship Skills Competition for four consecutive years and established the four-level, to be specific, college-municipal-national-international competition system. The competition is available to countries along “the Belt and Road” so that students from different countries could learn from each other and exchange ideas. By the end of 2020, more than 120 vocational colleges have participated in the competition.

3.4 Having probed into the school-enterprise cooperation mode

Based on the innovation and entrepreneurship competition, achievements are transformed to build an interconnection platform for excellent entrepreneurial projects and enterprises. At present, we have established 23 school-enterprise collaborating laboratories and reached into cooperation on talents training with several world-renowned enterprises such as Alibaba Group and Jingdong Group.

3.5 Having highlighted the concept of “Innovation for life”

BCFC has guided students to pay more attention to realistic challenges, and solve social problems with their innovative thinking and professional skills. In the recent three years, students in our school have completed more than 200 research projects, such as students majoring in interior design have completed reconstruction of aging buildings with innovative practice project which solved the urgent problem of habitation for the elderly.

4. How the training mode benefits to more students ?

With IEP mode, students’ ability to creative, learn and adapt to social development and changes has greatly improved.

4.1 Have significantly improved students’ ability and spirit of innovation and entrepreneurship so that they can quickly adapt to social changes

After studying under the IEP mode, students can firstly know the importance of innovation in study and work, and then put forward creative ideas based on their interests and professional skills. There were 252 student groups from our school who have participated in The 7th China International College Students “Internet +” Innovation and Entrepreneurship Competition in 2021, and

finally won 2 gold medals, 9 silver medals and 32 copper medals in Beijing and the national gold medal. In additions, our students have published two theses in national core journals.

4.2 Have strengthened Students' ability of discovering and solving problems, and interdisciplinary learning

Students can, on one hand, apply the professional knowledge and skills they have learned into entrepreneurship practice and write the first chapter of their development process from classroom to workplace. On the other hand, students could use interdisciplinary knowledge to discover and solve problems, and become compound talents. In 2021, the student delegate who won the gold medal of the national competition as a retired firefighter, designed a set of personal protective equipment for firefighters provided with the function of energy conversion due to his intention of protecting his comrades in arms, and he finally realized his dream of entrepreneurship under the support of college.

4.3 Have widened students' international perspectives so that they start to pay attention to global sustainable development objectives

By taking part in international competitions and exchange activities, students have broadened their international visions thereupon and continuously enhanced their ability of cross-cultural communication, which was conducive to improving their core competitiveness in future career development. In 2019, our students participated in the second and third Sino-British International "the Belt and Road" International Youth Innovation and Entrepreneurship Skills Competition and won the International Fashion Award and the Most Innovative Student Award. Besides, in Aug. 2021, the project titled "Parnian artificial intelligence bed" won the first prize for "China Trial of the First International Digital Talent Innovation Skills Competition in Berlin, Germany for the Year of 2021".

5. Conclusion

With the IEP mode, we have fully mobilized resources of various vocational institutions, enterprises, governments and countries from the school level, and scored remarkable development and achievements.

Enthusiasm and impetus for students' participation have been improved continuously. In recent years, more than 2,000 students have participated in this project per year, and more than 200 creative practice projects have been initiated at class. Since the beginning of 2012, we have won 43 special award and first prize for national competition, 128 special awards and first prizes for municipal competition; and the top science and technology award for teenagers—Award for Adolescents Science & Technology Innovation, and led students to apply for patents for 17 times.

Quality of students' entrepreneurship and employment has been improved constantly. Since 2014, 18 entrepreneur teams from BCFC have been titled as Excellent Entrepreneurial Team in Beijing, among whom, 110 students have started up business as the founders, and realized a survival rate of 75.45%. Besides, 7 projects have gained Angel investment and other capitals amounting to 9.85 million RMB; "Zhongjie Letao" founded by Liu Jiahao, a graduate student from BCFC, which received a directional private placement on National Equities Exchange and Quotations (NEEQ) amounting to 120 million Yuan, and realized a market value exceeding 300 million Yuan. Employment rate of our school have been up to 99% for 9 consecutive years with the satisfaction degree exceeding 95%.

Having popularized the experience in innovation and entrepreneurship education throughout the country. In 2017, BCFC took the lead in founding of Sino-British Vocational Innovation and Entrepreneurship Education Alliance (Beijing) and provided teaching training for the faculty in vocational institutions in Beijing. As of today, we have carried out 30 training programs, which more than 1,800 teachers have participated in. The international competition we held have attracted students from more than 120 institutions, and overseas students from the countries along the Belt and Road. For the past 5 years, more than 100 vocational institutions have come to BCFC for visiting and learning, which was reported widely by China Central Television, People's Daily and other authoritative media and received significant radiation and demonstration effect.

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