

A Study on the cultivation path of University Entrepreneurial Talents in the Context of university-Region Cooperation

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Abstract: Based on the background of university-region cooperation, this paper studies the path of university entrepreneurial talents training. After a brief introduction of the background of school-place cooperation and an analysis of the value of school-place cooperation to the training of entrepreneurial talents in colleges and universities, this paper puts forward some effective paths such as creating professional characteristic groups and constructing collaborative innovation platforms, which can give full play to the advantages of school-place cooperation mode and lay a good educational environment and resource foundation for the training of entrepreneurial talents.

Key words: school-locality cooperation; Entrepreneurial talents; Characteristic industry group; Building collaborative innovation platforms

University-local cooperation in undergraduate education will help promote the cultivation of entrepreneurial talents in universities. Through cooperation with local governments and enterprises, colleges and universities can provide practical opportunities and resource support to expose students to the actual entrepreneurial environment and cultivate innovation awareness and entrepreneurial ability. At the same time, local governments and enterprises can provide entrepreneurial projects and tutor support to help students master entrepreneurial skills and problem-solving abilities in practice. School-locality cooperation combines school education with entrepreneurial practice to cultivate entrepreneurial talents with innovative spirit and practical ability.

I. Background of school-locality cooperation

University-local cooperation in undergraduate education refers to the educational model in which universities, local governments, local enterprises and public institutions carry out close cooperation and coordinated development in teaching, scientific research and personnel training. The background of university-locality cooperation mostly originates from the needs of higher education development and local development.

On the one hand, school-place cooperation is based on the needs of higher education development. With the rapid development of social economy and the increasingly prominent scientific and technological innovation, the demand for higher education is getting higher and higher. Colleges and universities need to establish close ties with all walks of life in society and understand the latest industry dynamics and needs in order to better train high-quality talents who can adapt to social development. Local governments, enterprises and institutions are important forces for economic and social development, and we hope to attract excellent university resources to promote the development, transformation and upgrading of local economy. Therefore, university-local cooperation has become an important way to meet the needs of higher education development. On the other hand, school-locality cooperation meets the needs of local development. Due to the differences in the level of economic and social development between regions, there are also differences in the demand for talents among different regions. Cooperation between local governments and universities can better meet the demand for local talents and provide strong support for local economic construction. Through cooperation with colleges and universities, local governments can pass on the needs of scientific and technological innovation and industrial development to colleges and universities, guide the scientific research strength and talent training direction of colleges and universities to integrate with local industries, realize the deep integration of industry, university and research, and cultivate high-level talents who better meet the actual needs of local governments.

2. Analysis of the value of university-locality cooperation to the cultivation of entrepreneurial talents in universities

School-place cooperation provides students with practical opportunities and all-round support for entrepreneurship. In the cooperation, colleges and universities can establish ties with local governments, enterprises, business incubators, etc., and integrate students into entrepreneurial projects so that students can experience the whole process of starting a business. Such practical opportunities can prompt students to better understand the realistic environment and challenges of starting a business, and cultivate their sense of innovation and entrepreneurial ability. By participating in entrepreneurial practice, students can learn and master entrepreneurial skills such as market research, business plan writing and teamwork, so as to adapt to and reserve the abilities needed for entrepreneurship in advance.

3. Based on the background of university-local cooperation, college entrepreneurial talent training path

1. Creating special professional groups

The joint development of specialty groups by universities and localities can give full play to the advantages of universities and local industries, provide students with entrepreneurship education, practical opportunities and resource support, cultivate entrepreneurial talents with innovative and practical abilities, and promote the interaction and integration of universities and local economies. Last year, the process of creating specialty groups included the joint positioning of specialty groups by universities and localities, the promotion of

curriculum design and reform, the construction of practice bases, and the establishment of entrepreneurship mentors and enterprise guidance mechanisms. First, universities should identify one or more specialty groups based on local industrial advantages and market demand. These professional groups can conduct in-depth industry-university-research cooperation with partners such as local governments, enterprises and business incubators, aiming to build entrepreneurial talents with professional expertise and innovative and entrepreneurial ability.

2. Building a collaborative innovation platform

In the context of campus cooperation, building a collaborative innovation platform is one of the important strategies for cultivating entrepreneurial talents in colleges and universities. This strategy mainly focuses on industrial technological innovation and promotes entrepreneurial talents to realize entrepreneurial development in the face of new technologies. Figure 1 shows the functional system diagram of the collaborative innovation platform:

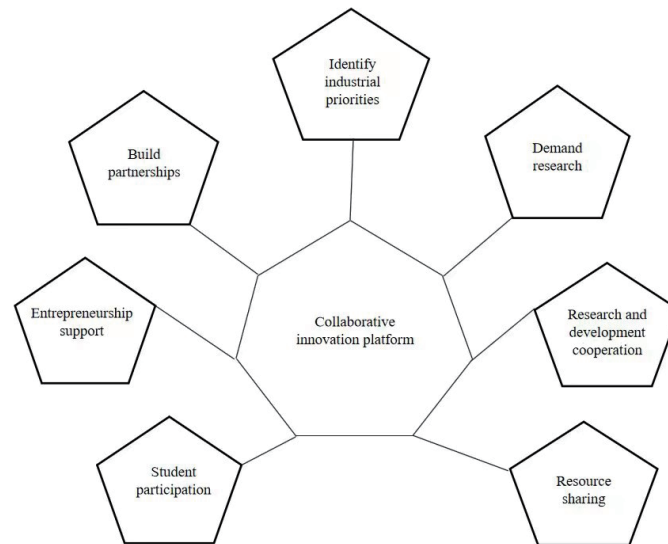


Figure 1 Functional system diagram of collaborative innovation platform

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Figure 1: Establishing partnership, that is, in the stage of entrepreneurial talent training, colleges and universities establish close partnerships with local enterprises, government agencies and scientific research institutions to form the basis of collaborative innovation platform. Determine key industries, that is, the university and the place jointly determine the local key industries, which may be local advantageous industries or emerging industries with development potential. Demand research is to understand the technical challenges and development needs of the key industries through in-depth research and exchanges between the university and its partners such as enterprises and the government. Research and development cooperation means that after obtaining the research results, universities and partners jointly carry out research and development projects to solve technical problems in key industries and provide innovative solutions. Resource sharing means that local governments and enterprises cooperate to build a platform, share laboratory and equipment resources, and provide conditions and support for the implementation of innovative and entrepreneurial projects. Student participation means that at the stage of research and development and application of new technologies, students are included in the implementation of the collaborative innovation platform, practical opportunities and project participation are provided, students are encouraged to put forward innovative and entrepreneurial ideas, and relevant training and guidance support are provided. Entrepreneurship support, based on the collaborative innovation platform, provides entrepreneurial college students with entrepreneurial resources such as entrepreneurial guidance, entrepreneurial training, and venture capital support to help students transform their innovative achievements into commercial projects.

According to a comprehensive analysis, the collaborative innovation platform can promote the cooperation between universities and industries, promote the transformation and application of technology and innovation achievements, and cultivate talents with innovative consciousness and entrepreneurial ability. At the same time, the platform also provides the industry with a group of talents with practical experience and professional knowledge, which promotes industrial development and regional economic growth.

3. Promoting the implementation of the talent co-construction project

In the context of campus and local cooperation, promoting the implementation of the talent co-construction project is an important way to train college entrepreneurial talents. Schools, enterprises and local governments can take the following measures to realize the joint construction project of talents training. First, an entrepreneurship mentor program should be formulated. Schools and enterprises cooperate to invite entrepreneurs or professionals who have successfully started their own businesses to the schools to carry out the entrepreneurship mentor program. Mentors provide students with guidance and experience sharing to help them develop innovative and entrepreneurial thinking and abilities. Second, actively promote innovation and entrepreneurship events, which can be jointly held by schools, enterprises and local governments to provide a stage for students to showcase their entrepreneurial projects. Competitions can not only stimulate

students' entrepreneurial potential, but also promote cooperation and exchanges among schools, enterprises and local governments. Third, support for entrepreneurship should be implemented. Schools, enterprises and local governments can cooperate to set up venture capital funds to provide financial support for promising entrepreneurial projects. The fund can be jointly invested by all parties to better identify and cultivate entrepreneurial projects, as well as promote technological transformation and economic cooperation between schools and enterprises.

4. Inheriting and innovating regional culture

In the context of campus cooperation, promoting college students to inherit and innovate regional culture is an important way to cultivate college entrepreneurial talents. First, colleges and universities should actively strengthen the education of the history and culture of the region, by setting up relevant courses and organizing field trips, so that students can deeply understand and inherit the cultural traditions of the region. Second, we should promote the establishment of cultural and creative projects. Schools can encourage students to carry out creative projects that combine the traditional culture of the region with modern elements to create cultural products or services with innovative and marketable potential. Third, schools and local governments should attach great importance to practice and exchange, such as organizing students to participate in community or enterprise cultural activities, so that students can personally experience and participate in the cultural traditions of the region, and communicate and cooperate with relevant people. Fourthly, schools should cooperate with the real estate industry. Schools can cooperate with local cultural industry enterprises to jointly carry out cultural and creative industry projects, providing students with practice and employment opportunities.

5. Give play to the role of local governments as guides

In the context of school-level cooperation, local governments should give full play to their role as facilitators. First of all, local governments can formulate policies on innovation and entrepreneurship, including providing subsidies for entrepreneurship, funding for entrepreneurship projects, tax incentives, etc., to provide a good policy environment and resource support for university entrepreneurial talents. Secondly, the government can cooperate with enterprises and schools to build start-up platforms, incubators and bases for innovation and entrepreneurship, provide office space, facilities and equipment, innovation funds and other support, and provide practice environment and resources for entrepreneurial talents in universities and colleges. Third, local governments can guide colleges and universities to carry out innovation and entrepreneurship education reform, promote the change of education model, pay attention to training students' practical ability, teamwork ability and innovative and entrepreneurial thinking, so as to make entrepreneurship education meet the needs of local industries. Finally, local governments can organize and train a team of entrepreneurship mentors to provide guidance and support for entrepreneurial talents in colleges and universities. The mentors can share their entrepreneurial experience and industry knowledge to help students develop entrepreneurial projects.

Epilogue:

To sum up, during the training of entrepreneurial talents based on the school-place cooperation model, schools, local governments and enterprises should build characteristic professional groups and collaborative innovation platforms, actively promote the implementation of talent co-construction projects, encourage senior high school students to inherit and innovate regional culture, and give full play to the role of local governments as guides. In order to build a good entrepreneurial environment and resource base for entrepreneurial talents in colleges and universities. In addition, this paper holds that the transformation of local colleges and universities has been the general trend of higher education in China, and the government-led development of industry-university-research will also be the leading model in the future. This model can integrate the development of students, local economy and social development, and provide high-quality talents for the society in the new era.

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