The Research on Incubation Mechanism of Innovation and Entrepreneurship in Higher Vocational Colleges

Yong-Cheng ZHOU
Chongqing Business Vocational College, Chongqing, China

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Abstract. With the accelerated development and important changes of higher vocational education, vocational education has ushered in a golden period of development. "High-quality schools" and "double high" schools have become the goals that schools strive for. And the quality of entrepreneurship incubation parks in higher vocational colleges has a direct impact on the quality of a school's talent training, the ability to incubate entrepreneurship projects and serve the community. Therefore, higher vocational colleges should strengthen the construction of entrepreneurial incubation parks, and contribute to the construction of "high-quality schools" and "double high" development.

1. Introduction

With the gradual change of the school running concept of higher vocational colleges, the establishment of entrepreneurial incubation parks in higher vocational colleges has played an important role in promoting the innovation of school running mechanisms and the training of talents to meet the needs of regional economic development. Higher vocational colleges have three major functions, namely, talent training, entrepreneurship incubation, and service to the society. These three are mutually supportive and mutually reinforcing, and jointly promote the overall organic connection and coordinate the development of higher vocational colleges. Therefore, strengthening the establishment of entrepreneurship incubation parks in higher vocational colleges not only complies with the requirements of the development of the times, but also promotes higher vocational colleges to play a positive role in promoting the quality of talent training and social service capabilities.

2. The Importance of Building a Business Incubation Park in Higher Vocational Colleges

2.1 The Importance of Entrepreneurship Incubation Parks for Talent Training in Higher Vocational Colleges.

The most important mission and task of higher vocational colleges is to train high-quality skilled personnel for the national society and serve the development of local regional economy. At present, higher vocational education faces important development opportunities and challenges. To improve the quality of personnel training, schools need to explore new carriers and new ideas suitable for their own development. The establishment of a high-quality and high-level entrepreneurial incubation park will provide a strong guarantee for promoting education reform in higher vocational colleges and improving the level of talent training. In the process of constructing the incubation park, higher vocational colleges should focus on introducing enterprises with strength and brand awareness. At the same time, the school strengthened the "school-in-factory" mode of running schools to effectively carry out technical innovation, product marketing, and business operations. At the same time, the school should strengthen cooperation with the enterprises stationed in it and form a school-run school model, so that when the enterprise completes normal production and management activities, it can provide a certain training place for teachers and students of the school and further improve the industry-academia cooperation, and collaborative innovation, so that management and technical personnel can be used as
guidance teachers for post-training students to undertake vocational competence courses. This will help to give play to the advantages of front-line management and production of enterprises and jointly develop practical technical skills with higher vocational colleges.

2.2 The Importance of Entrepreneurship Incubation Parks for Entrepreneurship in Higher Vocational Colleges.

In recent years, the construction of entrepreneurial incubation parks in higher vocational colleges has become one of the key projects for the construction of high-quality schools. The first is that the construction of entrepreneurial parks is conducive to the timely and effective promotion of student incubation projects and the successful operation of the projects. The second is through the establishment of a business incubation park as a platform to bring together professional and technical personnel of schools and well-known enterprises to form a high-level scientific and technological innovation team, do a good job of coordinated innovation, and promote the rapid development of scientific and technological research and development and scientific and technological achievements. The third is to establish preferential policies on entrepreneurship through schools and the government to stimulate the entrepreneurial enthusiasm of teachers and students and cultivate more entrepreneurial projects.

2.3 The Importance of Entrepreneurship Incubation Parks to Serve the Society in Higher Vocational Colleges.

Higher vocational colleges should optimize and strengthen the construction of entrepreneurial incubation parks in accordance with the development of local and regional economies and the demand for high-skilled and high-quality talents in related industries across the country. Improve the ability of talent training and social services. Chongqing Vocational College of Commerce focuses on promoting the construction of logistics and e-commerce industry bases. First, through the construction of logistics bases, in accordance with the location advantages of the college and the major professional construction planning of the college, a logistics talent export, training, and college student entrepreneurship incubation base will be established in the vocational industrial park. Taking the training base as the starting point, the college uses the full integration of various resources such as school, chamber of commerce and enterprise tripartite management integration, full-time and part-time teacher integration, teaching factory integration, internal and external integration of resources, etc., to improve the equipment of the original training room in the school. Integrate the resources of internal and external internship training bases, build a logistics talent training base, transport high-quality skilled circulation talents for Chongqing’s economic development, and serve the transformation and upgrading of local industries. The second is through the construction of e-commerce bases to achieve coordination and cooperation among governments, schools, industrial parks and enterprises, to build e-commerce talent training and practice bases, and to provide e-commerce, marketing, logistics and other related outsourcing services for small and medium-sized enterprises.

3. Three Functions of Entrepreneurial Incubation Park in Higher Vocational Colleges

3.1 It Has the Important Function of Building a High-Level Innovation and Entrepreneurship Platform.

First, higher vocational colleges must continue to strengthen the construction of the school's entrepreneurial incubation base, provide entrepreneurial incubation places for students and entrepreneurial teams who have entrepreneurial desire throughout the school, and arrange professional entrepreneurial mentor teams jointly formed by schools, governments, industries, and enterprises. Undergraduate entrepreneurship activities provide comprehensive guidance and assistance to minimize the risk of college students' entrepreneurship and increase their chances of success in entrepreneurship.
Secondly, by vigorously guiding college students to actively carry out innovative entrepreneurship activities and projects, they can effectively improve the comprehensive quality and professional skills of students, achieve a smooth transition from student entrepreneurship to SME incubation, and improve the employment level of students. Third, through the industry incubation park, some outsourcing services will also be provided for SMEs incubation in order to better serve local economic and industrial development.

3.2 It Has the Important Function of Training High-Tech Skilled Personnel.

At present, the quality of talent training in higher vocational colleges has been greatly improved, but the requirements of economic development for high-skilled and high-quality talents are also constantly increasing. Therefore, talent training in higher vocational colleges cannot fully meet the needs of social development. Through the construction of higher vocational incubation parks, it is possible to help innovate the talent training model of higher vocational colleges. One is the demand-oriented industry order training model; the other is the embedded training model of Lianpei co-education; mode. The demand-oriented industry order training model refers to the completion of the design and formulation of talent training programs through school-enterprise cooperation, and the implementation of talent training in accordance with the talent training principle group of "school-enterprise co-education and training". The embedded training mode of Lianpei Co-education refers to starting from the demand for posts, referring to the relevant standards of industry companies, participating in the process of talent training and designing, jointly formulating job professional standards, and achieving a full range of content embedding, resource embedding, and teacher embedding. In order to maximize the resource sharing advantages of school-enterprise joint training, the professionalization of talent training can be realized. The flexible semester work-learning talent training model is a multi-semester, segmented "flexible learning." The so-called flexible semester refers to the length of the semester and the nature of the semester is flexible. The length of the semester is tied to the main skills, which can be long or short; the semester is designated as the corporate semester and the school semester. In this way, it can meet the requirements of the alternate training mode of engineering and learning, and meet the differences between teaching cycles and production cycles, teaching content and job requirements, and achieve organic unification of classrooms and positions, students and apprentices, teachers and masters, classrooms and workshops, teaching aids and tools, to achieve the goal of talent training during the zero adaptation period.

3.3 It Has the Important Function of Serving Local Society.

The construction and operation of entrepreneurial incubation parks in higher vocational colleges will help to further broaden the channels of social services for higher vocational colleges, help provide society, enterprises, and industries with diversified and high-level technical services, and continuously enhance the level of social services. The functions of social services are specifically manifested in the following aspects: firstly, through the establishment of entrepreneurial incubation parks to gather high-quality educational resources such as majors, scientific research projects, and faculty teams, to build technology accumulation research and development centers, and scientific and technological innovation projects to enhance the core ability to serve the society; secondly, through effective integrate various preferential policies of the off-campus industry and local government, cooperate with industry enterprises under the guidance of the government, give play to the function and role of the R & D center, and build a service platform for a broader and higher-level technology and skills accumulation service for the society. 3. The company provides better social services. The third is based on the breakthrough of science and technology innovation and entrepreneurship teams, relying on various types of R & D centers at various levels, and in-depth cooperation with government schools and enterprises to solve specific problems such as production technology, financial management, and marketing management. In order to settle down, comprehensively improve the scientific research innovation and social service ability of the teacher team.

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4. Measures to Strengthen the Entrepreneurial Incubation Mechanism in Higher Vocational Colleges

4.1 To Further Strengthen the Cooperative Mechanism of Government, Schools and Enterprises.

Higher vocational colleges are responsible for the training of talents. Not only does it gather rich human resources, it also has a large number of advanced instruments and experimental bases, and has the potential for transformable technological innovation. Therefore, first, higher vocational colleges must make full use of the school's human resources and technical strength resources through the establishment of entrepreneurial incubation bases to promote the accumulation of technical skills and the transformation of scientific and technological achievements; second, make full use of government policy resources and the advantages of policies and funds. The third is to give full play to the advantages of enterprises in terms of funds, projects and technical resources. In order to better integrate the needs of the school and the market, college student startups are integrated into regional economic development, participate in market competition, and strive for more advantages and resources to help college students start their businesses, especially at the critical juncture of industrial transformation and upgrading. The construction of the university student entrepreneurship incubation base should be closely integrated with the regional economy, and create a brand-new school-led, government, and enterprise sharing and co-construction of a vocational student entrepreneurship incubation operation mechanism.

4.2 Further Strengthen the Development Paths of Entrepreneurial Incubation of Simulation and Quanzhen

The construction of entrepreneurial incubation parks in higher vocational colleges mainly includes two incubation modes: total truth and simulation. The whole truth model refers to the school provides a business place for entrepreneurship. Entrepreneurship students are registered in accordance with relevant national industrial and commercial and tax management regulations. The founding enterprise operates in full accordance with marketization in its business activities, pays taxes in accordance with the law, fully competes, and accepts entrepreneurship inside and outside the school. Supervisor guidance and supervision and management of relevant government departments. The simulation mode means that the school provides a place for starting a business. Each startup company is not registered with the industry and commerce, taxation, and other departments, and does not have independent legal personality. Instead, the school sets up a special institution to simulate the business and taxation departments and other relevant market supervision departments. In accordance with the relevant regulations of the State Administration for Industry, Commerce and Taxation, the start-up enterprises are managed. The founding enterprise operates under a simulated business environment under the guidance of the entrepreneurial mentor. Chongqing's economy is developing rapidly, and industrial chains such as manufacturing, tourism, and modern service industries are developing and flourishing. The entrepreneurial incubation base of higher vocational colleges in Chongqing should boldly choose an entrepreneurial incubation model that is based on the whole truth and supplemented by simulation. Opportunities for industrial structure adjustment in Chongqing, choose entrepreneurial projects according to the needs of social development, integrate into regional economic development, participate in market competition, enable students to apply knowledge and professional skills to innovation and entrepreneurship, and truly integrate entrepreneurship education with entrepreneurial practice, thereby Develop students' entrepreneurial spirit and ability. Therefore, schools should create more simulated entrepreneurial environments, so that more students have the opportunity to participate in practical exercises, feel entrepreneurship, understand entrepreneurship, and cultivate the spirit and quality of entrepreneurship on the job.
4.3 Further Establish and Improve the Guarantee System for Entrepreneurship and Incubation.

In order to effectively promote the successful operation of the entrepreneurial incubation base, higher vocational colleges should establish and improve a complete entrepreneurial guarantee service system. There are three main measures: First, increase policy support. First of all, we must actively seek government support and help. For example, the government, human society, science and technology, industry and commerce, taxation and other departments have issued preferential policies for entrepreneurship. If these policies can be implemented in the school entrepreneurship incubation base, it will open up for college students to start a business, a green channel. Secondly, higher vocational students have short study time and heavy tasks in school, while starting a business involves all aspects and requires a lot of time investment. Schools should formulate corresponding learning policies on learning tasks and flexibly arrange study time to ensure that students learn knowledge, does not affect entrepreneurship, but also successfully graduate. Second, strengthen the entrepreneurial guidance of experts. University students usually lack practical experience in entrepreneurship. Schools should combine their own resource advantages to invite entrepreneurial experts, entrepreneurs, and government functional personnel from within and outside the school to provide guidance for students' entrepreneurial projects, and set up a group of entrepreneurial mentors to help one-on-one. Students, improve the success rate of entrepreneurship; set up an expert evaluation committee to evaluate the feasibility and market potential of entrepreneurship projects, and reduce the blindness of entrepreneurship; set up entrepreneurs' associations to share resources and help each other. Third, strengthen the level of funding protection. An important problem that plagues college students' entrepreneurship is insufficient funds. Therefore, to ensure the smooth operation of the entrepreneurial incubation base, it is necessary to extensively raise funds inside and outside the school and establish a venture incubation fund system. Expand the business incubation fund by absorbing social funds, including government funds, bank loans, intermediary company investment, corporate capital injection, social investment, etc., to obtain more financial protection. In short, vocational colleges and universities have gradually recognized the establishment of entrepreneurial incubation bases for college students and are becoming a mainstream in the development of vocational colleges. Higher vocational colleges must be accurate in accordance with their own school running characteristics, student characteristics, and local economic development trends. Positioning, constructs a strong entrepreneurial incubation park, and contributes to the school's "quality school" construction and "double high" development.

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