

# **The Framework Analysis of Entrepreneurial Practice in Chinese University: Based on the New Mode of Entrepreneurship and Innovation Talents Training**

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**Abstract:** under the background of “mass entrepreneurship and innovation”, college students' independent entrepreneurship has become a common concern of people from all walks of life. With the increase of the number of employments each year, the employment competition of college students is increasingly fierce, and more and more college students choose to set up their own enterprises. Although there is strong support from the government policy and some resources provided by the University, the success rate of College Students' entrepreneurship is only 1%, which requires the university to establish a set of College Students' entrepreneurship practice framework. Help college students learn relevant knowledge, master relevant skills, and have relevant comprehensive quality. At the beginning, this paper introduces the current macro background of College Students' employment and entrepreneurship, and concludes the importance of the new mode of entrepreneurship and innovation talents training for the construction of College Students' entrepreneurial practice framework. Then it introduces the connotation of the new mode of entrepreneurship and innovation talents, and expounds its significance and guiding role in cultivating entrepreneurial talents in Colleges and universities. Finally, it summarizes how colleges and universities construct entrepreneurial practice framework based on the new mode of entrepreneurship and innovation talents training, and takes Nanjing University of Finance and economics as an example to study specific measures.

## **1. Introduction**

### **1.1 Research Background**

#### **1.1.1 Social Macro Employment Situation is Grim**

In 2021, the number of university graduates reached an all-time high of 9.09 million, an increase of 350000 over the same period in 2020 (see Figure 1). And it will increase by 1% year by year. The number of graduates is increasing year by year, but the number of jobs can not keep up with the number of graduates. At the same time, China's economic development has entered a new stage, some popular industries, such as the financial industry, are gradually transforming, which makes college graduates meet new challenges in the process of employment, how to quickly adapt to the changes in the industry. In addition, influenced by COVID-19, the state granted 2020 graduates the qualification to retain the graduating students. Therefore, the 2021 graduates not only face the growth of this number of graduates and the annual decrease of their jobs, but also face the pressure of competition with the 2020 graduates.

Therefore, in the process of employment, college students should broaden their thinking, turn passivity into initiative, and strive to create employment opportunities for themselves. College Students' entrepreneurship can not only alleviate the employment tension and fierce competition of college students, but also create more employment opportunities for the society, inject fresh blood into the industry and promote the development of the industry.

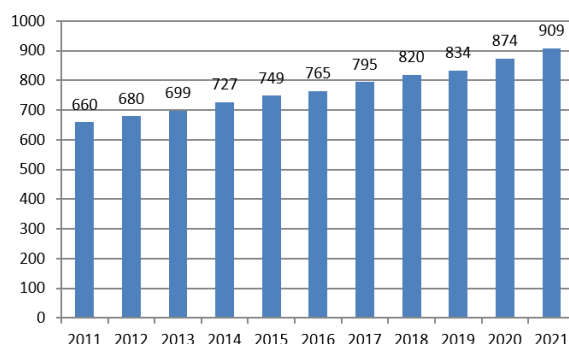


Fig.1 Number of Graduates from 2011 to 2019 (Data from the Website of the Ministry of Education of China)

### 1.1.2 Strong Support of National Policies for College Students' Innovation and Entrepreneurship

The state has been reforming and improving the relevant systems and mechanisms, building an inclusive policy support system, and constantly introducing relevant policies, calling on all sectors of society to pay attention to and support college students' entrepreneurship. The report of the 18th National Congress of the Communist Party of China points out that “we should encourage multi-channel and multi-form employment, promote entrepreneurship, promote employment, and promote higher quality employment.”. Innovation and entrepreneurship has become the direction of national policy support. As the fresh blood of the country, college students are more flexible in thinking, more creative, young and energetic, and more suitable for innovation and entrepreneurship. At the same time, college students' Entrepreneurship also plays a key role in deepening education reform, promoting the upgrading and development of high-tech industries, and promoting the progress and prosperity of socialism. Since 2015, the state has issued many relevant policies, which have been improved and added year by year, creating a good social atmosphere for college students to start their own businesses, so that college students can fully enjoy the preferential policies of the government. In March this year, the Ministry of human resources and social security issued nine specific measures on the employment and Entrepreneurship of college graduates in 2021. Give full play to the spirit of employment and entrepreneurship to help college graduates improve their quality. The state attaches great importance to the opportunities of College Students' innovation and entrepreneurship, and constantly introduces new preferential policies, which creates a strong social entrepreneurial atmosphere for the majority of college students with entrepreneurial goals.

### 1.1.3 All Sectors of Society Encourage Innovation and Entrepreneurship

The provincial and municipal governments have also responded to the call of the state, such as the Jiangsu provincial government's “implementation of Jiangsu provincial government's employment and entrepreneurship work under the new situation” of SZF [2015] No. 90. To encourage college students to innovate and develop their own career, not only in provinces and cities, but also in various regions. Qixia District of Nanjing printed and issued the “implementation opinions of Qixia District on further promoting the employment and Entrepreneurship of college students” with the document of ningqizhengzi [2014] No. 213, which broadens the road of innovation and entrepreneurship for college students in Xianlin University Town. In Qixia District alone, there are 90 business parks, and a business service center for college students in Qixia District is specially set up, which integrates five functions of public service, business activities, capital docking, information release, publicity and display, so as to better provide services for college students who are starting or preparing to start a business. The vast majority of policy public opinion has brought positive psychological hints to college students who want to start a business, such as preferential loan policies, tax relief policies and financial support policies. Many schools will also provide office places and office facilities for college students. For example, in Xianlin University Town, many colleges and universities set up entrepreneurship parks to provide free office space for entrepreneurial college students, and set up entrepreneurship scholarships to

encourage students to venture and innovate.

## **1.2 Purpose of the Study**

In the strong entrepreneurial atmosphere of the whole society, with the strong support and encouragement of national policies, and in the desire of contemporary college students to realize their self-worth and spend their youth sweat, college students' entrepreneurship can not only solve the problem of finding jobs for themselves, but also promote others' employment, provide youth color for the industry, and promote the optimization and upgrading of the national industrial structure, Promote national economic growth. College students need to have a certain comprehensive quality to start their own business, which requires colleges and universities to give them correct guidance and training during their schooling. Therefore, it is of great practical significance to study the practical framework of entrepreneurship in Colleges and Universities under the new mode of entrepreneurship and innovation talents training, which can promote the employment of college students, deepen the reform of talent training system in Colleges and universities Promoting national economic growth and other important aspects play a decisive role.

## **1.3 Research Methods and Innovations**

This paper uses literature analysis and case analysis as the main research methods, first of all, through the relevant literature review, find out the common problems in the establishment of entrepreneurial practice framework in Colleges and universities, and make a detailed analysis of specific cases, as a typical and draw conclusions.

### **1.3.1 Literature Analysis**

The method of literature analysis refers to the analysis method of finding out the nature and status of the research object and drawing out one's own point of view through the research of some aspects of literature collected. Through consulting a large number of literature, this paper explores the specific connotation and nature of the new mode of entrepreneurship and innovation talents training, and lays a good foundation for the combination of entrepreneurship and innovation talents training in Colleges and universities.

### **1.3.2 Case Analysis Method**

Through long-term continuous investigation and understanding of individuals, groups or organizations to study the whole process of development and change, and draw research conclusions. This paper selects Nanjing University of Finance and economics as a typical representative of Finance and economics colleges. By exploring the problems that Nanjing University of Finance and economics encountered in the process of carrying out students' entrepreneurial practice, this paper uses the concept of the new mode of entrepreneurship and innovation talents to solve these problems for Nanjing University of Finance and economics, and helps Nanjing University of Finance and economics to construct a more clear and suitable entrepreneurial practice framework for students of Finance and economics colleges.

## **2. The New Mode of Training Creative and Innovative Talents**

### **2.1 The Connotation of the New Mode of Cultivating Innovative and Innovative Talents**

Mass entrepreneurship and innovation, namely mass entrepreneurship and mass innovation, is a new concept put forward by Premier Li Keqiang at the summer Davos Forum in 2014. It has set off a new wave of “mass entrepreneurship”, “grassroots entrepreneurship” and “national entrepreneurship” in the 9.6 million square kilometers of China. The new mode of cultivating innovative and entrepreneurial talents is a new mode with a set of systematic and scientific evaluation mechanism as the guarantee through the reform of the current university education concept and system, the increase of practice content and the training methods of related courses. Therefore, this is the connotation of the training mode of innovation and entrepreneurship. Colleges and universities should follow this mode to cultivate “innovation and entrepreneurship” talents who

can lead the society forward.

## **2.2 The Practical Significance of the New Mode of Cultivating Innovative and Innovative Talents**

### **2.2.1 Helping College Students Realize Their Own Needs**

College students as the main force of social progress, in the context of innovation and entrepreneurship, should keep up with the pace of society, do the tide of the times. Therefore, the emergence of the new mode of cultivating innovative and entrepreneurial talents plays an important role in the cultivation of innovative and entrepreneurial talents in Colleges and universities, and the self needs of college students can also be realized through independent entrepreneurship. Human needs are divided into five types, from low to high, such as the ladder, in which the need for development is the highest level of people's needs, people want to give full play to their intelligence and self-worth. At present, with rapid social changes and rapid technological progress, college students are eager for self-development and self-improvement, with passion for new things and full of hope to enter the society, which is exactly their advantages. Although these sounds illusory, they are the reasons for the entrepreneurial college students to persist.

### **2.2.2 Effectively Solve the Problem of Fierce Employment Competition of College Students**

Since the beginning of large-scale enrollment, the number of university graduates has increased rapidly, which leads to a serious oversupply. However, the main reasons are that the labor market of our country is not mature, the system and mechanism factors lead to the high cost of job hunting, and the students themselves have high expectations of the employers. An effective way to solve this problem is to encourage college students to start their own businesses, but the common college students are still far away from the ability requirements of independent entrepreneurship, which requires our higher education to stand in the long-term and strategic height, re-examine the education mechanism and college students' ability training system, and take the cultivation of College Students' entrepreneurial ability as the core task. In the process of Cultivating College Students' entrepreneurial ability, the key is to encourage a kind of entrepreneurial consciousness and entrepreneurial spirit. Consciousness is the action guide to guide entrepreneurs' attitude and behavior towards entrepreneurial activities. Only with the guidance of consciousness can we have the action put into practice and the possibility of entrepreneurial success. It can be seen that the training mode of innovation and entrepreneurship talents is very important for cultivating innovative and entrepreneurial talents and solving the employment problems of college students.

### **2.2.3 Help to Gradually Change the Traditional Education Concept and Create an Integrated Education of Innovation and Entrepreneurship**

Under the traditional education concept, book knowledge is still the most important. However, in reality, some students only cram a week before the exam, even if they get a high score, they don't master it. And some high score students will not carry out the practical application of theory, when it comes to employment, it is also full of disadvantages. Therefore, the education of coping with examinations, textbooks divorced from the practical value of society, and loose management system will make students gradually lose the ability of independent thinking in the process of four-year mixed diploma, and their awakening at graduation will not be of great use. College Students' independent entrepreneurship can cultivate their independent thinking ability, help them form their own thinking mode and make accurate self judgment. It is also an effective way to promote the reform of university education system. As the dialectical unity of innovation and entrepreneurship, they integrate and promote each other. Therefore, in order to cultivate talents who can start businesses, colleges and universities need to adopt a new mode of cultivating innovative talents. The new mode of dual innovation training can not only help students have a solid knowledge base and relatively complete knowledge structure. Let them have good habits and ability to learn independently and relearn to realize the possibility of self-help innovation in the future; It can cultivate their typical spirit of innovation and entrepreneurship, perseverance and will, good

innovation ability, practical implementation and expansion ability, good team spirit, cooperation ability and social competitiveness, and cultivate the comprehensive quality needed in the process of entrepreneurship.

3. The guiding significance and practical value of the new mode of entrepreneurship and innovation talents training for colleges and universities to cultivate entrepreneurial talents and carry out entrepreneurship

## 2.3 Problems in the Process of College Students' Entrepreneurship

### 2.3.1 There Are Few Venture Capital and Imperfect Financing System

The lack of venture capital is a serious problem faced by entrepreneurs. However, there are few sources of venture capital, so many college students need to turn to their parents or friends for help (see Figure 2), that is, to raise funds with family affection and face. This is not a good start for entrepreneurship. According to statistics, 70% of College Students' venture capital comes from their parents or relatives, and only 2% comes from venture capital. The lack of a sound venture financing system is the main reason for this problem. At present, China's capital market is very imperfect, many start-ups can not meet the standard of issuing stocks or bonds. Coupled with the short history of Chinese venture capital, small scale and imperfect system, it is difficult for college students to obtain venture capital through financing channels in the early stage of entrepreneurship. However, with the listing of science and technology innovation board, the service for science and technology innovation enterprises is more and more diversified, and the problem of venture capital has been initially improved. The government's support in terms of capital strength is also a big problem, and the government funding only accounts for 2% of College Students' venture capital sources. Although the government strongly supports the innovation and Entrepreneurship of college students, the funds and places provided by the government are limited, and only a few new companies can get government assistance. Most of the new enterprises are still in the state of “crying for food”.

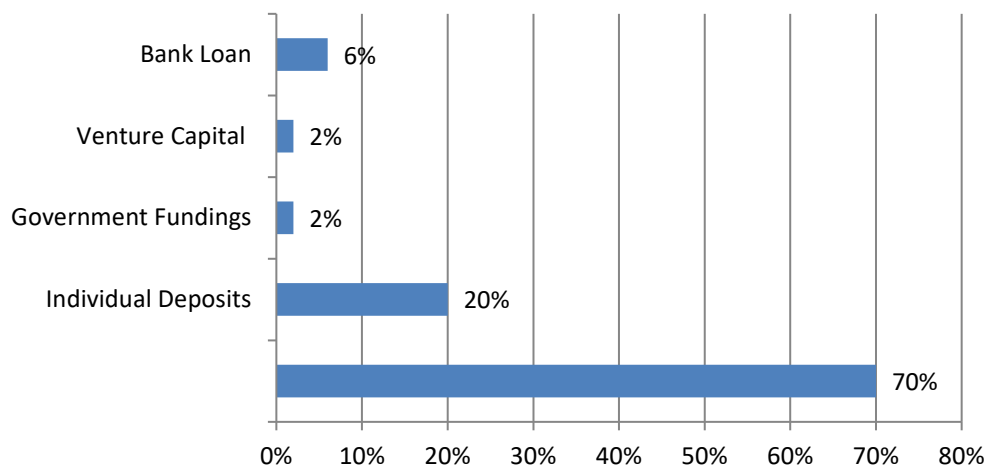


Fig.2 Sources of Venture Capital for College Students

### 2.3.2 Entrepreneurial Risk, College Students' Own Ability is Not Enough to Bear

Relevant statistics show that the success rate of college graduates in China is only about 1%. Generally speaking, entrepreneurs should not only bear the risk of material capital, but also the risk of human capital and spiritual capital. <sup>[1]</sup>Because of the huge opportunity cost of human capital in “high level labor market”. Anyone who does something will face opportunity cost. Only when the current income is greater than the opportunity cost, can people choose to engage in the existing work. The higher the human capital, the higher the opportunity cost. “[ ] The huge mental pressure is also a risk that college students' entrepreneurs can not avoid. Many college students' venture capital comes from their parents or relatives, and the amount is generally large, which makes them in debt at the early stage of entrepreneurship and pressure from home. Some families do not support their children's entrepreneurship, so it takes great courage to break through the shackles of their parents

and relatives. In addition to capital, family pressure, such as the lack of enterprise management experience, the lack of market promotion, the immature entrepreneurial team and so on, are the entrepreneurial risks faced by college students.

### **2.3.3 Entrepreneurial Cost is High, Lack of Correct Guidance to Reduce Costs**

In the current situation, the cost of College Students' entrepreneurship is generally high. The fledgling college students are not trusted by the society, they will be frustrated on the issue of funds, and have high economic costs. If some college students are engaged in some high-tech innovation, they need to apply for patents, and the waiting time is a time cost. The threshold of each industry is also increasing year by year, and the overall entrepreneurial cost is also increasing. Although the society now provides a lot of help for college students' entrepreneurship, such as the establishment of College Students' innovation and entrepreneurship Park, social resources are limited. Moreover, college students are still in the immature stage and need tutors to guide them, but at present, there are too few experienced tutors in China who are willing to guide them. This leads to college students waste a lot of manpower and material resources in the early stage of entrepreneurship, making the cost of entrepreneurship continue to increase, but also slowly dissipate the enthusiasm of some entrepreneurs, so that they give up entrepreneurship in the early stage.

## **2.4 The Current Mode of Cultivating Innovative and Entrepreneurial Talents in Colleges and Universities**

### **2.4.1 It Has a Preliminary and Complete Rudiment**

At present, colleges and universities respond to the call of the state, support college students' innovation and entrepreneurship, provide a lot of help for college students, and form a complete set of innovation and Entrepreneurship Talent Training mode. For example, in Xianlin University Town in Nanjing City, Jiangsu Province, there are 90 innovation and entrepreneurship parks for college students, which provide office space for college students who are starting or preparing to start a business. In the form of teaching, the school popularizes the relevant knowledge of innovation and entrepreneurship for students, so that students can understand the matters needing attention and basic knowledge in the process of entrepreneurship. In addition, the school will hold lectures and salons to promote innovation and entrepreneurship. It is also an effective way to stimulate students to devote themselves to innovation and entrepreneurship. This is the successful event of the most influential business events, such as "Internet plus college students' innovation and entrepreneurship competition", "win in Nanjing" and "nest edge marketing competition", which provide students with practical opportunities. Let colleges and universities learn from each other, and then improve their own talent training mode.

### **2.4.2 There Are Still Many Flaws**

First of all, although colleges and universities have a complete embryonic model, it is still far from mature and has many defects. At present, it is difficult to meet the urgent requirements of improving college students' entrepreneurial ability and cultivating entrepreneurial spirit by the dominant knowledge dissemination oriented entrepreneurship education in Colleges and universities. Relevant studies have proved that the formation of entrepreneurial ability mainly depends on practice rather than learning written knowledge. The innovative thinking, innovative consciousness and innovative practice that entrepreneurial activities rely on are closely related to tacit knowledge. Therefore, it is necessary to study the status and role of tacit knowledge, that is, practical activities, in college students' entrepreneurial activities, and consciously use relevant laws to guide college students' entrepreneurial activities, so as to make entrepreneurship education get twice the result with half the effort.<sup>[12]</sup> Moreover, the promotion of innovation and entrepreneurship education in the form of teaching has little effect. Most of the innovation and entrepreneurship courses offered by many schools are mainly elective courses, so it is difficult to get the attention of students, so the effect of listening is very little. Many colleges and universities also lack professional innovation and entrepreneurship tutors, which makes students encounter difficulties in

the process of entrepreneurship, unable to find the right people to seek advice.

## **2.5 How Does the New Mode of Entrepreneurship and Innovation Talent Training Help to Improve the Talent Training Mode of Colleges and Universities**

### **2.5.1 The Basic Quality and Ability of Helping College Students to Learn Entrepreneurship**

The UNESCO regional office for Asia and the Pacific believes that entrepreneurs should be creative and creative, capable of learning, technology, teamwork and problem solving. This is not only book knowledge, but also need constant practice to hone these abilities. The new mode of cultivating innovative and entrepreneurial talents focuses on Cultivating College Students' practical ability, which can help college students' thinking become more flexible and help them apply theory to practice. It is conducive to mastering the overall environment of entrepreneurship, cultivating their own independent thinking system, entrepreneurship and entrepreneurial quality. The new mode of dual innovation training can help universities establish a more practical practical training system.

### **2.5.2 Introducing Excellent Teachers to Help Build Campus Entrepreneurial Culture**

One of the common problems in Colleges and universities is the lack of excellent entrepreneurship tutors and campus entrepreneurship culture with self characteristics to actively guide college students to innovate and start businesses. First of all, colleges and universities can build their own entrepreneurship tutor system based on the new mode of entrepreneurship and innovation talents training. By combining with their own characteristics, they can build this tutor system to meet the needs of their students. At the same time, they invite government specialists, well-known entrepreneurs, and senior judges of entrepreneurship competition to set up their own entrepreneurship expert group, so as to provide guidance for students from national policies, market changes, innovation and innovation Basic skills and other aspects of the detailed interpretation of entrepreneurial practice in the process of attention. At the same time, we should pay attention to the construction of entrepreneurial culture, create a campus entrepreneurial culture atmosphere that encourages entrepreneurship, advocates innovation, dares to face failure, and constantly explores and advocates adventure, so as to stimulate college students' entrepreneurial will and enhance their confidence in entrepreneurship.

### **2.5.3 Attract Social Attention and Enhance Relevant Influence**

At present, the new mode of entrepreneurship and innovation talents training is a national talent training mode, which has been strongly supported and widely concerned at the national and social levels. Colleges and universities combine the new mode of training talents with their own development and discipline characteristics to form a unique talent training system. And invite government officials and entrepreneurs to set up an entrepreneurship expert group, which has attracted the attention of all walks of life. It can not only enhance the influence of colleges and universities, but also get help from all walks of life with the attention of all walks of life. Take venture capital as an example, with more social resources support, more financing opportunities are created for college students, which effectively solves this problem.

## **3. How to Build the Entrepreneurial Practice Framework Based on This New Model -- Taking Nanjing University of Finance and Economics as an Example**

### **3.1 The Necessity of Building Entrepreneurial Practice Framework in Colleges and Universities**

#### **3.1.1 The Scale of College Students' Innovation and Entrepreneurship is Gradually Expanding, But the Success Rate of Entrepreneurship is Still Low**

Every year, more and more college students choose to start a business. According to the survey, in the past five years, the proportion of entrepreneurial students in China has steadily increased, with the entrepreneurial rate reaching 3%, almost double the 1.6% in developed countries. The state's extensive support for college students' innovation and entrepreneurship is also an important

reason for the growth of College Students' entrepreneurship. In 2015, the executive meeting of the State Council focused on a series of preferential policies: encouraging local governments to set up venture funds; Provide preferential treatment for office buildings and networks such as maker space; On the other hand, the Ministry of education carries out innovation and entrepreneurship education in Colleges and universities, and actively encourages college students to start their own businesses. According to the statistics of the Ministry of education, more than 23000 related innovation and entrepreneurship courses have been set up in Colleges and universities across the country. But even with the strong support of the state, the success rate of college students is still very low. According to the average statistics, only 46.2% of the graduates still start their own businesses after three years. More than half of entrepreneurs hold on for less than three years. Although the freshmen are not afraid of tigers, and the entrepreneurial enthusiasm of college students is rising day by day, the majority of college students have not really experienced the “live ammunition” in the society. They lack the qualities of entrepreneurs, such as social experience, courage and relationship, and almost have no management experience, so they are easily killed by the market in the cradle. Therefore, the school should build a professional system of practice framework to help students learn the skills and comprehensive quality they need in the process of entrepreneurship.

### 3.1.2 Different Needs of College Teaching

Among the graduate colleges of College Students' entrepreneurs in China, junior college and ordinary undergraduate colleges account for nearly 81%, while 985 and 211 colleges only account for about 13% (see Figure 3). This shows that different teaching methods in Colleges and universities lead to different proportions of College Students' entrepreneurship. Junior colleges pay more attention to students' practical ability, while undergraduate colleges pay more attention to students' theoretical knowledge. The difference in teaching between the two is the main reason for the uneven number of entrepreneurs. Professional education focuses on applied skills training. Undergraduate education focuses on general knowledge, mainly cultivating high-quality talents with high-level knowledge. In the process of entrepreneurship, it is not enough to have only theory or skills. We should combine the two effectively to make entrepreneurs have the quality they should have. According to the different nature of each university, we should build a set of practice framework which is in line with the healthy and positive development of students and has a set of scientific methods. Through this framework, the undergraduate students can learn to apply theoretical knowledge freely and the junior college students can improve their knowledge level.

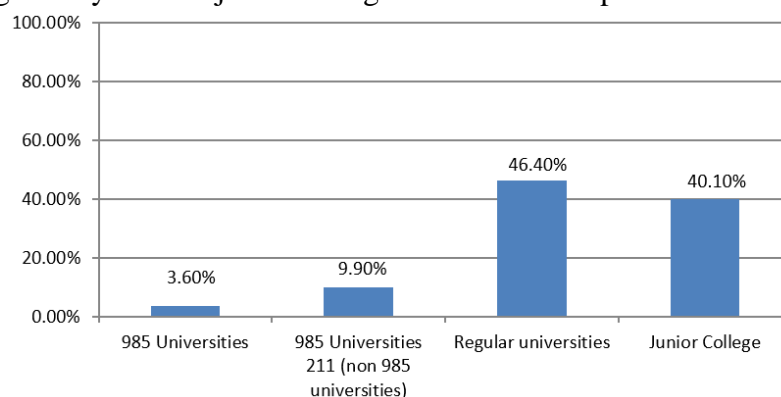


Fig.3 Proportion of Entrepreneurship in Various Universities

## 3.2 From What Aspects Do Colleges and Universities Build Entrepreneurial Practice Framework Based on This Framework

### 3.2.1 Goal Setting

The successful establishment of a goal is the basis of building the entrepreneurial practice framework. This goal has a great guiding effect on the growth of students. First of all, colleges and universities should establish their own talent training objectives according to the double innovation talent training mode, and make clear the direction of “double innovation” talent training. Cultivate

brave innovators, strong leaders and fearless pioneers. In the process of personnel training, we should guide students' code of conduct, value orientation, ideas, learning norms and motivation, help students establish their ideals, determine their own positioning and learn to plan for themselves. How to set this goal is based on two aspects, one is the general characteristics of innovation and entrepreneurship talents, the other is the professional talents based on the industry characteristics” The general characteristics of “double innovation” talents are solid theoretical foundation and complete knowledge structure, keen insight and independent way of thinking, self innovation ability and courage to face difficulties. Different schools are good at different majors, which determines that colleges and universities should refer to their own professional characteristics in the process of setting goals. For example, science and engineering should strive to cater to the market, to find what the market needs, not to make products that do not meet the market demand and only conform to scientific principles. Liberal arts colleges and universities should strengthen the contact with reality, not just on paper.

### **3.2.2 Training Methods**

After the goal setting is completed, it is necessary to consider what kind of training methods should be adopted to cultivate “innovation and entrepreneurship” talents. Colleges and universities should establish scientific training methods suitable for the actual situation of their own campus entrepreneurship on the basis of the new double qualified personnel training mode. On the basis of theory, the introduction of social knowledge, so that students can put themselves in the social changes. At the same time, we should strengthen the training of students' problem awareness and thinking ability, so that a child with independent thinking ability can face the real test and find his own foothold in the competitive society. It can be seen that thinking ability is very important for entrepreneurial college students. College students in Entrepreneurship also urgently need the ability to be aware of problems in time. The problems here not only refer to the bad things, but also refer to the rapid changes of the market, the progress of competitors, the development of science and technology, etc. it is necessary to cultivate the sensitivity of college students to detect the changes in the market and to sprout innovative ideas. Through this way to broaden the horizons of college students, let them out of books and practice, truly achieve the unity of theory and practice.

### **3.2.3 Curriculum Design**

With a set of scientific training methods, we should aim at the goal, take the training methods as the system, and set up a set of courses that are in line with the development of students and can help them cultivate the comprehensive quality of innovation and entrepreneurship. Therefore, to reform the traditional curriculum, we should not only focus on teaching, but also form cramming teaching. We should actively promote new teaching methods such as inquiry teaching, case teaching and simulation teaching. Let the students participate in the classroom practice more, let the teacher led classroom become the place where teachers and students' ideas collide. For example, inquiry teaching can effectively help students form their own thinking system. In the simulated teaching class, some links can be set up, such as simulated business negotiation, on-site roadshow, etc., to cultivate their comprehensive quality and help students master some professional skills. We can add innovation and entrepreneurship experiment courses, let students choose their own experimental direction, complete the experimental design with the help of tutors, independently establish experimental methods, steps, content, etc., and exercise the ability of independent thinking and independent work.

### **3.2.4 Evaluation Mechanism**

Quality assessment is also the key to ensure the implementation of teaching tasks, so colleges and universities should set up a set of evaluation mechanism corresponding to their own goals when establishing their own entrepreneurial practice framework. When the purpose, standard and method of the evaluation are consistent with the new mode of entrepreneurship and innovation training, the entrepreneurial practice framework has a scientific evaluation and urges colleges and universities to continue to practice and improve this practice system. First of all, we should establish a scientific

evaluation concept and emphasize the all-round development of people's comprehensive quality, not only theoretical knowledge, but also students' comprehensive ability and quality. Through the evaluation and guidance, improve students' knowledge application ability, self-evaluation ability, psychological endurance and team spirit. At the same time, we should innovate the content and form of assessment, not only taking the traditional examination as the main form, but also expanding more forms, such as interview. In terms of content, it is more flexible, more flexible, students can flexibly apply what they have learned.

### **3.3 Take Nanjing University of Finance and Economics as an Example to Explore How Colleges and Universities Build Entrepreneurial Practice Framework Based on This Model**

#### **3.3.1 Introduction of Innovation and Entrepreneurship System and Students' Entrepreneurship in Nanjing University of Finance and Economics**

Nanjing University of Finance and economics is a University jointly built by the State Food Reserve Bureau and the people's Government of Jiangsu Province. It is located in Xianlin University Town, Qixia District, Nanjing city. It has four national characteristic specialty construction sites, five brand specialties of Jiangsu colleges and universities, and seven characteristic specialties of Jiangsu colleges and universities. Nanjing University of Finance and economics ranks 15 in the "ranking of universities of Finance and economics in 2019-2020" published by China Science and education network in 2019. It is a representative financial university in Jiangsu Province.

Nanjing University of Finance and economics has also made some achievements in innovation and entrepreneurship education. At present, Nanjing University of Finance and economics has mainly solved the theoretical teaching problems of innovation and entrepreneurship education, and organized relevant teachers to actively carry out theoretical exploration and teaching exploration. He has published more than 10 research papers on innovation and entrepreneurship and 8 teaching materials on innovation and entrepreneurship. One of the teaching materials has been rated as the "11th Five Year Plan" teaching material of Jiangsu Province, and many teaching materials have been widely used by more than 50 universities. In addition, there is a college students' innovation and entrepreneurship Park, a provincial experimental teaching demonstration center, several national and provincial key items of the college students' training program of the Ministry of education.

#### **3.3.2 How Does Nanjing University of Finance and Economics Carry out Specific Practice Construction through the New Mode of Entrepreneurship and Innovation Talents Training**

Strengthen the research of teaching reform, improve the experimental teaching system, and strengthen the construction of practical teaching materials.

First of all, Nanjing University of Finance and economics has set up the goal of cultivating "innovative and innovative" talents, which requires Nanjing University of Finance and economics to have a complete experimental teaching system and teaching materials suitable for students' development. Because Nanjing University of Finance and economics is a University of Finance and economics, we should reform the teaching practice according to the characteristics of Finance and economics. For example, in order to increase the practical activities of the second classroom part, a comprehensive design training platform and a simulation practice base are established for students to carry out innovation and entrepreneurship practice in the school. Such as tax hall, simulated bank, simulated stock market, ERP experimental teaching platform, so that students do not need to go out of school in the simulated environment. Carry out simulation practice teaching activities. In practice, the training process of team composition and ability is interdisciplinary and interdisciplinary, with interdisciplinary, penetrating and complementary, comprehensive knowledge; In the business process, division of labor and cooperation, complement each other, complement each other, highlight the team spirit; Being closer to the society helps to improve the socialization of students; It provides a space for students to think freely, create a special cultural environment, realize the function of "environmental education" and realize the teaching effect beyond "the first classroom".

Strengthen school enterprise cooperation, and strive to promote co OP practice.

The geographical location of Nanjing University of Finance and economics is also very special. It is located in Xianlin University Town in Nanjing, the capital of Jiangsu Province. According to relevant statistics, Nanjing has the largest number of entrepreneurs in Jiangsu Province, even surpassing Shanghai, accounting for 11.3% (see Figure 4). Therefore, Nanjing University of Finance and economics should make good use of its unique geographical advantages to strengthen cooperation between colleges and enterprises. Through the negotiation between the school and the enterprise, the teaching plan is formulated and integrated into the courses of enterprise culture, management science and process design, so that the students can adapt to the enterprise environment in advance and master the basic skills they should have better. Schools and enterprises can also jointly develop entrepreneurship incubation projects for college students, and enterprises can invest capital support to solve the problem of insufficient Entrepreneurial Capital for college students to a certain extent. At the same time, we should strengthen the cooperation between schools and enterprises, promote the CO-OP practice mode, and increase the practice forms of students.

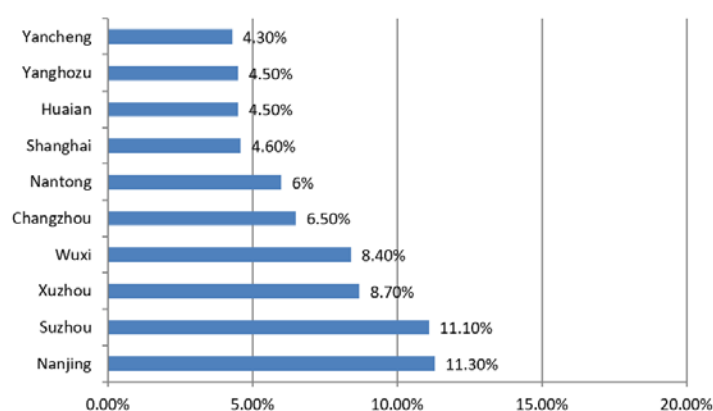


Fig.4 Proportion of Regions with the Highest Concentration of Self-Employment

Strengthen cooperation with local governments and industry associations, promote the planning and design of innovation and entrepreneurship projects, and strengthen the incubation of innovation and entrepreneurship projects.

Nanjing University of Finance and economics alone can not build an entrepreneurial practice framework to meet the needs of College Students' innovation and entrepreneurship, so the university should seek more cooperation with the government and relevant industry associations. Qixia District, where Nanjing University of Finance and economics is located, printed and distributed the "implementation opinions of Qixia District on further promoting the employment and Entrepreneurship of college students" in the document of ningqizhengzi [2014] No. 213, which broadens the road of innovation and entrepreneurship for college students in Xianlin University Town. In Qixia District alone, there are 90 business parks, and the college students' business service center of Qixia District is specially set up, which has five functions of public service, business activities, capital docking, information release, publicity and display. Nanjing University of Finance and economics should seize this opportunity, actively cooperate with the government, set up entrepreneurship scholarship with the government, and alleviate the problem of entrepreneurship funds for students. Cooperate with relevant industry associations to help students understand relevant industry structure, market changes, and master information in time. Promote the design and incubation of innovative enterprise projects, and accelerate the pace of practice. Under the leadership of Xianlin Party branch, Nanjing University of Finance and Economics College of innovation and entrepreneurship has cooperated with Nanjing University of Finance and audit, Zijin College of Nanjing University of audit, Nanjing University of Posts and telecommunications and Nanjing University of traditional Chinese medicine to establish Xianlin alliance. It has successfully held many salons, lectures and exchanges, and invited some successful entrepreneurs and entrepreneurs Returned overseas Chinese and government experts share their experiences and

impart them. Therefore, Nancai should make good use of this platform to expand its influence and popularity, and strive for more opportunities for college students who start their own businesses.

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