

STRATEGY FOR THE UNIVERSITY ENTREPRENEURSHIP'S DEVELOPMENT (BY EXAMPLE OF GUANGDONG COLLEGE OF COMMERCE)

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As research, the paper provides support and reference for the promotion of University Entrepreneurship development in Guangdong College of Commerce. As a social organization gathering advanced knowledge, universities have the responsibility to apply knowledge to practical production to promote the development of social economy. Financial Colleges and Universities are an important part of China's higher education. Under the background of mass entrepreneurship and innovation, their training and education of innovative and entrepreneurial talents has more important theoretical significance and practical value.

Key words: entrepreneurship; University Entrepreneurship; strategy; innovation.

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Since the second half of the 20th century, universities, as the most important non-profit organizations in society, have inspired entrepreneurship. In the era of knowledge economy, knowledge has become the most important factor of production. As a social organization that collects advanced knowledge, colleges and universities have the responsibility to apply knowledge to practical production and promote social and economic development. Some colleges and universities rely on the accumulation of rich knowledge to attract investment and entrepreneurship, accelerate the transfer of scientific and technological achievements, and quickly enter the ranks of world-class universities. Some universities take advantage of the government's cutbacks to start businesses, actively serve local businesses, and undertake the important task of promoting economic development. The higher education researchers who discovered this phenomenon have named this new type of university the "entrepreneurial university." Entrepreneurial University realizes the leap-forward development of the university through knowledge

capitalization, and further promotes the development of the local economy. "Entrepreneurship" has become the new mission of the university, and building an entrepreneurial university has also become a strategic choice for the practice of running a university.

The emergence of Western entrepreneurial universities is not only the result of the joint actions of the government, enterprises and universities, but also the result of the continuous connection and interaction of the triple helix system. The government's demand for entrepreneurship in colleges and universities, the reduction of the government's investment in higher education, the relaxation of the government's control over the ownership of intellectual property rights in colleges and universities, the high-tech needs of college enterprises, the needs of colleges and universities for knowledge-intensive industries, the promotion of universities' independent search for funds, and the promotion of college knowledge industries The development of modernization has caused constant changes in Western universities and opened up the path of academic entrepreneurship.

At present, the education of domestic colleges and universities is still an indoctrination education model that emphasizes theory and ignores practice. The proportion of practical courses is small, and there are only professional-related entrepreneurial electives. The innovation and entrepreneurship knowledge system of economics and management majors has not yet been professionalized and systematic. Most undergraduate colleges still teach according to the traditional professional education system. Innovation and entrepreneurship education for economics and management majors in most colleges and universities has not yet been incorporated into the education and teaching system. Its personnel training objectives are not clearly defined, and the implementable personnel training projects are often used as employment guidance services for college students, lacking the functions of resource integration and implementation system construction. In addition, teachers of economics and management majors in colleges and universities have more comprehensive theoretical knowledge, but lack rich experience in practical and entrepreneurial activities.

The top-level design of entrepreneurship education in Entrepreneurship University is to plan future development and to concretize the "overall concept". Taking entrepreneurship education as a project, using systematic theoretical methods such as concept consistency, functional coordination, unified structure, and resource sharing, it comprehensively considers all levels and elements of entrepreneurship education from an overall perspective. Specifically, entrepreneurship universities should combine teaching and scientific research, use knowledge, technology, creativity, and skills to carry out entrepreneurial activities, promote entrepreneurship teaching, promote scientific

research and entrepreneurship, and improve social service capabilities with entrepreneurship, establish the concept of entrepreneurship education, and cultivate entrepreneurship education. Pioneer entrepreneurial talents serving economic and social development, improve various entrepreneurial organizations and networks at all levels, establish and improve the rules and regulations of entrepreneurial education, and create a vibrant entrepreneurial culture.

In order to improve the level of entrepreneurship and innovation in my country's colleges and universities, colleges and universities should establish an innovative organizational structure, improve the organizational system, expand the development periphery, and establish an effective interaction mechanism with enterprises and the government. In addition, local and university technology transfer centers or patent licensing agencies should actively sign patent licenses with university patent application companies and carry out patent industrial production to ensure the smooth progress of academic entrepreneurship in universities.

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