

Innovation and Entrepreneurship Education Exploration and Practice in Financial Management Profession of Local Application-oriented Undergraduate Institutions

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ABSTRACT

Deepening the innovation and entrepreneurship education reform in higher education institution is the urgent need for China to implement innovation-driven development strategy, to promote the economic quality upgrading and the economic performance improvement. It is also an important measure to drive the comprehensive higher education reform and realize the higher entrepreneurship and employment quality of college graduates. Based on the analysis of innovation and entrepreneurship education issue of the financial management profession, the talent cultivation mode that integrates innovation and entrepreneurship education and financial management education together is analyzed in the paper by taking Shandong Women's University as an example. This is aimed to provide reference for improving the innovation and entrepreneurship education level of financial management profession of local undergraduate institutions.

Keywords: Financial management profession, innovation and entrepreneurship education, local application-oriented undergraduate institutions

INTRODUCTION

In recent years, Chinese government has adopted various measures to promote the innovation and entrepreneurship implementation in universities. It is necessary to innovate talent education mode, adapt to national and social development demand, follow the education rules and talent development rules, deepen the education and teaching reform, innovate the education and teaching methods and explore multiple trading methods so as to realize the situation that various kinds of talents emerge generation after generation and top-notch innovative talents appear continuously. Deepening the innovation and entrepreneurship education reform of higher education institutions is the urgent need for China to implement innovation-driven development strategy and to promote the economic quality upgrading and the economic performance improvement. It is also an important measure to drive the comprehensive higher education reform and realize the higher entrepreneurship and employment quality of college and university graduates. To follow this trend and rely on local economic development situation, the financial management profession of Shandong Women's University adopts the talent training mode of conducting innovation and entrepreneurship education, which improves the training quality of the application-oriented talents of financial management profession.

Existing problems in innovation and entrepreneurship education of financial management profession

The integration mode of innovation and entrepreneurship education and financial management profession talent education is not clear

The Ministry of Education has issued many documents to promote the innovation and entrepreneurship education, which greatly enhances the innovation and entrepreneurship education in Chinese higher

education institutions. However, limited by the current education system and opinions, most innovation and entrepreneurship education is the supplement to the existing professional education system and it is not truly integrated into the professional education yet. Now, the financial management profession talents are faced with a situation that although the economic society has put forward new demands on the innovation awareness and the entrepreneurship ability, the professional education system lacks corresponding training system. Therefore, the talent training goals and the social demands do not match.

The innovation and entrepreneurship education and financial management profession course are not deeply integrated

Under the mass entrepreneurship and innovation background, most higher education institutions have included innovation and entrepreneurship courses into their public elementary courses. However, analyzing on the whole, it can be found that the course is not deeply integrated with innovation and entrepreneurship education. On the one hand, some teachers think that innovation and entrepreneurship education is not related with the course teaching and shall be carried out by the supplementary class. On the other hand, in accordance with the existing teacher resource, it is difficult to start the independent innovation and entrepreneurship course related with the profession. As a result, innovation and entrepreneurship education and financial management profession education are separated, which is not benefit for the cultivation of application-oriented talents.

Innovation and entrepreneurship education and financial management practice teaching are not completely integrated

Practice teaching is an important way to cultivate application-oriented talents and professional practice teaching is significant for the improvement of students' professional ability. However, the current practice teaching system is not closely connected with the innovation and entrepreneurship education. Therefore, it is difficult for students to combine their professional ability together with the innovation ideas and entrepreneurship ability. In addition, this will hinder the comprehensive ability improvement of financial management talents.

The innovation and entrepreneurship education system construction in financial management profession

The talent cultivation plan designed based on innovation and entrepreneurship education

It is necessary to integrate “2+4” innovation and entrepreneurship modules (as shown in figure 1) in the financial management talent cultivation program so as to effectively combine the innovation and entrepreneurship education and financial management profession education together. Here, “2” means professional practice, including the professional practice teaching and professional practice. During the professional practice teaching process, how to conduct the tax, financial accounting, financial management and management accounting work is analyzed from the entrepreneur perspective. Professional practice is led by full-time teachers and industry experts.

The group study method is adopted, based on which each group will simulate the enterprise operation to practice how to establish an enterprise, how to raise fund, select project and operate enterprise. In addition, “4” means comprehensive practice, including four links, which are social practice, innovation and entrepreneurship practice, graduation practice and education essay. In social practice step, students are required to conduct social survey and know about social situation. In innovation and entrepreneurship practice step, students are required to improve their innovation ability by participating in scientific study and subject competition and by publishing papers. In the graduation practice step, students are required to conduct deep analysis on enterprise production, operation situation and the employment status by taking part in post practice. Finally, in the graduation thesis step, students are required to carry out deep enterprise investigation so as to acquire the first-hand information and improve their innovation awareness.

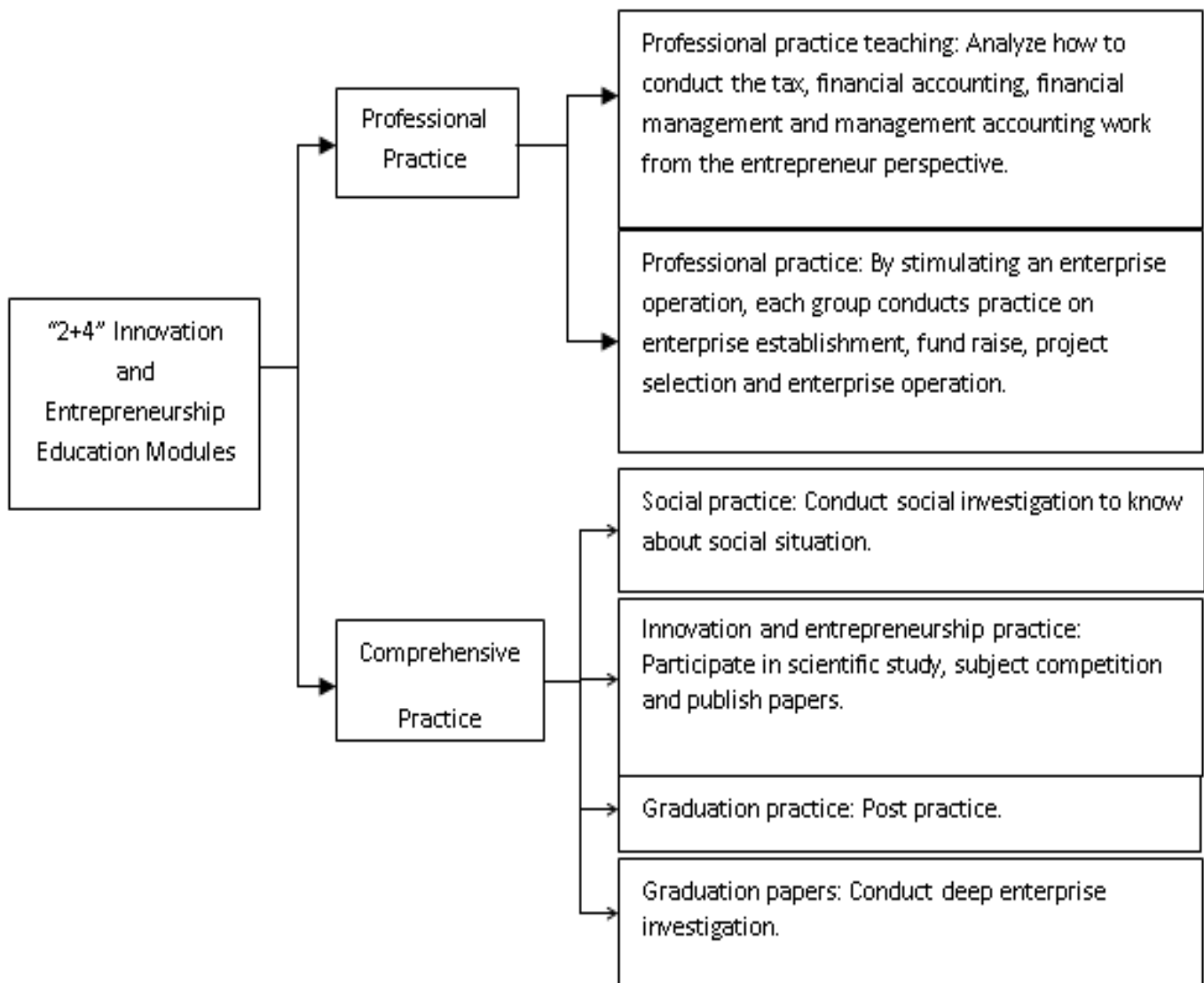


Figure 1: The financial management profession talent cultivation plan designed based on innovation and entrepreneurship education

Construct teaching procedures based on innovation and entrepreneurship education

The teaching procedures covering the innovation and entrepreneurship education related basic theory, practice teaching, comprehensive extracurricular ability improvement are constructed in financial management profession by fully absorbing the outstanding practice and teaching experience of excellent undergraduate institutions, referring to the application-oriented talent cultivation requirements and highlighting the innovation and entrepreneurship education (as shown in figure 2). This is aimed to cultivate the innovation and entrepreneurship awareness and application ability of the financial management talents.

The basic theory teaching is aimed to let students master solid professional theory foundation. In the practice teaching step, by taking the innovation awareness and entrepreneurship ability cultivation as guide, the financial management practice content is divided into basic practice module, practice improvement module and comprehensive innovation module.

In addition, the practice projects are established based on the post content to identify the practice teaching content based on different modules, posts and projects. The progressive and interactive practice content system is formed. Students can not only master related theory knowledge but also can accept innovation and entrepreneurship education, which can improve their market adaptability and post competitiveness.

In the comprehensive extracurricular ability improvement step, students are encouraged to conduct academic paper writing and scientific researching, and to participate in various subject and entrepreneurship competitions so as to improve their innovation and entrepreneurship ability.

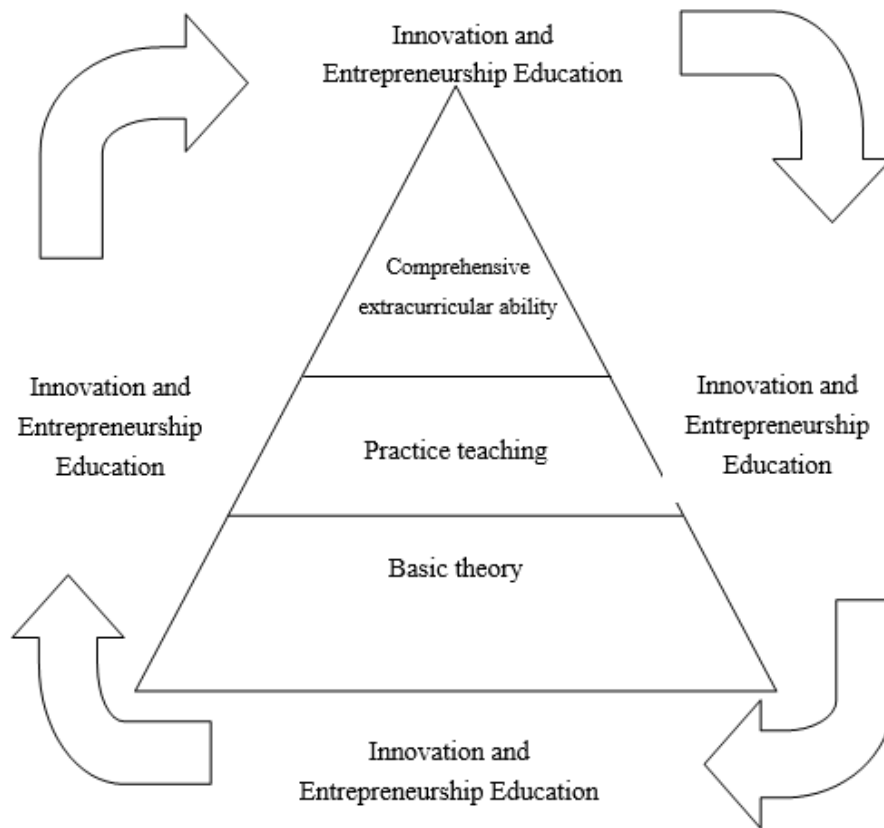


Figure 2: The figure of the teaching procedure construction based on innovation and entrepreneurship education

Reform the teaching methods based on innovation and entrepreneurship education

The traditional practice teaching method shall be reformed based on the financial management talents cultivation goals, innovation and entrepreneurship education requirements and the characteristics of each teaching link. By taking students as the principle part and taking teachers as the guide, the case teaching method, heuristic teaching method, discussion teaching method, special topic teaching method, simulation teaching method and other teaching methods are comprehensively applied to design the teaching procedure. This can help to improve students' innovation and entrepreneurship awareness, practice ability, occupation ability and social adaptability. At the same time, to realize better teaching effect, the multimedia is applied in the teaching process. For example, the electronic courseware, video material, picture material and other materials are used to improve students' understanding of innovation and entrepreneurship, detail the abstract content, inspire students' study interest, activate students' study enthusiasm and improve the teaching effect. Meanwhile, the internet is adopted to assist teaching. The internet study platform can be established by QQ chat group, e-mail, WeChat group and other methods. In this way, the learning mechanism guaranteeing the efficient communication between teachers and students can be established. Through the internet platform, students can learn knowledge, discuss and ask questions, and get answers from teachers.

Optimize teaching content based on innovation and entrepreneurship education

The teaching content of financial management profession shall be optimized based on innovation and entrepreneurship education requirements, by bringing the cooperated employment base and school lab into full play and by taking the application-oriented talent cultivation as the core part. The theory shall be

expanded based on the original theory foundation. Meanwhile, the competition knowledge and innovation and entrepreneurship project education shall be organized to improve students' innovation and entrepreneurship awareness and students' comprehensive ability.

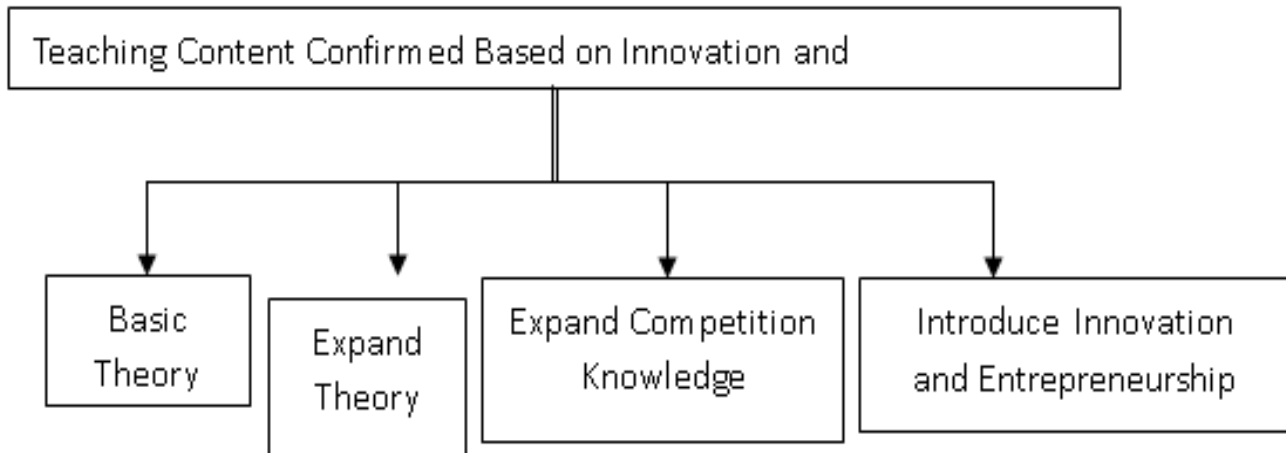


Figure 3: The figure of the teaching content confirmed based on the innovation and entrepreneurship education

The teaching content shall be reconstructed in every link based on the innovation and entrepreneurship education demands. In the basic theory teaching link, more frontier theories shall be introduced to improve students' understanding of the innovation activity. In the theory expansion step, the open-end questions and open-end assignments shall be adopted to promote students think about and solve problems in a creative way. When students actively participate in various competitions, the knowledge guidance and process follow-up shall be conducted to support and guide students. It is also useful to introduce successful innovation and entrepreneurship cases to students in spare time so as to guide students to carry out innovation and entrepreneurship activities with clear purpose.

The course teaching is a very significant part of university education. Therefore, in the course teaching of financial management profession, the innovation and entrepreneurship education shall be combined with the course teaching content based on the course characteristics so as to form an integrated course teaching content. This can promote students to study professional knowledge and skills while improving their innovation awareness and entrepreneurship ability.

The knowledge teaching and innovation and entrepreneurship education can be carried out at the same time to form an integrated teaching content, to imperceptibly improve students' innovation and entrepreneurship awareness and to achieve the purpose of improving the talent cultivation effect.

Study on the teaching evaluation system established based on the innovation and entrepreneurship education

The innovation and entrepreneurship education evaluation shall be introduced into the teaching evaluation system. One the one hand, the significance of the class discussion, course paper, research report and innovation and entrepreneurship plan shall be increased in the teaching evaluation. On the other hand, comprehensive extracurricular ability improvement like paper publishing, research report award, competition award and the innovation and entrepreneurship project accomplishment shall be included into the teaching evaluation system.

It is important to encourage students to take part in the innovation and entrepreneurship activities, to improve students' enthusiasm to participate in the innovation and entrepreneurship activities, and to improve students' innovation and entrepreneurship awareness and professional ability (as shown in figure 4).

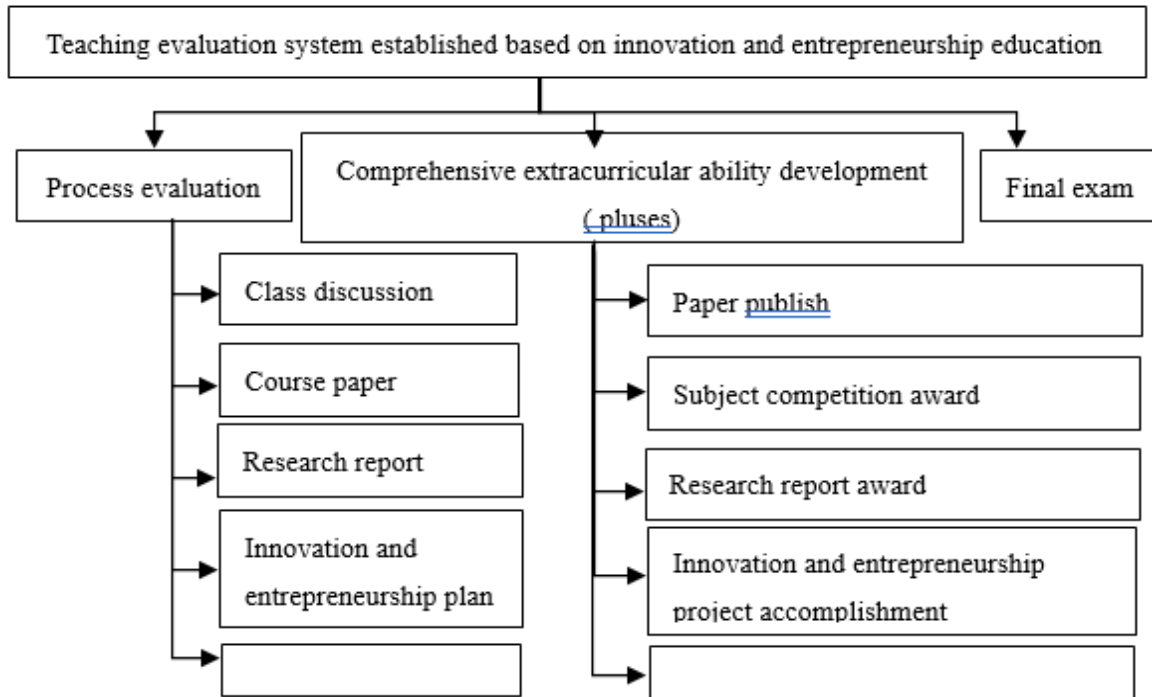


Figure 4: The teaching evaluation system figure established based on innovation and entrepreneurship education

The dynamic evaluation process emphasizes that the evaluation time shall be dynamic and that the real-time evaluation and feedback evaluation shall be combined together. The real-time evaluation means the multiple-time and dynamic evaluation given in the teaching process, based on which, several teaching steps and procedures are evaluated based on students' study effect. This evaluation method can inspire students to pay more attention on the study process, can improve students' sense of achievement and mission, and improve the learning effect. The class discussion, course paper, research report, innovation and entrepreneurship plan all will be evaluated. In this way, students' study effect and innovation and entrepreneurship ability can be assessed comprehensively. Thus, students can constantly improve themselves based on the evaluation result so as to continuously improve their theoretical knowledge and practical ability.

CONCLUSION

In the financial management innovation and entrepreneurship practice at Shandong Women's University, students have received 220 awards at the provincial level or above, published 121 academic papers, led four national-level undergraduate innovation and entrepreneurship training program projects, hosted 11 Shandong Provincial Youth Education Science Planning projects, led one "Chuang Qingchun" entrepreneurship project, and won one national-level bronze award and one provincial-level bronze award in the "Internet+" College Students Innovation and Entrepreneurship Competition.

In summary, deepening the innovation and entrepreneurship education reform in higher education institutions is the urgent need for China to implement innovation-driven development strategy, to promote the economic quality upgrading and the economic performance improvement. It is also a significant measure to drive the comprehensive higher education reform and realize the higher entrepreneurship and employment quality of college graduates. As a local undergraduate institution, Shandong Women's University closely follows this trend to conduct financial management talent cultivation. In accordance with the regional economic development situation, Shandong Women's University explores to implement innovation and entrepreneurship education in financial management profession and to improve the cultivation quality of application-oriented financial management talents. Relying on the development rules of China higher

education and the demands of related laws and regulations on the integration of higher education and innovation and entrepreneurship education, the talent cultivation mode of combining innovation and entrepreneurship education and financial management profession education together is adopted. This mode is benefit to improve the innovation and entrepreneurship education level of financial management profession and to improve the application-oriented talent cultivation level of financial management profession.

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