

# **Construction of Agricultural University Students' Entrepreneurship Incubation Base – Taking Sichuan Agricultural University as a Case Study**

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## **Abstract**

In the recent years, as an effective practice in university students' entrepreneurship education, construction of university students' entrepreneurship incubation base has been rapidly developed in different universities. This paper takes construction of the entrepreneurship incubation base in Sichuan Agricultural University as a case study, analyzes the current status of university students' entrepreneurship incubation base and makes a discussion on establishment of management institution, formation of management method, improvement of the service system, establishment of entrepreneurship directors, strengthening of entrepreneurship guidance, development of entrepreneurship education and construction of entrepreneurship culture by combining the actual situation.

**Keywords:** university students, entrepreneurship incubation base, reflection

## **Introduction**

The number of graduates in regular institutions of higher education in China will reach 6.99 million by the year 2013. In the face of the austere employment situation, the Communist Party of China and the central government have carried out a series of pertinent policies and measures to encourage employment of university students. It was clearly mentioned in "The Notice of the Ministry of Education on Doing a Good Job in Employment of Graduates in Regular Institutions of Higher Education in 2013" (Teaching (2012) NO.11), "All local areas and universities are encouraged to open special occasions or to depend on university scientific park, high and new tech development zone and industrial park to develop practice, internship and project incubation of university students' innovation and entrepreneurship education and

vigorously promote ‘construction of university students’ demonstrative entrepreneurship base.” Construction of university students’ entrepreneurship incubation park is the most typical kind of beneficial attempt with organic combination of entrepreneurship education and entrepreneurship practice in the current universities and plays a positive role in aiding self-employment of university students, alleviating the social employment pressure, enhancing the entrepreneurship capacity of university students and cultivating innovation-based talents. (Dai, 2010)

## **1. The Status Quo of Construction of Entrepreneurship Incubation Base in Universities**

Sichuan Agricultural University attaches great importance to the self-employment work of university students. Each year, the university draws one million Yuan to set up entrepreneurship funds for university students in support of their entrepreneurship. Chinese university students entrepreneurship park (Sichuan Agricultural University base) and Sichuan Province university students entrepreneurship incubation base have been set up in succession in the university. There are eight hundred square meters of campus field used for students’ entrepreneurship and there are about 50 entrepreneurship projects established. In cooperation with Chengdu, Ya’an, Xinjin, Shuangliu and other cities and counties, this university has set up approximately twenty extramural university students entrepreneurship practice (incubation) bases and each year, there are almost thirty projects by university students that are established. This university has introduced Start Your Business (SYB) entrepreneurship training. Each year, about 500 students get professional and systematic entrepreneurship training guidance, conduct business plan competition, entrepreneurs forum and other activities and invite successful entrepreneurs and entrepreneurship guidance experts to provide pertinent guidance for students’ entrepreneurship. A lot of university students devote themselves to self-employment and a large number of successful entrepreneurship models emerge. This has a perfect promoting effect on new rural construction, stimulating employment of farmers, increasing farmers’ income, agricultural industrialization and agricultural scientific transfer.

## **2. Construction of Entrepreneurship Incubation Base**

### *2.1 Constructing Management Institution and Making Clear Rights and Responsibilities*

As a platform of university students’ entrepreneurship education and practice, entrepreneurship incubation base has a unified organizational framework. The university sets up an entrepreneurship incubation base management committee led by university leaders and participated by university trade union, Youth League Committee, financial department, logistics department and relative schools and colleges to take responsibility for decision making of important matters. An office is set up in the management committee which is charged by specialized teachers. At the same time, student entrepreneurship association is set up to assist full time administrative teachers to complete daily management work in the incubation center. This association takes full responsibility for the daily management work in the incubation center, including carrying out management system in university students’ entrepreneurship incubation base, inviting experts, professional teachers and entrepreneurs both inside and

outside the university to provide guidance for development of students' entrepreneurship projects, coordinating relationship between projects established and relative local industrial, commercial and financial sections, taking charge in quarterly and annual evaluation and work of handing over of all entrepreneurship projects, taking charge in propaganda and promotion of university students' entrepreneurship incubation base and university students' entrepreneurship projects, striving positively for favorable supporting policies of relative provincial and municipal units for entrepreneurship of university students, implementing university students' entrepreneurship training in terms of attitude, knowledge, experience and capital management, to enable them to adapt to the demand of the society and the market.

## *2.2 Carrying out Management Method and Improving Project Management Mechanism*

The management committee of the entrepreneurship incubation base formulates management methods and standardizes and improves project management mechanism from the perspectives of establishment condition, application procedure and project management, etc. according to the ideas of corporatization management and marketization operation.

### **2.2.1 Making Establishment Conditions Strict**

University student entrepreneurship projects can be classified into scientific project, service project and business project. Scientific projects are encouraged to take the precedence to be established and then service projects and business projects. Those simple and repeated business projects have to be examined and approved strictly. In terms of condition, incubation projects, in principle, are supposed to be established in the professional field of the entrepreneurship team, regard improvement of professional skills and innovation of practical capacity as the primary purpose and play a typical demonstrative role in self-employment of university students. Any entrepreneurship project should not contradict with any law and regulation or any rule and regulation of the university and should not result in any intellectual property dispute (Liu, Li & Wang, 2009). The entrepreneurship projects need to be mature to some extent and have innovativeness and perfect market potential. Those in charge of the projects are students in the university who have not yet graduated or those graduates who have graduated for less than three years who are supposed to have high quality and personality, familiar with the policy, who concentrate on reputation and who have certain operational capacity. The initiator of a project should possess the operational capital required for launching the project, employ relatively stable employees and the project should have relatively perfect management system.

### **2.2.2 Making Application Procedures Standard**

Applicants who apply to establish a project have to submit such application materials as entrepreneurship project application form, entrepreneurship plan, relative project management system, project regulation, and curriculum vitae and copy of the proof of the identity of project leaders. After preliminary examination of the management committee office and after examination and overall balance of the entrepreneurship project review team, a

project that has succeeded in the examination and approval is entitled to sign “Incubation Base Entrance Agreement”.

### 2.2.3 Making Project Management Perfect

A project in the incubation base implements corporatization management and the marketization operational mode. The leader of the project signs a formal contract with the management committee, carefully draws the “Operational Plan for Establishment in the Entrepreneurship Incubation Base” according to the application form and the contract and then submits the plan for approval as the proof for implementation and examination of the entrepreneurship project. Evaluation and assessment is made each year on the operation condition of university students’ entrepreneurship projects and for each entrepreneurship project, the responsible person has to fill in the “Operation Report about an Established Project in the Incubation Base” each semester. After incubation in the incubation base free of charge for one year, a project needs to deal with industrial and commercial registration and if a project becomes mature after three years, it can then be brought into the market. In order to strengthen the competitive force of a project and to operate a project in the mode of marketization, an entrepreneurship project needs to pay the rent after incubation for one year in the incubation base and add entrepreneurship fund for assessment reward of entrepreneurship project and entrepreneurship of those students with economic difficulty. As for those projects that are inefficient in implementation of the plan, hard to obtain an expected effect and that fail to submit the “Operation Report: the management committee is entitled to cancel or put an end to these projects. And for those projects that violate relevant national rules and regulations, the committee will investigate and ascertain where the responsibility lies.

### 2.3 Developing Multi-Channel Project Service and Improving the Service System

On one hand, the management committee strengthens its connection with local industrial and commercial department, financial department, banks and other departments and provides consultation and guidance service for university students’ entrepreneurship projects to deal with industrial and commercial registration, tax registration and alteration, annual inspection and corporate code and the procedure for opening a bank account. On the other hand, the committee reinforces its connection with the government employment and entrepreneurship department, government entrepreneurship park and entrepreneurship consultation companies and offers assistance for entrepreneurs in terms of sharing the favorable policy from the government, secured loan, project promotion and introduction, financial and tax agency and investing and financing service.

### 2.4 Constructing an Entrepreneurship Tutor Team and Strengthening Entrepreneurship Guidance and Training

Entrepreneurship tutor team is an important guarantee to develop entrepreneurship project guidance and entrepreneurship training. The university invites as entrepreneurship tutors those schoolfellows with practical entrepreneurship experience, enthusiastic entrepreneurs, relevant

people in the government engaged in business management and employment and entrepreneurship, experts in school business management, marketing, financial management and the field of technology in related majors and those leaders in charge of employment and entrepreneurship, establishes a teacher team with combination of experts and entrepreneurs and provides one-to-one guidance for entrepreneurship projects in terms of technical support, project management, developmental strategy and policy consulting, etc.

On the other hand, the university invites excellent entrepreneurship training teachers to go to the university to give free SIYB entrepreneurship training for those university students who have entered the entrepreneurship park (or are going to enter the entrepreneurship park) in terms of enterprise conception, corporate law, investment forecasting, market survey and writing of entrepreneurship plan to let the university students have an idea about basic knowledge and entrepreneurship policy of entrepreneurship, cultivate students' entrepreneurship consciousness, and strengthen students' capacity in project management and team management.

### *2.5 Setting up Entrepreneurship Club and Developing Entrepreneurship Education*

It is necessary to set up university students' entrepreneurship club and strengthen connection between enterprise and school, enterprise and students, school and students and students and students (Guo, Lu & Wu, 2011). Students with an intention of entrepreneurship, those who have not yet graduated and who start entrepreneurship both inside and outside the school and excellent entrepreneurship schoolfellows are entitled to join in the entrepreneurship club. At the same time, enterprises in relevant professional fields and entrepreneurship parks outside the university are also invited to join in the club. As a bond for connecting entrepreneurs, the entrepreneurship club strengthens communication and exchange between entrepreneurs and realizing sharing of resources and information by means and establishing such platforms as a QQ group, microblog and website.

The entrepreneurship club launches various entrepreneurship education activities. The club invites, at an irregular interval, entrepreneurship guidance experts, excellent entrepreneurs and people in charge of entrepreneurship in the government to go to the university to give lectures on entrepreneurship policy interpretation, successful enterprise operation and prevention of entrepreneurship risk, etc., and invites successful entrepreneurship schoolfellows to introduce typical entrepreneurship experience and share entrepreneurship stories in the form of an interview. The university students who initiate a business in the university launch entrepreneurship salon at a regular interval to exchange entrepreneurship experience and share entrepreneurship experience. The club organizes participants of entrepreneurship projects in the incubation park to inspect and learn from entrepreneurship enterprises and entrepreneurship parks outside the school and organizes and guides students to participate in all kinds of entrepreneurship plan competition, e-commerce competition and business competition. Through various entrepreneurship education activities, the club is able to strengthen students' entrepreneurship idea, mobilize their enthusiasm in entrepreneurship, set

up their confidence in entrepreneurship and improve their entrepreneurship capacity and skills (He & Ye, 2011).

### *2.6 Strengthening Cultural Construction and Highlighting the Function of Entrepreneurship Education*

It is necessary to vigorously build campus entrepreneurship environment and culture and realize the function of entrepreneurship education with the carrier of entrepreneurship incubation park. In the first place, we may publicize entrepreneurship knowledge and typical entrepreneurship by means of campus broadcasting, LED, special column for propaganda of entrepreneurship park, entrepreneurship website and short message, etc., conduct excellent campus entrepreneurship projects and selection of entrepreneurship star according to the assessment result of entrepreneurship projects and build a good multi-form and multi-channel entrepreneurship environment culture. In the second place, it is necessary to guide entrepreneurship projects to set up rules and regulations for project management according to requirements of the corporate management, investigate the corporate culture of enterprises of the same kind in the society, establish the corporate culture of the enterprise itself by consideration of its own reality, integrating correct corporate culture into thinking of each employee and strengthening the competitive force of the enterprise and the team cohesiveness. In the third place, it is necessary to direct entrepreneurship projects to carefully perform the social responsibility and enterprise responsibility (Li, 2010), and require university students to be clear and honest in terms of account and to operate in pursuant to the law and with honesty. There is also the need to symbolically charge the rent and utilities, assist more students with economical difficulty to initiate a business, cultivate students to be aware that they benefit from the society and meanwhile, to return the benefit to the society with an indebted heart. Through entrepreneurship education and practice, the comprehensive quality of students is enhanced in an overall way and the function of moral education is realized.

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