

Strategies for Improving the Management of Entrepreneurship Education in Application-Oriented Local Universities in Hunan Province

Xie Liu¹, Assoc. Prof. Dr. Jittawisut Wimuttipanya², Asst. Prof. Dr. Kulsirin Aphiratvoradej³, Assoc. Prof. Dr. Niran Sutheeniran⁴, Asst. Prof. Dr. Patchara Dechhome⁵, Prof. Dr. Wirot Watananimitgul⁶

¹Doctoral Candidate, BSRU, Thailand.

²Faculty of Education, BSRU, Thailand.

³Faculty of Education, BSRU, Thailand.

⁴Faculty of Education, BSRU, Thailand.

⁵Faculty of Education, BSRU, Thailand.

⁶Faculty of Education, BSRU, Thailand.

Abstract:-Objectives situation entrepreneurship education Hunan. Improving management strategy entrepreneurship education local Hunan and improving management strategy entrepreneurship education local Hunan were including 4 following aspects: 1) College management level 2) Construction of teaching staff 3) Government support degree and 4). Enterprise support degree. Structured average value.

Current situation of entrepreneurship education management a the follows Construction of teaching staff, followed by College management level and Enterprise support degree , Government support degree level was the lowest level . Researcher found that the adaptability a highest between 4.40 and 5.00. The mean value of the feasibility highest between 4.20 and 5.00, which means that it is adaptable and feasible to improve the management strategy application-oriented in Hunan Province.

Researcher put forward the establishment management system Hunan undergraduate universities from the aspects management concept, teaching staff, government support, enterprise support, course design, evaluation index and so on.

Keywords-Strategies for improving; Entrepreneurship education management; application-oriented universities in Hunan province

1. Introduction

Entrepreneurship education in some European countries also started earlier, taking the United Kingdom as an example, British entrepreneurship education began in the 1960s, and entered a period of rapid development in the 1980s. At present, the UK has formed a entrepreneurship education development system with sufficient funding guarantee, numerous entrepreneurial opportunities and platforms, and the linkage support of the whole society's resources (Wang chunxi , 2020) .

In addition to the developed practice research entrepreneurship education in India also been carried out, and have made certain achievements. At present, entrepreneurship education has developed into a new concept of worldwide being carried out full swing around the world. management in other countries is helpful to the construction and improvement of the theoretical

research, teaching design, path and model, so as sustainable development. (Chen si , 2020) .

How to promote mass innovation qualified innovative applied is a test to test the overall strength and reform and development ability of the university, especially for applied undergraduate and innovation, application-oriented need to find a characteristic road that conforms to their own characteristics and positioning. The entrepreneurship and innovation education management system include the curriculum system, curriculum implementation system, teacher training system, entrepreneurship credit recognition system, platform construction system, practical teaching system, government, enterprise cooperation and other aspects. All links are necessary components to support the entrepreneurship and innovation education management system, which support and cooperate with each other, but also influence and

restrict each other. good of entrepreneurship and innovation coordinate all parts, make up for the shortcomings, and develop cooperatively. At present, Hunan Province, as a highland of inland reform, governments great college students' entrepreneurship, and on the basis of constantly encouraging and supporting cities and colleges to establish college students' entrepreneurship parks, they have introduced other support policies that are closer to college students. In Hunan started relatively late compared with the whole country. At present, the concept and atmosphere of entrepreneurship education have gradually formed, but the accumulation of practice and experience is insufficient. Many problems have emerged in the aspects of management concept, curriculum management, venture park operation, cooperation between schools, government and enterprises, etc. A systematic management system of been, and further research is needed. Find a suitable path for management in Hunan application (Li Ming , 2021) .

2. Problems

1. The management entrepreneurship education application-oriented local Hunan Province?
2. Management entrepreneurship education application-oriented local Hunan Province?
3. Management entrepreneurship education application-oriented local Hunan Province.

3. Literature Review

3.1 The research foreign management

Hezave, A.Z. and Esmailzadeh, F. (2012) proposed that the American entrepreneurship education system combines classical teaching with entrepreneurial learning mode.

KevinHindle(2015) pointed out that Australia has established a more mature innovation and entrepreneurship education theoretical system.

4. Research Conceptual Framework

ClarkACampbell (2013) also specifically proposed that there are currently three types of relevant curriculum education systems with characteristics in Australia.

Krueger (2012) management Germany.

InstitutePMC (2012) also put forward a point of view, he believes that a very key difference between Germany and Australia is whether it is entire education.

Huang Yasheng (2015) introduced in the article "The Inspiration of MIT Model on China's Innovation and Entrepreneurship.

3.2 Comparative analysis

Through the above comprehensive analysis of the background, origin, typical practices and security system American, we can that developed with joint efforts of all sectors of society, and has gradually formed a relatively systematic and complete discipline training system and social security system.

3.3 Management ideas and research in China

Dong Liping (2014) believes that and develop.

Huang Zhaoxin (2014) believes that local exploration transformation development model entrepreneurship.

Xu Zhiqiang (2011) believes that.

Chen Baosheng (2018), former minister of the Ministry of Education, believes that necessary.

Xu Xiaozhou and Mei Weihui (2015) summarized construction entrepreneurship organizations.

3.4 Case study on the management mode in Hunan

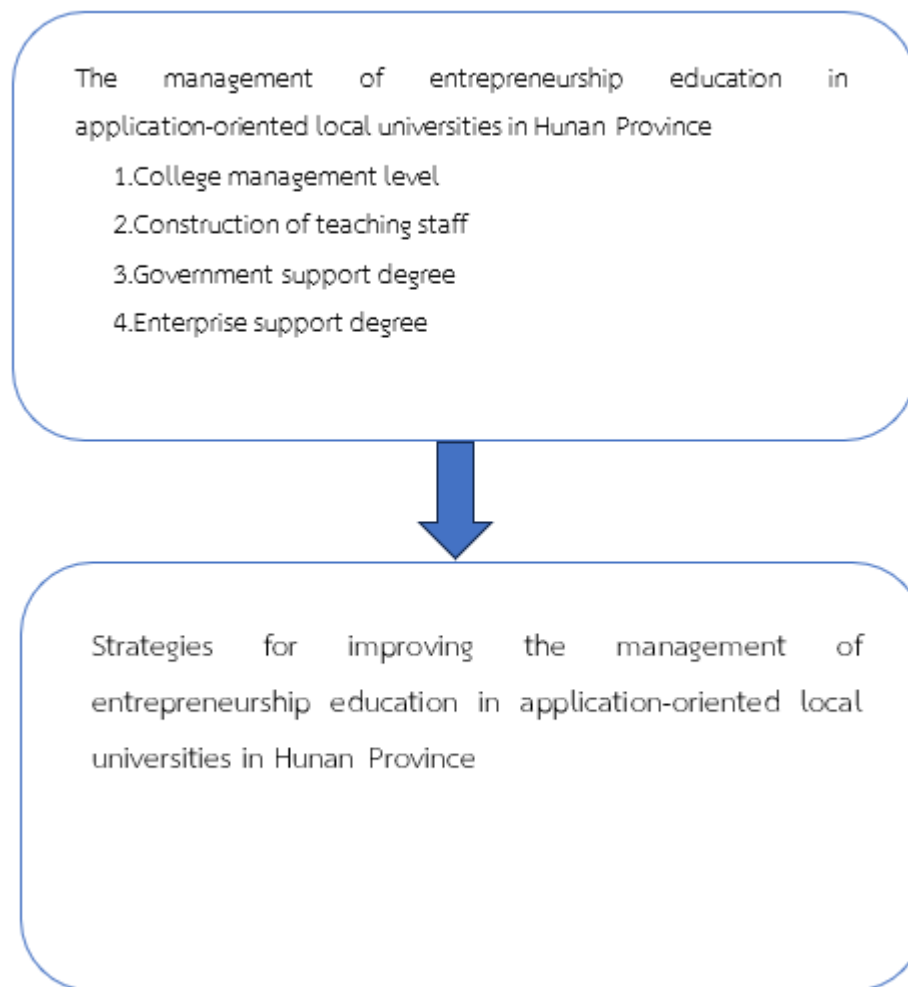
Founded in 1978, obtained qualification of "Serving the special needs of the country" master's degree in agricultural extension in 2011, and became a "double first-class" high-level application characteristic College in Hunan Province in 2018. Over the past 40 years,

3.5 Other relevant research

Gu Xuefen (2013) management for college students very important and faces some problems.

Huang Yanfei (2012) carefully discussed five characteristics of university management.

Figure 1 Research Framework



5. OBJECTIVES OF THE RESEARCH

1. Management entrepreneurship education application-oriented local Hunan Province.
2. Develop strategies improving management entrepreneurship education application-oriented local Hunan Province.
3. Strategies improving management entrepreneurship education application-oriented local Hunan Province.

6. Research Methodology

6.1 Population and Sample

6.1.1 Population

This study included 4500 relevant administrators from five application-oriented local universities in Digzhou, Hunan:Loudi, Xiangtan, Huaihua, Chenzhou and Changde. And government and enterprise related management personnel.

6.1.2 Sample

The sample of questionnaire group

According to Taro Yamane sample size (1943) for precision of 4, The sample group of the research was 549 administrators. Stratified sampling and simple random sampling methods were used to sample 5 application-oriented local universities and government and enterprise related management personnel according to the corresponding proportion.

Research Instrument

Questionnaire

Objective 1: Questionnaire is one of the Instruments to study the current situation of the management application-oriented Hunan Province .Questionnaire carried out four :1) Collegemanagement level; 2) Construction of teaching staff; 3) Government support degree; 4) Enterprise support degree.

Part one: Investigate personal information of the respondents, sorted by gender, work history, academic title, and educational background.

Part two: Investigation on the current situation management Hunan.

7. Research Results

Table 1Hunan local university entrepreneurship education management in four aspects.

(n =549)

	The situation of entrepreneurship education management of Hunan universities	\bar{X}	S.D.	Level	Order
1	College management level	3.53	0.83	High	2
2	Construction of teaching staff	3.57	0.88	High	1
3	Government support degree	3.40	0.92	medium	4
4	Enterprise support degree	3.44	0.90	medium	3
	Total	3.49	0.88	medium	

Table1,Entrepreneurship education management four a high the follows Construction of teaching staff followed by College management level and Enterprise support degree Government support degree levelwas the lowest level.

Table 2Evaluation entrepreneurial education management undergraduate Hunan province

Strategies for improving entrepreneurial education management in applied undergraduate universities in Hunan province	Adaptability			Feasibility		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
increase support for enterprises						
1 Establish a close and substantial joint talent training mechanism with the enterprise.	4.57	0.85	highest	4.29	0.88	High
2 Sign a cooperative school-running agreement with the enterprise	4.43	0.83	high	4.27	0.83	High
3 Establish a corporate support fund	4.41	0.84	high	4.40	0.82	High
4 Enterprises open and share research platforms with universities	4.40	0.81	high	4.35	0.85	high
5 Identify joint research projects with universities every year	4.40	0.88	high	4.55	0.86	highest
6 Jointly develop individualized entrepreneurial elite classes	4.45	0.86	high	4.35	0.85	High
Total	4.50	0.83	highest	4.37	0.82	highest

According to **Table 2**, found that the adaptability highest between 4.40 and 5.00. The mean value of the feasibility highest between 4.20 and 5.00, which means that it is adaptable and feasible management strategy application-oriented in Hunan Province.

8. Conclusion

8.1 Conclusion

The guidelines management strategy entrepreneurship education local Hunan. Conclusion details. Management strategy entrepreneurship education local Hunan.

Guidelines management strategy entrepreneurship education local Hunan. Guidelines management strategy entrepreneurship education local Hunan.

Management strategy entrepreneurship education local Hunan.

Entrepreneurship education management a follows Construction of teaching staff, followed by College management level and Enterprise support degree, Government support degree level was the lowest level.

The current situation of in college management level follows: Create a good entrepreneurial education atmosphere and the school has a comprehensive evaluation system, followed by Leaders focus on innovative development and encourage teamwork, the school has a comprehensive evaluation system was the lowest level.

Entrepreneurship management construction teaching staff follows was staff sense of belonging

8.2 Discussion

1. Discuss the allocation of human resources: The survey found that the total amount of human resources teachers is insufficient, distribution age professional titles is unreasonable, and there are high-quality managers teachers. According to the current actual situation, we should invest human capital to ensure that application-oriented has enough high-quality management personnel and high-level teachers. Two American economists, Schulz and Baker, created, which is line with their views. these authors propose three optimization measures based on the human resource allocation theory.

2. Discuss the design of curriculum reform. entrepreneurship education, is too rigid, the curriculum is single, and the practice is not innovative. More consideration needs to be given to how to integrate and transform the course content across boundaries, specialize in innovation, and internalize it into the core quality of students, especially to cultivate the comprehensive ability, practical innovation spirit and interdisciplinary quality required by students in complex situations. The view of curriculum, teaching, students and evaluation should be upgraded and reconstructed accordingly. This is consistent with the "core literacy" theory advocated by views on integrating interdisciplinary training and entrepreneurship into majors proposed by the Kauffman Foundation's research

to the college, Entrepreneurship education teachers have the opportunity to go out for training, the combination reasonable was the lowest level, it needs to be focused.

The current situation of entrepreneurship education management in Government support degree the follows was the government a good sense of service, followed by the government supports the site, the government has the money to support it was the lowest level.

Enterprise support degree a follow: there is an Enterprises have platform support for universities, followed by Corporations have space support for universities, there is a Corporations have financial support for universities the lowest level.

report (2008). It is also consistent with the views of Xiang Haiyan (2020).

3. Discuss setting up an independent entrepreneurship school. In view of the disadvantages of the decentralized mode of entrepreneurial management, it is necessary to set up an independent entrepreneurial college in the top-level design to coordinate the resources inside and outside the school. This is consistent with Huang Zhaoxin (2015) 's suggestion to establish an entrepreneurial talent training college integrating teaching, management and scientific research, which is operated by entities. At the same time, it is necessary to cultivate the leadership of the dean of the school of entrepreneurship, which determines the efficiency and effect of entrepreneurial management. It requires systematic knowledge structure, scientific foresight, keen judgment, strong perception of the entrepreneurial market, rigorous thinking ability, the ability to grasp opportunities, the ability to innovate, and strong executive power entrepreneurial. This in line with David v. Day (David. Dai 2015) agrees in his book *The Nature of Leadership*.

4. Discuss providing government and business support. According to the interview, the government's guarantee and support mechanism need to be established and improved. The support of enterprises to colleges and universities is not balanced and stable, the degree of long-term cooperation is not enough, and there is a

mismatch between output of colleges universities. Necessary scientific research universities benign interaction and seamless docking of government, enterprise, university and research can ensure the steady development of. This completely consistent with model of American universities advocated by Bao Shumei (2016) and the views of Ju Zhanjie (2021).

5. Discuss evaluation system and incentive mechanism. In view of the incompleteness and incentive mechanism, establish a complete evaluation system management. This is consistent with the view of the paper published in the journal Wang Xiaolu (2021). Based on the incentive theory of American management scientists Berelson and Steiner Shartle, the incentive mechanism for teachers and students given by the author is effective.

6. Discuss improved management models. Situation from government enterprises, design, practice platform, teacher team, student body, the establishment of entrepreneurship college, evaluation indicators to build a "seven in one" entrepreneurial education management system of Hunan applied put forward entrepreneurial education promotion strategy of Hunan applied undergraduate. Management entrepreneurial education is a complicated process of coordinating resources, organizing entrepreneurial teaching, cultivating entrepreneurial spirit and arranging entrepreneurial entrepreneurship a comprehensive analysis of the closely linked sub-elements in the system, and targeted management measures are proposed. This is consistent with the system management theory put forward by American management scientists Custer and Lusenway - the three factors theory of man, thing and environment. It is consistent with the six main types of entrepreneurship and innovation education management in Chinese universities summarized by Chen Si (2020), and also consistent with the views of Zhang Huimin (2012).

9. Recommendations

The entrepreneurship education that universities should advocate is not only a spirit education that advocates self-breakthrough and innovation, but also a practical education that cultivates entrepreneurial ability. Management covering

functional departments of universities, relevant colleges, governments, enterprises and other social organizations. Its core idea should be that entrepreneurship education should be integrated training system. In terms of curriculum design, practice platform, teaching staff, government and enterprise collaborative education, innovation and entrepreneurship college construction, establishment of entrepreneurship elite class, evaluation indicators, the "seven in one" management model Hunan is constructed.

Establish a sound course management system

Establishment rational scientific curriculum improving cultivation innovative and compound high-quality. It can construct four.

Integrate with professional education. Focus on practice, play guiding role of professional knowledge in the process of entrepreneurship. At present, international academic and educational circles have recognized the importance of "Interdisciplinary Entrepreneurship Education". Because entrepreneurial activities require skills, discipline or major entrepreneurship must be interdisciplinary, requiring both business courses and specialized industry-related courses. That is to say, the discipline or specialty of entrepreneurship naturally needs to be integrated with other disciplines or specialties across disciplines. The discipline or specialty of entrepreneurship needs to start from the essential attributes of entrepreneurial activities, refine entrepreneurial theories and explore unique teaching modes, and finally form an entrepreneurial discipline or specialty.

Interdisciplinary entrepreneurship education at undergraduate level is an education model. In this education model, achieve a deep educational concepts, educational content, educational methods, educational teams and educational evaluation, so as to meet practical skills college in process entrepreneurship, so as University North Carolina Greensboro, for example, has developed 50 interdisciplinary entrepreneurship courses in 28 departments, and the "Social Entrepreneurship Series" at the School of Sociology at Washington University at Louis, University of Maryland Institute of Technology Entrepreneurship "Technology Entrepreneurship series course",

Howard University School of Communication "Media entrepreneurship course", Austin (Texas at Austin) "art entrepreneurship" course.

The second is to develop new curriculum and curriculum resources. In combination with the regional economic development strategy, adjust the curriculum of majors, form professional groups with local characteristics, professional In combination with industrial needs Hunan enterprises, as well as foreign trade, logistics and other advantageous industries, the development of new courses suitable for local economic needs, but also development some based courses for entrepreneurship, and gradually improve the entrepreneurial curriculum system.

The third is to introduce high-quality online course resources and carry out online courses of mass creation education. Making full use of online resources can also further make up for the shortcomings of teachers. Build MOOCs learning platform, establish high-quality network teaching resource library, realize high-quality resource sharing, provide support for students' independent learning, and provide better simulation and practical training environment for students to simulate entrepreneurship. Students can freely choose various practical courses online according to their own needs, arrange their own learning time, and realize that they can learn whenever they want and wherever they want. Realize the "flipped classroom" and teaching methods, and constantly improve students' entrepreneurial practice ability.

Fourthly, it is timely to set up the major of entrepreneurship

The United States has set up a special major and established a training system for entrepreneurial talents ranging from bachelor's, master's and doctor's degrees. Hunan can also draw lessons from it. Combined with application-oriented characteristics, application-oriented should entrepreneurship, formulate corresponding degree levels, and take entrepreneurship education as a component of professional construction. Courses of entrepreneurship majors should be set for the problem that application-oriented college students generally lack entrepreneurial ability. Under the conditions of market economy, with the basic theories and

professional knowledge of entrepreneurship as the core, we carry out professional teaching with forward-looking entrepreneurial concepts through courses such as entrepreneurship, entrepreneurial management and founding enterprises, and systematically teach students about partnership operation, tax guarantee and property protection, laws and policies related to entrepreneurship, economic principles, logistics and transportation, etc. Comprehensively improve various in process entrepreneurial practice.

10. Bibliography

- [1] ClarkACampbell (2013) The New One-Page Project Manager: Communicate and Manage Any Project with A Single Sheet of Pape.
- [2] Chen Baosheng (2016), Basic characteristics and implications of the development of innovation and entrepreneurship education in American universities: A case study of Massachusetts Institute of Technology, Stanford University and Bieson School of Business [J]. *Exploration of Higher Education*, 2016(11):67.
- [3] Dong L P (2014). Transformation, Development and construction of Applied Technology
- [4] Universities in local universities [J]. *Educational Research*, 2014(8): 67-74.
- [5] Gu Xuefen (2013). Study on the Method of CGF Intelligent Decision-making. *Proceedings of the 2013 The International Conference on Artificial Intelligence and Software Engineering (ICAISE 2013)* 10.2991/icaise.2013.11
- [7] Huang Yasheng, Zhang Shiwei, Yu Xiaoxiang (2015), et al. The inspiration of MIT model for Chinese innovation and entrepreneurship [M]. Beijing: Citic Press, 2015:88,98. (in Chinese)
- [8] Hezave, A.Z. and Esmaeilzadeh, F. (2012) Solubility Measurement of Diclofenac Acid in the Supercritical CO₂. *Journal of Chemical & Engineering Data*, 57, 1659-1664. <http://dx.doi.org/10.1021/je200012x>
- [9] Huang Zhaoxin (2014). Transformation and development of entrepreneurship education in local colleges and universities: Based on a

- comparative analysis of two universities [J]. Higher Engineering Education Research, 2014(6): 141-142.
- [10] Huang Yanfei (2012) The inspiration of MIT model for Chinese innovation and entrepreneurship [M]. Beijing: Citic Press, 2015:88,98. (in Chinese)
- [11] InstitutePMC (2012). Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation. Washington, DC: The National Academies Press.
- [12] KevinHindle (2015) Choosing Qualitative Methods for Entrepreneurial Cognition Research:
- [13] A Canonical Development Approach.DOI:10.1111/j.1540-6520.2004.00065.x
- [14] Krueger. (2012) Construction of a Maladaptive Personality Trait Model and Inventory for
- [15] DSM-5. Psychological Medicine, 42, 18791890.<https://doi.org/10.1017/S0033291711002674>
- [16] Wang Xiaolu (2021). Reform and Practice of Innovation and Entrepreneurship management
- [17] mechanism in universities under Multi-performance evaluation: from the perspective of application-oriented universities. Management Strategy, Phase 5, 2021.
- [18] Xu Xiaozhou, Mei Weihui. (2015) College Students' Entrepreneurship
- [19] Dilemma and Institutional Innovation [J]. China Higher Education Research, 2015 (01): 45-48+53
- [20] Xu Zhiqiang (2011). Discussion on the status quo and countermeasures of entrepreneurship education in local universities -- A case study of Zhejiang Wanli University [J]. Journal of Zhejiang Wanli University,2011(1): 95-98.