

## New Thinking on Entrepreneurship Coaching in Colleges

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**Abstract:** In recent years, with the country's series of support "mass entrepreneurship, universal creation", the release and introduction of the new policy, innovation and entrepreneurship in China has paced fast. The paper explains the connotation of coaching technology and provides the theoretical basis of coaching technology. Use coaching technology to explore the potential of students and cultivate their innovative thinking and creative ability, so as to realize creative problem solving. At present, the domestic entrepreneurship education is still in the development stage. The paper explores the application of coaching technology in innovative education, and finds a solution regarding the thinking weaknesses. It carries on the beneficial practice to promote the reform of innovative entrepreneurship education and cultivate the innovation ability in colleges.

### 1. Introduction

Since the beginning of 2014, Premier Li Keqiang has put forward the "innovation of the mass entrepreneurship" in the annual meeting of the World Economic Forum's New Champions and the "Government Work Report", making the spirit of innovation and entrepreneurship the focus of education for all. Enlightenment can be available from foreign universities and colleges. Chinese education decision-makers can make optimization on the foreign education mode, establish distinct teaching goals and put into practice concretely by taking into consideration of their own objectives and positioning. Build a teaching team that mixes diversified innovation and entrepreneurship education. Moreover, an all-round education support system for innovation and entrepreneurship can be set up with the joint efforts of the government, society, universities and the talent market. Through reform of colleges personnel training mode, school innovation entrepreneurship education system will be set by cultivating students' innovative spirit, pioneering consciousness and innovation ability, and speed up training a number of innovative, entrepreneurial talents that are bold to practice, in a bid to form the good atmosphere where business start-ups and innovation are undertaken by the public. Efforts should be made to improve the quality of personnel training.

### 2. Experience and Inspiration of Foreign Innovation and Entrepreneurship Education

Colleges have opened the education from the US, the UK and Japan. It is concluded that domestic universities should learn curriculum system, teaching staff, innovative teaching methods from their foreign counterparts to carry out innovation and entrepreneurship education. Make optimization on the foreign education mode, establish distinct teaching goals and put into practice concretely by taking into consideration of their own objectives and positioning. Build a teaching team that mixes diversified innovation and entrepreneurship education. Moreover, an all-round education support system for innovation and entrepreneurship can be set up with the joint efforts of the government, society, universities and the talent market. Through reform of colleges and universities personnel training mode, improve the school innovation entrepreneurship education system, cultivating students' innovative spirit, pioneering consciousness and innovation ability, and

speed up training a number of innovative, entrepreneurial talents that are bold to practice, in a bid to form the good atmosphere where business start-ups and innovation are undertaken by the public. Efforts should be made to improve the quality of personnel training.

Babson College opened entrepreneurship education courses in the 1960s to cultivate business giants with an international perspective and elites of social wealth creation. With the continuous development of entrepreneurship education, the college formed a strong entrepreneurial atmosphere and set up an entrepreneurship research center in the 1980s, gathering global entrepreneurship talents. Integrated entrepreneurship awareness into the whole process of talent cultivation, constantly enhancing entrepreneurship education resources such as laboratories and entrepreneurship bases and improving teaching methods and extracurricular teaching activities as well as the quality of entrepreneurship education. In 1996, Said Business School was founded by Oxford University, aiming to cultivate business leaders and entrepreneurs with an international perspective. In 1997, Japan established Kochi University of Technology, as a pioneer of the deepening reform of the university system in Japan. Under the guidance of the high-tech atmosphere in Japan, the part-time teachers of entrepreneurship education come from excellent leaders of enterprises all over the world. For students who participate in entrepreneurship education, the school gives priority to providing jobs and employment opportunities for well-known enterprises in Japan, including domestic famous Tokyo Stock Exchange, Osaka Stock Exchange and other outstanding enterprises. Some of the students founded companies with global influence, such as CORE, Mo Laser Company and so on. Babson College in the United States focuses on entrepreneurship education led by ideological entrepreneurship. Educational methods and systems are integrated with the world's cutting-edge science and technology, academic research and innovation and entrepreneurship education, such as practice and training replace traditional classroom teaching. The evaluation system is implemented by the third party to maximize the coupling and linkage role of government, market and society. Coaches need to diverge coaches' thinking space, and explore their own resources by focusing on "what I have". Let coaches really understand their mental model, and learn to adjust their attitude, correctly identify the situation, remove the dross and absorb useful information, creating a solution to the problem in the best state.

### **3. Improving Ecosystem for Mentors**

Domestic colleges should improve the ecosystem for mentors by a series of actions. The school should improve the level of entrepreneurship, build the "trinity" of education system of professional education, quality education, innovative entrepreneurship education, and constantly improve the quality of personnel training. First, define the function positioning of innovation and entrepreneurship education. The school should highlight the role of personnel training as the main channel, and establish a personnel training system that integrates professional education, quality education, and innovation and entrepreneurship education. In the teaching process, the school should attach great importance to the goal of talent cultivation, and pay attention to the cultivation of students' innovative spirit, entrepreneurial consciousness and innovative and entrepreneurial ability, promoting the close combination of talent cultivation and entrepreneurial and employment needs. Secondly, reform educational and assessment methods. The school should, based on the nature of curriculum, implement inquiry, heuristic, case, participation and project teaching methods to arouse the students' innovation consciousness, independent thinking and introduce a batch of innovative entrepreneurship education quality online open courses to realize the resource sharing, reform the examination assessment content and ways, and flexible use of the inspection way. The school should also pay attention to process evaluation, the students' innovation, practice and experience. Thirdly, strengthen the development of the curriculum system. The school should carry out general education of innovation and entrepreneurship for all students, and integrate the teaching contents of college students' innovation and entrepreneurship policies, regulations and macro-economy into the teaching of Foundation of Entrepreneurship". The school should carry out practical training as required by the students with innovative entrepreneurial intention and provide incubation environment and safeguard measures for them. The school should strengthen the

innovation and entrepreneurship education in the practice teaching link, making the innovation and entrepreneurship education run through the whole process of talent cultivation, and form the innovation and entrepreneurship education curriculum system that integrates theory and practice, and then integrates policy and entrepreneurship, and effectively improve the quality of talent cultivation. Fourthly, optimize the structure of the teaching staff. In accordance with the principle of focusing on full-time work and combining full-time work with part-time work, the school should establish a part-time tutor pool for innovation and entrepreneurship education through "combination within and outside the school", and encourage professional teachers to integrate their innovative spirit and entrepreneurial awareness into the classroom, supporting the teachers to translate innovation-based scientific and technological achievements into entrepreneurship projects. Fifthly, strengthen innovation and entrepreneurship practices and training. The school should support the establishment of innovation and entrepreneurship association, entrepreneurship club, innovation and entrepreneurship salon, maker space, and encourage students to hold innovation and entrepreneurship lectures BBS and other forms of activities, giving full play to the leading role of college students' innovation and entrepreneurship training programs, and actively guiding and encouraging students to participate in innovation and entrepreneurship activities. Sixthly, accelerate the establishment of a platform system for entrepreneurial practice. The school should speed up the construction of "Internet +" entrepreneurship network platform. The efficiency and effectiveness demonstrated in practice, reflects the correctness and objectives of the specific work choices undertaken. Efficacy is an important measure of work outcomes. It has the distinction of self-efficacy and team effectiveness. The team and its members believe that their team can be successful and confident and motivated by the team members. A team with successful experience can improve success in the future.

#### **4. Coaching Technology**

The purpose of the coaching technology is "people-oriented" and "teaching students in accordance of their aptitude". Through guidance, encouragement and other means, it improves coaches' self-development awareness, identification motives and goals, and their mental model, and stimulates their potential. Achieve a reasonable career planning by improving their self-learning, planning, problem-solving skills, helping them explore the basic path to solve the problem. "People-oriented" means to respect the individual's own choice and thinking, not exceeding one's authority and letting coach make decisions for postgraduates; it means to trust their ability to solve problems, and stimulate the potential through coach's demonstration, guidance and scene substitution, let them take positive actions to realize the dream; it's not knowledge infusion, the passive way of "teaching" students a variety of abilities. Because of the differences in culture, national conditions and talent needs, we must refer to our country's higher education system, the reality of students and schools, and gradually form the educational concept, system and practice with Chinese characteristics. Therefore, the promotion of application of coaching technology in innovative entrepreneurship education is of great significance to the reform of curriculum education, growth of young students and sustainable development of economy.

Coaching technology is a technology that improves the minds of coaches, helps them to tap their potential, improve innovative thinking ability and organizational creativity, so that they can achieve their own transcendence and creatively solve problems. Coaching technology focuses on guiding and stimulating. As modern human resource management theories which can effectively stimulate people's potential and improve their work performance, it is widely used in university management, education, employment and various professional.

#### **5. Coaching Relationship and Content**

We should create a good coaching relationship, and assess coaching content. Firstly, create an open and trusting relationship. Students need to express their expectation towards coach through communication. At the same time, the coach needs to concern about the inner voice and learn the

truth, rather than focusing on the superficial information and answer. Coach should find postgraduates' mental mode through their speech and deportment, and respond accordingly, forming a trusting relationship. Make both sides a good impression through the expression of gratitude. Secondly, the coach should help postgraduates identify their needs and targets by focusing on "what do you want, and how to know what you want" like a compass. The coach should help students plan goals and make plans, and determine the achieving time, implement them into daily life and refine them to every action. In the coaching process, we should give timely feedback; make response and adjustment to changes. After finishing the coaching, we need to check whether the expected goal is reached or not. Communicate with each other, and share summary. If necessary, we can track the later effects.

## **6. Summary**

The application value of coaching technology in colleges lies in the change of thinking mode. Its idea of explaining problems let students believe they have the resources, potential and energy to solve the problem, helping people find the solution to the problem themselves. This positive perspective has important significance in mobilizing students' positive initiative on self-learning and self-developing, stimulating their greatest potential and transforming the teaching concept of traditional employment guidance course. It should be noted that the coach should know how to manage the expectations of visitors when providing service for visitors after evaluating their quality. Coaches need to have a wealth of career experience or entrepreneurial experience. They not only need to understand the law of talent development and student characteristics, but also need to have a positive attitude and good character to have a positive impact on the students in a subtle way. On the other hand, we need to combine different disciplines, professional characteristics and talent needs, have multi-participatory coordination, and conduct transplantation, thus enhancing the effectiveness of educational activities. With the advancement of teaching reform in colleges, it is particularly urgent to take the new element of coaching technology into the education research. Currently, there are still many problems to be solved in the application of coaching technology in Chinese college entrepreneurship education, such as the development of coaching courses and lack of coaches. Therefore, further research is needed to promote sustainable development of the project.

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