

# The Reform Practice of Integrating "Entrepreneurship in Wenzhou" Into Three Classes' to Improve Local Employment and Entrepreneurship Rate

-- A Case Study of Wenzhou Polytechnic

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**Abstract:** At present, the high-quality development of Wenzhou economy needs high-skilled technical personnel. Our college relies on the regional pillar industries and characteristic industries to run majors for providing talent support for the local economic development. "510 plan" issued and implemented promotes cultivating outstanding graduates in our college. at the same time, our college integrates enterprises in wenzhou, wenzhou culture, stories of wenzhou, wenzhou spirit into the first, second and third class. And the care of our college, make students feel warm, love the city, enhance their sense of pride of the city, the sense of belonging, the acquisition. Relying on employment and entrepreneurship mechanism of the government and college for graduates, students take Wenzhou as their "home", work in Wenzhou, start up business in Wenzhou, and make contributions to the local economic development. We issued a questionnaire survey to the graduates of 2023. The teaching reform of integrating "entrepreneurship in Wenzhou" into three classrooms is indeed conducive to improve the local employment and entrepreneurship rate. The thesis combs the typical experience for other higher vocational colleges for reference.

**Keywords:** The first class, The second class, The third class, Employment, Entrepreneurship.

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## 1. Background

Since 2016, our college have developed 《the implementation scheme of deepening the reform of creative education》, fully implement the Communist Party of China's education policy, Cultivate students' excellent character as fundamental task, will deepen innovation entrepreneurship education reform as a breakthrough point, to push forward the reform of education teaching comprehensive set of advanced education idea, innovative undertaking with innovation, creativity, entrepreneurship education is an organic whole, innovation entrepreneurship education, The Wenzhou spirit of "dare to be the first, especially able to start a business" is integrated into the whole process of training innovative talents, which comprehensively enhances the social responsibility, innovative spirit, entrepreneurial consciousness and entrepreneurial ability of college students, and cultivates high-quality innovative and entrepreneurial talents of new technology application. In 2020, 《the Implementation Opinions on the Project to improve the quality of Enrollment and Employment》 proposed to help students innovate and start their own businesses, provide entrepreneurial training, policy support and entrepreneurial assistance for entrepreneurial graduates, and improve the local employment rate. In 2021, "one hundred thousand college students return WenZhou to start entrepreneurship and employment project" and the "510 plan" and 10 special policies was officially launched, which provides good entrepreneurship and employment opportunities for graduates in our college.

It can be seen that Wenzhou Municipal government and our college attach great importance to students' entrepreneurial education and closely link entrepreneurial work with

employment. As a full-time teacher and a teacher in charge of a class, I strive to complete the guidance of entrepreneurship and career planning in the first class, the second class and the third class, and help promote the double growth of entrepreneurship and employment success.

## 2. Survey on Local Entrepreneurship and Employment of Higher Vocational Graduates in Wenzhou

According to the questionnaire survey of 2023 graduates in our college, 25% of the sample data are students from Wenzhou, 28.57% are students from outside Zhejiang province, and 46.43% are students from outside Wenzhou in ZheJiang province. The proportion of students who are willing to work in Wenzhou after graduation is 50%, indicating that a large number of students who are willing to stay in Wenzhou, and this part of students should be included in our training objects. For the future employment planning, 64.29% of the first choice is to upgrade their current qualifications, 10.71% of the large enterprises to apply for professional counterparts, 14.29% of the small and micro enterprises to apply for professional counterparts, 10.71% of the self-employed. The willingness to start their own businesses is significantly higher than the actual entrepreneurship rate of graduates of the 2022 graduates, which is 3%. The ranking of "entrepreneurship in Wenzhou" from high to low is brave, hard-working, innovative, adventurous, keen insight and unity and cooperation. It shows that students agree with the spirit of entrepreneurs. It shows that our help effect is obvious. The weakest self-evaluation of employment ability is the short of self-expression ability, job search skills and strain ability. 50% of the people in Wenzhou chose not to know about the local employment and

entrepreneurship policies, indicating that we have not publicized the policies enough. These need to be improved.

From the perspective of students, some local students and non-local students identify with the "Entrepreneurship in Wenzhou", have entrepreneurial enthusiasm and awareness, and are willing to work in Wenzhou and start a business in Wenzhou. From the perspective of the college, in addition to issuing a series of policies on innovation and entrepreneurship, the college has also opened entrepreneurship courses and established entrepreneurship college to stimulate and encourage students to get local employment, and the entrepreneurship rate has increased. This is because we will "Entrepreneurship in Wenzhou" better practice in the three classes. From the beginning of students entering the college, the improvement of students' retention rate and the training of students' employment quality into the same status. The three stages of the college, combined with inside and outside the class, to improve the employment in Wenzhou in a progressive way. In the freshman stage, students can know the beauty of Wenzhou by experiencing the famous snacks in Wenzhou, the Internet celebrities' travel clocking in, and communicating with others to feel the natural beauty of Wenzhou and the local customs. In the sophomore year, through summer professional practice, I got in touch with Wenzhou enterprises on the spot, felt Wenzhou enterprise culture, and served enterprises with the professional knowledge I had learned. Through the communication with the staff of local enterprises, experience the working mode of Wenzhou enterprises and enhance the idea of employment in Wenzhou enterprises. In the third year, I should interpret employment policies closely related to employment, recommend employment units, assist in resume preparation skills before employment, explain interview skills, build a bridge between enterprises and students, and promote students to get employed in Wenzhou. At the same time, we should try to solve the difficulty of retaining temperature. Carry out the project "How to Understand Wenzhou localism" to help students get through the language barrier; More care should be given to students, such as greetings on festivals, play between teachers and students, and the establishment of a Wenzhou alumni exchange platform to reduce students' homesickness. To tap the rural characteristics of local students, take rural revitalization as the theme, establish a training base for entrepreneurship and employment education, cultivate entrepreneurship projects, and enhance students' skills in entrepreneurship and employment.

### 3. Specific Practices

#### 3.1. Policies issued by the college

Set up a venture capital fund for college students as angel investment, focusing on supporting vocational college students' start-up. At the same time, we will cooperate with Lucheng Rural Commercial Bank of Wenzhou, cut or cancel the interest of the first month's loan, and establish the entrepreneurial credit focusing on "initial loan", so as to provide continuous support to the entrepreneurial enterprises of college students with good growth.

Encourage students to start their own businesses. We will actively guide enterprises, public institutions and individuals to set up special scholarships for vocational college students' innovation and entrepreneurship. Students who start their own business at the same time enter the Entrepreneurship College for special study in the third year, and their studies

are flexible.

Promote curriculum education, culture education and practice education.

Establish "Career Planning guidance Studio" to provide employment guidance, accurate employment recommendation, and promote employment services.

Vigorously promote the production and education integration order class training model.

Promote the education activities of the second classroom.

#### 3.2. Promote employment through "training"—to Integrate the case of Wenzhou "enterprises" and "entrepreneurship" into the first class

In the first class, the teaching of professional teachers is more integrated into the real case of Wenzhou enterprises. In freshman year, accounting courses in the interpretation of 《the economic law basic knowledge》 of the tax law, blend in wenzhou small micro enterprises preferential tax policies, tax preferential policy of high-tech enterprise R&D input in wenzhou, a high and new technology enterprise tax preferential policies to let the students understand the wenzhou government to promote enterprise development by the timeliness and effectiveness of policies, stimulate students' entrepreneurial zeal. In the course of 《Tax Declaration》 in the sophomore year, the accounting of an enterprise is directly introduced, and the enterprise accountant is hired to teach the students to carry out tax declaration by hand. The students can work directly in the professional practice in the summer vacation of the sophomore year. Students' learning content is the content of the actual employment position, and professional knowledge and employment skills are unified. Grouping in the 《financial management》 course, students are required to find the listed company such as red dragonfly, chint, aokang, tsingshan-holding-group fund-raising ways in different stage of development, project decision-making, financial analysis, along with entrepreneur's business story, lets the student in learning professional knowledge at the same time agree with wenzhou entrepreneur spirit. First is a tenacious spirit of entrepreneurship, The second is the pioneering spirit of innovation, the third is the spirit of responsibility to serve the country, the fourth is the spirit of open cooperation, the fifth is the legal spirit of integrity and law-abiding, and the sixth is the spirit of striving for excellence. The course 《Tax Planning》 in the third year integrates the real tax planning cases of teachers serving enterprises, and strengthens students' recognition that accounting is the core strength of enterprises and must give suggestions for the development of enterprises. The integration of the real enterprise cases in the three-year professional courses is not only conducive to students' better understanding and mastery of professional knowledge, but also to enhance students' awareness of entrepreneurship and service for enterprises.

In addition, public courses, elective courses and entrepreneurial salons of entrepreneurship and employment education are set up in the first class, so that students can master the knowledge of entrepreneurship and employment, broaden their knowledge, and stimulate their entrepreneurial consciousness and innovative spirit.

### **3.3. Promote employment through “education”—carry out colorful second class activities**

#### **3.3.1. Different grades hold class meetings with different themes**

The freshman year held a class meeting with the theme of "Understanding Wenzhou". First, excellent graduates from Wenzhou were invited to give lectures on entrepreneurship and employment for freshmen, so that students could know the professional knowledge and ability that employees should have in advance of the needs of employers, popularize Wenzhou's employment and entrepreneurship policies, and inspire students' entrepreneurial thought. Second, the whole class takes the dormitory as the unit, through the network, information consulting, personal experience of Wenzhou's famous snacks, famous tourist destinations on the Internet, Wenzhou's folk customs, Wenzhou's local customs, Wenzhou good deeds, Wenzhou saw and heard in the class to share and exchange. Let the students read the stories and "feel the beauty of Wenzhou". The third is to identify with Wenzhou culture. With a history of more than 2,000 years, Wenzhou has a profound cultural heritage and enjoys the reputation of "National Historical and cultural City", "birthplace of Chinese landscape poetry", "Hometown of China's Southern Opera", "cradle of Chinese mathematicians", "National Civilized City" and so on. Let students understand Wenzhou culture, recommend students to read "40 Years of Wenzhou Financial Reform", "Wenzhou Local Culture Series", "Wenzhou dialect literature Integration", feel the charm of Wenzhou culture, in the dormitory to share in class.

The theme of the sophomore year was "Love in Wenzhou". First, teacher in charge of class can let the students combine their own professional characteristics, hobbies and so on to write their own career planning. Through good guidance, make them strive towards this direction. Second, teachers can organize the collective birthday party, the party of teachers and students, the reading party of teachers and students, the sports meeting of teachers and students, the party of holidays, and feel the concern of teachers.

The theme of the junior activity is "Stay in Wenzhou". The first is the explanation of Wenzhou's entrepreneurship and employment policy. In the policy explanation, class teacher should publicize the policies and measures formulated by the district governments at all levels. The formulation and implementation of these policies and measures have created favorable conditions for vocational college students to stay warm, start businesses and get employment. The teacher in charge of class needs to thoroughly study these policies and timely convey them to students, so that vocational college students will have confidence and passion to stay in Wenzhou. The second is to look at Wenzhou again, the students themselves analyze the good and bad in Wenzhou employment or entrepreneurship, decide whether to stay. The teacher can set up a questionnaire survey, and do ideological work for the students who can not decide whether to go or stay. Three is to carry out employment help work, the teacher guides students how to make resumes, prepare for interviews, look for a job. Fourth, the choice of employment direction. When graduation is approaching, teachers can sort out the background and materials related to the current employment situation in Wenzhou for students, so that students can carefully choose their future careers based on their own needs and employment situation. Fifth, the choice of starting a

business. We will build an entrepreneurship and innovation platform for vocational college students, start businesses based on the industrial resources of their hometown, and promote employment through entrepreneurship. Sixth, to connect with enterprises, hold job fairs, hold "Special recruitment for high-quality enterprises", "talent supermarket", "enterprise experience day", "point-to-point docking" and other activities to recommend jobs for students.

#### **3.3.2. Carry out education programs**

First, Wenzhou dialect is difficult for foreign students to understand. If they want to stay, they must get through the language barrier. We collect online videos to teach students how to understand Wenzhou Dialect. The second is about the good people in Wenzhou, to feel the kindness and tolerance of Wenzhou people. Three is see the film, appreciation of "Wenzhou Family", "Wenzhou three Families", feel the Wenzhou people dare to work, rush, dare to do, not afraid of hardship, in difficulties and the spirit of life is full of optimistic quality. The fourth is "Eat in Wenzhou, play in Wenzhou, start a business in Wenzhou" to help students find business opportunities in Wenzhou.

#### **3.3.3. Cultivate entrepreneurial projects**

To tap the rural characteristics of local students, take rural revitalization as the theme, establish a training base for entrepreneurship and employment education, cultivate entrepreneurship projects and participate in innovation and entrepreneurship competitions and career planning competitions, and help students transform the theoretical knowledge of entrepreneurship and employment into practical skills. We successfully helped the students to set up a project of entrepreneurship and innovation of the special product of "YangMei" in Chashan Town of Wenzhou, help rural revitalization.

### **3.4. Promote employment through "integration"—carry out the third class based on social practice**

Establish vocational associations and provide opportunities for visiting and practicing in Wenzhou's enterprises and institutions. Organize activities and competitions to provide more opportunities for club members to keep in Wenzhou City. The club carries out special lectures on interview skills and resume production, and encourages students to take Wenzhou as the theme to participate in employment and entrepreneurship competitions. The carrier for professional associations to play a role is unique experiential activities. Through professional activities and events, participants can cultivate their professional quality and improve their employability.

Hold the Employment and Entrepreneurship Competition and the Employment and Vocational Skills Competition in Wenzhou to explore a number of local employment and entrepreneurship talents and vocational skills, publicize the award-winning projects and provide later funding.

Visit famous enterprises in Wenzhou, feel the corporate culture, and connect with alumni and corporate Enterprise instructors. Go to Aokang enterprise to visit the entrepreneurial spirit of self-made, hard struggle, not depending on the independent spirit, the pioneering spirit of the world, the pioneering spirit of the brave innovation, good at innovation infiltration. Connect with enterprises, establish "enterprise instructors", actively carry out online forums, connect with outstanding alumni, encourage students to work

or start a business in Wenzhou.

Well-known enterprises enter the campus and provide internship and employment positions for students. We invited state-owned enterprises Zhejiang Anio Aerospace Information Technology Co., LTD Wenzhou branch and Zhejiang Postal Savings Bank of China Wenzhou Branch to give special lectures.

#### 4. Results

Through the integration of the three classes, students know Wenzhou, love Wenzhou, rooted in Wenzhou. Class of 2021 Wenzhou employment graduates 101 people, 96 people choose to stay in Wenzhou, retention rate of 95.05%, Zhejiang non-Wenzhou graduates employment 123 people, 41 people choose to stay in Wenzhou, retention rate of 33.33%, 53 foreign employment graduates, 32 people choose to stay in Wenzhou, retention rate is 60.38%, The rate of graduates who chose to stay in Wenzhou was 61.01%. It is 20 percentage points higher than that of "the retention rate of vocational college graduates in Wenzhou within 3 years reaches 40%", which was published by Wenzhou Human Resources and Social Security Bureau in 2018.

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