

A Practical Case of Integrating Regional Culture into Three Classes to Improve Local Employment and Entrepreneurship Rate in Higher Education Institutions

-- Take Wenzhou Polytechnic as an Example

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Abstract

In the context of Wenzhou's "100,000 college students staying in Wenzhou and returning to Wenzhou for entrepreneurship and employment project", the project team explored an effective way to promote the regional economy by combining the three classes to guide entrepreneurship and employment. The project team members take their classes as the implementation objects, integrate Wenzhou enterprises, Wenzhou culture, Wenzhou story and Wenzhou spirit into the first, second and third class, and always care for students, let them feel the warmth, get to know Wenzhou, love Wenzhou, enhance their pride, sense of belonging and sense of gain to the city of Wenzhou, rely on the government and school mechanism for graduates' employment and entrepreneurship in Wenzhou, let them take Wenzhou "home" and contribute to the local economic development. The team members will conduct class meetings, various educational activities and practical activities in and out of school, with different themes in different grades, to enhance students' employment and entrepreneurial abilities. The three classes form a classic case for teachers of other higher vocational institutions to implement for reference.

Keywords

Regional Culture; Three Classes; Local Employment Rate; Entrepreneurship Rate.

1. Introduction

Wenzhou is the pioneer area of China's reform and opening up, the birthplace of private economy, and is in the high-quality development now. General Secretary Xi Jinping emphasized in the report of the 20th Party Congress that we must adhere to "talent is the first resource", implement the "strategy of strengthening the country with talents", and adhere to the "talent-led drive" strategy. The local government has issued "510 Action Plan" to absorb college graduates to stay in Wenzhou for employment and business, and the employment rate in Wenzhou is highly valued by the Wenzhou Municipal Government. Through field visits and questionnaire surveys, the research team identified the problems of graduates' employment and entrepreneurship in Wenzhou, and proposed that in order for graduates to stay in Wenzhou, they must know and love Wenzhou in order to stay in Wenzhou. Integrate Wenzhou history, Wenzhou people spirit, dialect culture, entrepreneurial culture and gratitude culture into students' first class, second class and third class to enhance their employment and entrepreneurship rate.

2. Current Problems of Graduates Staying in Wenzhou for Employment and Entrepreneurship

2.1. Analysis of Survey Results

Taking Wenzhou Polytechnic as an example, the group analyzed the local employment rate of the graduates from 2018 to 2022. In terms of employment flow, the ratio of the number of flow to the number of students 300% in Hangzhou, 118.39% in Ningbo and 118.72% in Wenzhou among the graduates of 2018. Among the graduates of 2022, the ratio was 158.74% in Hangzhou, 78.6% in Ningbo, and 110.7% in Wenzhou. In terms of the size of the ratio of the number of streams to the number of students, the gap between Wenzhou and Hangzhou is narrowing, but there is still a distance. The local employment rates of the graduates from the class of 2018 to 2022 are 69.88%, 69.46%, 62.03%, 64.59% and 64.87% respectively, with a decreasing trend. Among the employment groups in the province, Hangzhou and Ningbo are still the most attractive cities for employment in the province, except Wenzhou.

Through the questionnaire of 2022 graduates, it is found that the proportion of those willing to go to other institutions is 40%, but the actual destination is only 0.58%, the proportion of those willing to go to state-owned enterprises is 20%, but the actual destination is only 2.14%, while finally 68.93% students go to private enterprises, the actual employment has a large gap with the self-expectation of college students.

On the whole, the flow selection of senior graduates for cities tends to be towards first-tier cities, central cities and their surrounding urban clusters.

The group issued questionnaires for the 2023 graduates, and the current preferred plan for students' employment is to upgrade their college education (56.25%), followed by applying for small and micro enterprises (19.79%), and 6.25% proportion will choose entrepreneurship. Students' employment will elevate college education to the first choice, and students perceive the importance of academic upgrading, while only 54.75% of 2023 students enrolled on the line. The results of the survey on confusion about employment show that students do not know much about both local employment and entrepreneurship policies (36.84%). Self-evaluation of the interview is the lack of expression ability (31.58%), professional ability (26.32%) and lack of interview skills (19.3%). The results of the survey on the factors affecting the employment and entrepreneurship of staying in Wenzhou, 35.09% of the proportion needs to have like-minded friends, 22.81% of the proportion values employment subsidies, and 12.28% of the proportion values entrepreneurship policies, love for the city and a good entrepreneurial environment.

2.2. Problems and the Direction of Effort

1) Wenzhou students who take the college entrance examination are willing to go to college in Hangzhou, Wuhan, Jiangsu, Shanghai, etc. The possibility of staying in the local area after college is high, which is because the attractiveness of Wenzhou city is relatively weak. Therefore, starting from high school, Wenzhou culture, Wenzhou spirit and Wenzhou people's stories should be integrated into high school classroom teaching to enhance students' willingness to start their own business and serve the Wenzhou regional economy. After students graduate from high school for three years, class teachers also have to dock with them and do all the groundwork for them to return to Wenzhou after graduation.

2) Most of the college graduates in Wenzhou are looking for employment in Hangzhou, Ningbo, Jinhua and Taizhou. Each region has its own policy of attracting talents, and each has its own advantages, so it is recommended to compare and absorb the essence to enhance the attractiveness of students.

3) Nowadays, the first choice of graduates for employment is college education, and students want to get their bachelor's degree to seek a better job after going to college. But the awareness

of entrepreneurship is still relatively weak. On the one hand, 80% of the students will choose to study in other places after graduation, so class teachers should contact with them more and create "warm-hearted project" to strive for returning to or staying in Wen after undergraduate work. On the one hand, we should increase students' recognition of entrepreneurship in the specialist stage.

4) Today more and more college students can't bear hardship and lack of innovation consciousness. It is necessary to excavate the enterprise culture of Wenzhou, such as the spirit of Wenzhou, and integrate this spirit into practical teaching in order to enhance students' comprehensive quality of employment such as hard-working, interpersonal communication ability, innovation ability, cooperation and coordination ability.

5) Students are confused about entrepreneurship and encounter many problems in entrepreneurship. It is necessary to excavate the entrepreneurial figures of college students in Wenzhou region and hire them as entrepreneurial mentors to set up entrepreneurial role models for students and do guidance or provide support for students' entrepreneurial projects.

6) The first choice city for students to stay in Wenzhou is Wenzhou city, followed by counties, how to enhance the talent attraction of counties, and the county and municipal governments should introduce policies to retain talents. The factor for students to stay in Wenzhou is to have like-minded friends, do as the school to establish alumni groups and play the role of corporate alumni.

3. Regional Culture Spirit into the Classroom Teaching Helps to Improve the Local Employment Rate

The regional culture of Wenzhou is based on Ouyue culture, and the Yongjia school represented by Ye Shi advocates the application of the world, emphasizes merit, and gives unique philosophical ideas and moral ethics to the "Ouyue culture", and the Wenzhou people, who are deeply influenced by the "Ouyue culture", have formed a strong sense of merit, aggressiveness, risk-taking, pragmatism and competition. Formed a strong sense of merit, aggressive, risk-taking, pragmatic, competitive ideology, focus on the development of industry and commerce. At the same time, they have the spirit of hard-working and diligent.

Taking Wenzhou as an example, the course education, practical training and social activities will transmit the spirit and culture of Wenzhou to students, guide them to know Wenzhou fully and then identify with it, and inspire them to learn good skills, build Wenzhou and realize their self-worth. The young generation is a strong generation, and they are not only learners of the excellent Wenzhou cultural spirit, but also deeply understand the connotation of the Wenzhou cultural spirit, so that the youth living in the present generation can better inherit the Wenzhou cultural gene, integrate into the local culture and social life as soon as possible, and then find a sense of belonging, and strongly take up the mission of the great rejuvenation of the Chinese nation and make contributions to the regional private economy. Take Accounting 2103 class as an example, four of 48 students in the class, 33 are from Wenzhou and 39 are willing to stay in Wenzhou, with a retention rate of 81.82%.

4. Practical Examples of Integrating Regional Culture into Three Class

4.1. The First Class: Integrating Entrepreneurial Culture and Integrity Culture into the Teaching of Fundraising Management of Financial Management Course

(1) Course objectives

1) students understand fund methods for entrepreneurial enterprises.

- 2) Students understand how to raise funds for entrepreneurial enterprises.
- 3) To develop students' communication skills, entrepreneurial plan writing skills, and stimulate innovative thinking skills.
- 4) To develop students' integrity of character.

(2) Introduction of entrepreneurial case

In May 2014, Wang Zhe, a 19-year-old college student, and his team focused on their favorite project, "One Moment". Wang Zhe introduced "One Moment" as a way for people to record their daily lives at a very small cost. Each day, record the 1.2 seconds that you think is most worth recording, and countless 1.2 seconds will be the review of your life, just like the flashes of your life in your eyes before you die. He wants to count life by 100 days, every 100 days, you can record 2 minutes of video, everyone can use "a moment" to easily make a documentary for their own life.

At the end of October 2014, Wang Zhe made a project presentation at the open day of Qiming College of Huazhong University of Science and Technology, which attracted the interest of many investors. In December of the same year, Wang Zhe formally reached an investment intention with Shenzhen Innovation Valley, and received a million-dollar financing, and successfully settled in Wuhan Guanggu Venture Street, and founded Penge Technology Co. This case tells students that good projects can be directly funded to stimulate students' creativity. So, how is the funding process for entrepreneurial projects?

(3) Detailed explanation of the startup business financing process

1) Establish the credit of the business venture. In the initial stage of business, the ability to resist risk is weak, and credit is very important. Therefore, we should cherish credit, strictly require ourselves, establish a perfect credit system and maintain a good level of credit.

2) Scientific forecasting of capital requirements

Estimating the direction of capital expenditure, estimating the amount of capital demand and preparing the financial projected cash flow statement. The estimated capital needs include: the amount of business start-up capital, the amount of business operating capital.

3) Fill out the business plan

For startups, the financing role of the business plan is very important. It includes: product and service description, marketing strategy, target market, market demand, competitor analysis, financial information, capital requirements, financing and investment methods, risk analysis, etc.

4) Clarify the financing channels and financing methods

Table 1. Funding methods at different stages

Stage	Financing channels	Financing methods	Note
Start-up stage	Own funds Borrowing from relatives and friends Crowdfunding	Private Lending	Control the risk; Consider the cost of financing;
	Received angel investment Get prize money (Participate in innovation and entrepreneurship projects)	Investment absorption	Reasonable mix of various financing methods.
	Small business loans Government guarantee	Private Lending	
	Start-up leasing Paying equipment rent	Financing leasing	
	Government support	Government	
Middle and late stage	Direct Financing Indirect Financing	Issuance of bonds and shares	

5) Effective promotion of financing negotiations

The entrepreneur should be well prepared for the negotiation, show confidence and determination in the negotiation process, make a clear and focused statement, and explain the matters of most concern to investors accordingly.

(4) Watch the video

Play the video "Aokang's Entrepreneurial Story" to let students understand the excellent qualities of Wenzhou businessmen, analyze Aokang's fund-raising methods, and understand that there are different fund-raising methods for different stages of development, but the money raised should be used for reasonable purposes and not against the interests of investors. And we should follow the principle of honesty and "borrow and repay".

4.2. The Second Class: Watching the TV Series "Wenzhou Family" to Understand the Spirit of Wenzhou People

In the 1980s, Zhou Wanshun of Gushu Village in Rui'an, Wenzhou, sent his 13-year-old daughter, Zhou Ayu, to Italy. He sold his ancestral home and all his belongings, and left his wife Zhao Yinhua and his son Zhou Maigou to Wenzhou on foot. After arriving in Wenzhou, Zhou Wanshun started from scavenging and became a successful businessman step by step. In order to get rid of his father, the rebellious Zhou Maigou left home in the northwest in shame and anger, and started his own difficult business road. Zhou Ayu, who is far away from Italy, starts as a dishwasher and succeeds in his business in Prato, Italy with his excellent business acumen. Zhou Wanshun finally succeeded in extracting oil from the sixth well in northern Shaanxi after all the hardships.

Wenzhou's regional characteristics and historical culture have nurtured the Wenzhou people's spirit. The spirit of Wenzhou people is influenced by the business-oriented culture of the Yongjia school, which is a comprehensive spiritual system of unity and cooperation, hard work and hardship, entrepreneurial spirit, bold reform, innovative spirit of change, and the spirit of daring to think and fight for others. Specifically, the first is the entrepreneurial spirit of perseverance, the second is the innovative spirit of daring to be the first, the third is the spirit of taking responsibility for the development of industry and serving the country, the fourth is the cooperative spirit of openness and atmosphere, the fifth is the legal spirit of honesty and lawfulness, and the sixth is the spirit of striving for excellence.

4.3. The Second Class: Wenzhou's Culture of Gratitude

In the summer of 1972, five or six retired elderly people spontaneously in front of the red sun pavilion to supply free summer tea to passers-by, kicking off the story of the red sun pavilion. Fifty years have passed, the "red sun pavilion" has not only become a synonym for Wenzhou folk charity, but also become a beautiful "moral business card" in Wenzhou.

According to statistics, the "Red Sun Pavilion" every year to go around to carry out poverty alleviation, help the elderly, the disabled, carry the medical and other volunteer services more than 460, serving more than 50 communities, benefiting 186,800 people, donating more than 700,000 yuan.

Influenced by the spirit of "Red Sun Pavilion" volunteer service, nowadays the public welfare charity points of sending tea in summer and giving hot porridge in winter have spread all over Wenzhou, and "a cup of tea and a bowl of porridge" tells the warm story of Wenzhou city.

4.4. The Second Class: Feel the Folk Culture

Street blocking fortune is a traditional Han Chinese folk cultural activity in Wenzhou City, Zhejiang Province, and is an intangible cultural heritage of Zhejiang Province. Initially, the street blocking fortune was a simple faith folklore, and later people added cultural and entertainment activities in the name of entertaining the gods. Modern intercepted street

fortune in the event site has traditional crafts display, visitors can also participate in guessing lantern riddles, paper dragon cutting and other such old Wenzhou festival folklore. The streets on both sides of the event are lined with traditional Chinese food snacks from the Wenzhou area, such as long person wontons, gum jelly, nine-layer cake, malt candy, and lantern cake.

4.5. The Second Class: Class Collective Birthday Party

Collective birthday party, students from all over the world sing the same song and share the same cake, leaving common good memories in Wenzhou and enhancing mutual friendship. Through playing games, increase students' spirit of unity and cooperation.

4.6. The Second Class: Feel the Dialect Culture

By learning to speak Wenzhou dialect and singing Wenzhou songs, students from other places can quickly integrate into Wenzhou and feel the local customs of Wenzhou. Learn to sing the Wenzhou nursery rhyme "Eat ravioli " and the Wenzhou song "Wenzhou is a good place".

4.7. The Second Class: Conducting Nurturing Projects

Table 2. Nurturing programs conducted

Project name	Opening purpose
Financial Regulations and Lecture and Practice Guidance	Lecture on the Economic Law, in the workplace and entrepreneurship, to protect their legal rights and interests.
Youthful Reading Club	Explaining Wenzhou culture and stories of famous people in Wenzhou, and understanding how to do and behave.
Self-confidence Training for College Students Presenter and Expression	Cultivate the communication ability and skills of college students.
Learn to speak Wenzhou, learn to sing Wenzhou songs	Let students fall in love with Wenzhou, understand Wenzhou, and lay the foundation for staying in Wenzhou for employment.
International Trade Cross-border e-commerce	Students use e-commerce platforms to conduct foreign trade transactions and lay the foundation for entrepreneurship.
Investment and Entrepreneurial Communication Comprehensive Training in Marketing Sandbox	teaches students how to invest and how to find entrepreneurial projects. teaches students how to skillfully conduct marketing.
Statistical Analysis	teaches students how to analyze the reasons behind the numbers with big data technology and enhance the digital application ability of college students.

4.8. The Second Class: Employment and Entrepreneurship Guidance

Explain to students the latest employment policies, entrepreneurship policies, job search strategies, career planning, set up corporate job fairs, and cultivate entrepreneurial projects.

(1) 2023 New talent introduction policies in Wenzhou (relevant to fresh graduates).

Wenzhou "510+" Action Plan.

Time: January 2022 - December 2025.

Employment subsidy: 10,000 yuan employment subsidy will be given to new graduates who come to Wenzhou for employment in small and medium-sized enterprises within 5 years of graduation. Applicants must pay social insurance in accordance with the law, and the period of enjoyment is 36 months from the first month of eligibility, and 25% of the employment subsidy will be granted for every 6 months.

Transportation subsidy: For full-time college graduates and college students within 5 years of graduation who participate in the city's talent attraction activities organized by government

departments, a transportation subsidy of RMB 100 per person in Wenzhou, RMB 500 per person in Zhejiang Province (except Wenzhou), and RMB 1,000 per person in areas outside Zhejiang Province is provided. For local college students invited by government departments to participate in talent attraction activities outside the city, a transportation subsidy of 100 yuan per person is given.

Internship living allowance: Support full-time college students and above to participate in internship activities organized by government departments, and give the internship staff a monthly internship living allowance of 2,000 yuan per person, as well as the cost of comprehensive business insurance during the period in Wenzhou. Among them, Hong Kong, Macao and Taiwan college students in Wenzhou internship during the necessary accommodation, transportation, communication and other expenses borne by the government, and give the internship unit a certain internship guidance service fee, the maximum amount of each unit does not exceed 2,000 yuan.

Excellent entrepreneurial project subsidies: College students and college graduates within 5 years of graduation in the municipal-level entrepreneurship competition won the third prize and above, and their projects in Wenzhou City and normal operation for more than 1 year, according to the municipal, provincial and national enterprises were given 50,000 yuan, 100,000 yuan, 200,000 yuan (500,000 yuan for the first prize at the national level) of excellent entrepreneurial project subsidies.

Guaranteed business loans and interest subsidies: College graduates within 10 years of graduation to start a new business and individual business, can apply for guaranteed loans and enjoy full interest discount. Newly established individual business can apply for a loan of not more than 500,000 yuan; newly established enterprises can apply for a loan of not more than 600,000 yuan. The specific interest rate of the loan is determined by the handling bank in consultation with the borrower and the borrowing enterprise according to the borrower's business status and credit situation. The term of guaranteed business loans and subsidized interest rate does not exceed 3 years.

(2) Job hunting strategies

1) Self-analysis

Including: self-assessment of comprehensive quality and ability of self; analysis of one's character and temperament; one's strengths and weaknesses; one's goals.

2) Psychological preparation

Establish employment goals, establish self-confidence, dare to compete, improve psychological tolerance and enhance resilience.

3) Preparation of job-seeking materials

Highlight the authenticity, highlight the focus, to achieve a comprehensive display, beautiful design but eliminate errors.

4) the beginning of the job market should pay attention to the problem

Understand the cultural atmosphere of the business organization; take everything seriously and start from small things; show yourself at the right time; treat criticism correctly; be good at learning from others; think diligently and constantly summarize and improve; to establish a good first impression; establish harmonious interpersonal relationships.

(3) Foster entrepreneurial projects

Entrepreneurial projects require collective wisdom and the cooperation of multi-disciplinary students to complete. The project "Let Love Come Home - Smart Mine High Precision IOT Positioning System", which is guided by teachers from mechanical, electrical, computer and accounting majors, won the gold medal in the Entrepreneurial Plan Competition for college students.

(4) Opening a lecture on innovation and entrepreneurship and career planning

On June 7, 2022, General Manager Xu Biyu (alumnus) of Zhejiang Xinke Engineering Technology Co., Ltd. was invited to give a lecture on "Innovation and Entrepreneurship and Career Planning for College Students" to Accounting Class 2103. He used his personal experience to talk about the content of the career planning stage of personal development and its gains. He inspired the students to think creatively in the form of stories. He emphasized the importance of learning in school and the need to actively participate in social practice.

(5) Matching enterprises and holding job fairs

Organize the "high-quality enterprises school recruiting session" in Lucheng District, Longwan District and Rui'an City to recommend students for employment. Cooperate with state-owned enterprises Postal Savings Bank and TaiLong Bank to carry out order classes to broaden employment channels.

4.9. The Third Class: Students Go to Enterprises to Feel the Culture of Entrepreneurship

Students are divided into several groups to visit private enterprises such as Aokang Group, Kangnai Group, Chint Group, Qingshan Holding Group, Junyao Group, George White Apparel Company, etc., so that students can understand the entrepreneurial stories of successful private enterprises and entrepreneurs, learn about the enterprise culture, feel the entrepreneurial spirit of starting with nothing and struggling hard, the independent spirit of not waiting and relying on oneself, the pioneering spirit of venturing into the world and being at home in the four seas and the spirit of innovation. The outstanding students through the summer social practice in these units, improve students' vocational skills, their own social interaction skills, exercise their professionalism and ability, and lay the foundation for students to graduate and stay in Wenzhou employment, entrepreneurship in Wenzhou.

4.10. The Third Class: Students Participate in Social Practice Activities

Explain to students the story of the Red Sun Pavilion, organize students to go to the Red Sun Pavilion to listen to the story, send tea; or participate in "community service", "social practice" as the carrier of comprehensive practical activities. The students can translate their inner feelings of "Wenzhou spirit" into corresponding behaviors, improve their spiritual quality and practice the Wenzhou spirit.

4.11. The Third Class: The Xie Lingyun Memorial Hall

More than 1600 years ago, Xie Lingyun served as the Sheriff of Yongjia. During his tenure, Xie Lingyun traveled around the mountains and waters of Wenzhou, and through expressing his love for the mountains and waters and expressing his thoughts, he created a school of landscape poetry in the history of Chinese literature, and established the status of Wenzhou as a famous city of mountains and waters and the birthplace of Chinese landscape poetry.

4.12. The Third Class: Hit the Moral Museum and Epidemic Prevention Museum

Students were taken to visit Wenzhou Epidemic Prevention Museum and Morality Museum to feel the social responsibility of Wenzhou entrepreneurs.

The brothers Chen Qingfeng and Chen Qingshen, who are of Rui'an nationality and do business in Hubei, are known as the "glasses brothers". They set up a chain of Wuhan Vision Medical Eye Clinic in Hubei. The brothers returned to Wuhan with their families on the 27th day of the lunar month in 2020, and after learning of the outbreak in Wuhan, they returned to participate in the fight against the epidemic. They raised more than 240,000 pairs of goggles and other urgent medical supplies, and stayed on the front line to provide emergency services such as repairing and fitting glasses for medical staff to solve their urgent needs.

Pan Jianzhong, chairman of Juyi Group, purchased 400,000 medical surgical masks, 4,000 sets of protective clothing, 3,500 temperature measuring guns and 2,000 pairs of goggles from the world by virtue of the global "circle of friends" resources accumulated through years of international trade. The donation amount of Chint Group was increased from USD 1 million to RMB 10 million, and a special fund of RMB 20 million was set up to fight the epidemic. Chint Group's overseas subsidiaries and offices completed the procurement of 33,000 sets of protective clothing within 48 hours and 1 million medical masks within 60 hours. Chen Shaohe, a Wenzhou native in Ethiopia, called on local overseas Chinese to raise funds at the first time and put together more than 200,000 yuan to buy masks and other supplies; Chen Ansheng, a New Zealand Chinese, organized 13 overseas Chinese communities in New Zealand to form a joint overseas Chinese group and donated 320,000 medical masks and 4.5 tons of milk powder to the country.

5. Conclusion

The above Wenzhou culture integrated into the teaching of the three classes helps college students in higher education institutions to stay in Wenzhou for employment and entrepreneurship, but it still needs such as the cooperation of government, enterprises and schools in many aspects to promote the employment rate and entrepreneurship rate more effectively.

Acknowledgments

- (1) China Vocational Education Research Project in Zhejiang: "Practice and Exploration of Integrating Regional Culture into" Three Classrooms "to Improve the Local Employment and Entrepreneurship Rate of Higher Vocational Colleges" (ZJCV2022C21).
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