

Inspiration from Case Studies of Innovation and Entrepreneurship Education in Three Universities in France

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Abstract: This paper studies the initiatives of three French universities, namely SKEMA Business School, Paris Higher Business School, and Lyon Business School, on entrepreneurship and innovation education. Observations are mainly conducted from several aspects, including professional settings, teaching staff, curriculum construction, and entrepreneurship and innovation talent training platforms. Finally, some insights on entrepreneurship and innovation education in China are drawn.

Keywords: French universities, innovation and entrepreneurship, educational inspiration

1. Introduction

This paper conducts a survey and research on innovation and entrepreneurship education among the three major business schools in France, namely SKEMA Business School, Paris Higher Business School, and Lyon Business School. It provides a preliminary understanding of the measures and effects of these three schools in innovation and entrepreneurship education, and draws inspiration for Chinese universities to reform and improve innovation and entrepreneurship education. (1) Changes in ideology; (2) Actively implementing government policies and effectively promoting the reform of entrepreneurship and innovation teaching; (3) Collaborate from multiple aspects to form a sound ecosystem of entrepreneurship and innovation; (4) A series of reforms have been implemented in entrepreneurship and innovation education in universities.

2. Entrepreneurship and innovation education at SKEMA Business School in France

2.1 Introduction to entrepreneurship and innovation education at SKEMA Business School

SKEMA Business School is a member of the French Higher Elite Business School Alliance and is an officially accredited private higher education non-profit organization (EESPIG) by the French Ministry of Higher Education and Research[1].

SKEMA is committed to building a positive atmosphere for entrepreneurship and innovation education. SKEMA's major campuses are located in renowned science parks or commercial centers, providing students with valuable practical opportunities and employment prospects. The enterprises here collaborate to explore and innovate, jointly creating new technologies for the future. Innovation is constantly emerging and technology is constantly changing in the location of the campus. In the locations of major campuses, SKEMA has become an important member in promoting local community development.

SKEMA Business School settled in the Dushu Lake Higher Education Internationalization Demonstration Zone at the end of 2008 and established the SKEMA Suzhou Campus, beginning its development in China. The establishment of SKEMA Suzhou Campus fully reflects his unique craftsmanship in entrepreneurship and innovation education. Through close cooperation with the local government, universities, and business community through SKEMA Suzhou Campus, we aim to build an innovation and entrepreneurship ecosystem and contribute to the regional economic development; They have flexibly set up incubators of cultural and technological enterprises to build a bridge for exchanges between small and medium-sized enterprises at home and abroad. They work with the Thousand Talents Program and the Chunhui Program to train future regional economic leaders; Promote collaborative innovation of Chinese and foreign universities [2].

At present, SKEMA has cooperated with Xi'an Jiaotong University Suzhou Research Institute Science and Education Development Co., Ltd. to build the Xi'an Jiaotong SKEMA International Science and Technology Innovation Park. SKEMA Suzhou Campus actively cooperates with local governments, chambers of commerce, and enterprises to contribute to the local economic and educational development. The school has established various forms of cooperation with the park government, Gusu District government, Jiangsu Province Suzhou Business Development Promotion Association, and others. Through on-the-job training programs, SKEMA's theoretical knowledge and latest practices in entrepreneurship and innovation management, luxury fashion management, and global business management are transmitted to Chinese enterprises and individuals.

2.2 SKEMA Business School's master's program in entrepreneurship and innovation

SKEMA has an 18 month Master's program in Entrepreneurship and Innovation, which has obtained CGE certification from the French Elite Business School Alliance. This major is dedicated to cultivating students to become future entrepreneurs and internal entrepreneurs, seizing new sustainable growth opportunities. This major recruits undergraduate graduates from different cultural backgrounds and professional knowledge backgrounds around the world. The SKEMA Innovation and Entrepreneurship Toolbox ISMA360 ° helps students gain a deeper understanding of the innovation ecosystem, identify and manage entrepreneurial opportunities. Collaborate with local innovation ecosystems, startups, and incubators to experience the various steps of innovation. The science park ecosystems at Sofia and Suzhou campuses have unique resources and opportunities, allowing students to gain rich experiences, benefit from them, and move towards success. The SKEMA incubator provides support for student entrepreneurship. Sofia Antipolis Local Incubator, Sofia Angel Investment, Competitive Industry Cluster, Telecom Valley, Southern France Entrepreneurship Alliance, Suzhou Local Incubator, High Tech Entrepreneurship and Innovation Master's Program (MNN) at The Tech de Monterey in Mexico, Student Entrepreneurship Cluster PEPITE Cre@tude Collaborate with SKEMA to provide students with a range of entrepreneurial and innovative environments and other support.

Graduates of SKEMA's Entrepreneurship and Innovation program often choose to start their own businesses and become the leaders and soul figures of the company. Especially after many students have acquired a certain level of entrepreneurial and innovative knowledge, they will make initial attempts. It is precisely because of their extraordinary entrepreneurial spirit, coupled with the cutting-edge professional knowledge obtained at SKEMA, that this profession has become unique and extremely challenging. In addition to training in entrepreneurship and innovation, SKEMA Business School also has a SKEMA Global Entrepreneurship Center (SKEMA Ventures), which is dedicated to providing multi campus and comprehensive support for students starting businesses. Under Skema Venture, there is a Venture Family that brings together its alumni and students in a novel and unique way. It can use its academic knowledge and professional skills to help others complete entrepreneurial projects and enrich practical experience.

2.3 SKEMA Ventures

SKEMA Ventures is the SKEMA Global Entrepreneurship Center, providing multi campus and comprehensive support for students starting businesses. Through SKEMA Ventures, SKEMA is able to provide comprehensive services, effective interpersonal relationships, and various forms of assistance for everyone to achieve their entrepreneurial dreams through its internationalization strategy of six global campuses. Venture Family is a major feature of SKEMA Ventures, which brings together students and alumni who contribute their intelligence and expertise to entrepreneurial projects in a one-on-one manner. In addition to alumni, many international MSc second year students can also join the Venture Family. They can use their academic knowledge and professional skills to help others complete entrepreneurial projects, and with this experience, they can also earn credits and enrich their resumes. By joining SKEMA Ventures, entrepreneurs can receive support from the school's major platform, multiple campuses, and professional teams of experts, alumni, and students, enjoying their high value-added services such as professional perspectives and career coaching. Students can apply their learned knowledge to advance to the practical stage. SKEMA's entrepreneurial and innovation faculty has a wide range of sources, including government officials, social entrepreneurs, scholars, etc., with a common goal of educating students on entrepreneurship and innovation.

The SKEMA Venture Factory Entrepreneurship Factory provides a central platform (GUST) for student entrepreneurs in each campus who want to start a business. Students who are preparing or already have entrepreneurial projects can upload their personal entrepreneurial profiles on this platform.

The platform will group, evaluate, and track these plans, and find suitable investors or incubation accelerators to further realize their entrepreneurial dreams. After entering the platform, you can start your entrepreneurial journey. The platform will screen out eligible investors. Investors will consider whether to provide funding based on the key elements of entrepreneurship. As long as you post your personal profile on the Gust Center platform, investors can discover your entrepreneurial project or company through search, increasing the likelihood of success. Students can also directly search for entrepreneurial projects they are interested in or find suitable investment teams and incubation accelerators on the central platform, actively communicate, constantly understand, and seek opportunities.

SKEMA Business School has a strong network of partners in Paris, Lille, Sofia Antipolis, Suzhou, Raleigh, and Belo Horizonte. We look forward to helping student entrepreneurs and providing them with unique opportunities to develop their entrepreneurial abilities. Projects that submit entrepreneurial files on the central platform and receive expert recognition have the opportunity to connect with various partners, who will be responsible for project landing and incubation. Through online cooperation with students, they can raise funds to better operate entrepreneurial projects.

The Global Entrepreneurship model is not only a unique talent training chain, but also the core goal of SKEMA Ventures - SKMEA Global Entrepreneurship Center. Students can utilize the best local economic and ecological conditions in the six innovation campuses spanning four continents to choose the most suitable soil for project incubation. With the advent of globalization, digitization, and innovation, it is crucial to become a collaborator with entrepreneurial spirit, global perspective, and cross-cultural communication skills. The significance of SKEMA Ventures lies in its ability to help and stimulate students to generate new ideas, accompany them in preparing entrepreneurial projects, and provide them with sufficient support during project initiation and development.

The SKEMA Business School has established a certain number of successful student entrepreneurship cases through its entrepreneurship and innovation program, SKEMA Venture, and strong faculty allocation.

3. Entrepreneurship and innovation education at Paris higher business school

In addition to the systematic entrepreneurship and innovation education offered by SKEMA Business School, the entrepreneurship and innovation education offered by Paris Business School and Lyon Business School is also worth mentioning. Paris Gaoshang offers a Master's program in Entrepreneurship. This project consists of a 10 month intensive course arrangement, which includes 4 city investigation projects, 6 teaching seminars, 2 study tours, 1 visit to Boston or Silicon Valley for learning, as well as 4 to 6 months of internship, writing a professional paper, participating in a fundraising activity, and completing a business plan. In addition, Paris Gaoshang has an online course program and an online master's degree program in "Innovation and Entrepreneurship". This course is open to the world and offers online degree programs. Learners arrange their study time independently, and professional courses take approximately 4-10 months to complete. For busy professionals in the workplace, this is an excellent learning choice. Learners can choose to focus on a particular field of study or choose to study all areas of the entire project to obtain a Master's degree in Entrepreneurship. Learners will experience rich learning processes such as teamwork and writing business plans. The entrepreneurship center of Paris High Business has greatly inspired students to innovate and start businesses, and educates and supports their projects through four stages: initiation, maturity, incubation, and acceleration.

In the start-up stage, the Paris Chamber of Commerce promoted entrepreneurial projects through social networks such as TWITTER and FACEBOOK, organized student activities, established entrepreneurial clubs, and successfully held the "HEC Seed Plan" event with the University of Thackeray in March 2017.

In the mature stage, the entrepreneurship center provides students with support throughout the entire mature stage. For example, off campus entrepreneurs and Paris high business students participate in mixed promotion activities together; Industry experts communicate with students to diagnose entrepreneurial ideas; Collaborate with mentors and students to inspire together; Establish a main workshop to grasp the changing trends in the business environment. Wait for various measures.

Incubation stage: Paris High Business received support for 45 projects in 2016 and another 60 projects in 2017. From 2009 to 2016, Paris High Business raised 50 million euros from 386

entrepreneurs to support student entrepreneurship projects, supporting an average of over 100 companies annually.

Acceleration stage: The support during the acceleration period mainly focuses on supporting technological innovation projects. A set of data from Paris High Business shows the effectiveness of its support: 590 projects received support, 403 companies established, over 1.5 billion US dollars in revenue, 890 patents, 3500 job positions, 29 M&A projects, and 6 listed companies.

The achievements of Paris Gaoshang in entrepreneurship and innovation education are evident to all. But they will also face more goals and challenges. For example, they further develop online entrepreneurship master's programs, combine HEC incubators with F stations, and develop international partners through various means.

4. Innovation and entrepreneurship education at Lyon Business School

The entrepreneurship curriculum system of Lyon Business School is different from that of SKEMA Business School. They offer a Master's degree in Global Entrepreneurship and an International MBA program. Lyon Business School also has well-designed entrepreneurship education courses, including the cultivation of entrepreneurial awareness and attitude, learning of entrepreneurial knowledge, and training of entrepreneurial skills, all of which are closely related to the entrepreneurial process and effectively link teaching and practice. It mainly cultivates versatile talents with an international perspective, cross-cultural background, proficient foreign language skills, and rich entrepreneurial management theories. The course includes students gaining 12 months of academic experience and 4 months of internship experience, experiencing the entrepreneurial spirit of three continents. We recruit three different types of talents Type of learners: Entrepreneurs who want to develop new tasks within existing companies, entrepreneurs who aspire to establish their own startups, and professionals who want to develop in family businesses.

Lyon Business School also offers a professional master's program, which includes 624 hours of management courses and 6-9 months of internship in domestic and foreign enterprises. The course is innovative and unique, combining theory with practice. The course is divided into three stages. The first stage is aimed at students without a foundation in management, while the second stage is a compulsory course for all students, with case analysis and team learning. The third stage includes courses such as "Market, Internet, Entrepreneurship and Value", where students are divided into different fields based on their majors for learning and analysis.

In addition, Lyon Business School also offers an "International MBA" program, taught in English for one year. This course mainly emphasizes entrepreneurial spirit, with participants from cross-cultural professionals from around the world. In addition to professional learning, it is also necessary to participate in two professional exchange conferences, providing unique opportunities for students to have one-on-one meetings with recruitment managers.

Lyon Business School has a comprehensive entrepreneurship education support system. The incubation platform supports student projects. Since its establishment in 1984, the entrepreneurship incubator at Lyon Business School has incubated over 950 businesses that have grown smoothly, with 90% of them having practical experience during their academic years. It is worth mentioning that the entrepreneurial spirit is also highly valued. The cultivation of entrepreneurial and innovative awareness not only refers to cultivating students into founders of enterprises, but also cultivates students to have a certain level of entrepreneurial and innovative awareness in different job positions, creating higher benefits for enterprises. International platforms support cross-cultural exchange and entrepreneurship. Lyon Business School has established over 130 international exchange programs in over 50 countries. The school enterprise cooperation platform supports a series of entrepreneurial activities. This platform has a relatively mature entrepreneurial support system.

5. Inspiration from case studies of innovation and entrepreneurship education in three universities in France

The development of entrepreneurship and innovation education in France, including its philosophy, model, curriculum, faculty, and educational support system, has not been achieved overnight and has undergone a considerable period of maturity and improvement. Compared to countries like the United States where innovation and entrepreneurship education originated and developed relatively early, there

is still a long way to go. For our country, there are many aspects that need to be improved in vigorously developing entrepreneurship and innovation education. At present, our country has introduced a considerable number of policies at the government level to encourage and ensure entrepreneurship and innovation education and activities. Social support is also gradually strengthening, with various incubation institutions and entrepreneurial competitions emerging one after another. Universities are also offering comprehensive courses such as "Fundamentals of Entrepreneurship". Everything is developing in a positive direction. But we need to recognize the following areas that need further improvement.

5.1 Changes in philosophy

Entrepreneurship and innovation education is not just about cultivating students to start their own businesses and companies. Entrepreneurship and innovation are a spirit and philosophy. After graduation, whether starting their own business or working in someone else's company, students should adhere to a certain innovative concept, accelerate the learning of new knowledge, and achieve maximum efficiency in their own positions. Entrepreneurship and innovation are not just abilities that need to be emphasized in a particular subject. Not only science and engineering students should have ideas, methods, and achievements in new inventions and creations. It is not only management students who are familiar and proficient in the process of starting a business. It is the entrepreneurial and innovative ideas generated by students in all subjects based on their own subjects, and put into practice after receiving certain training [3].

5.2 We need to collaborate from multiple aspects to form a good entrepreneurial and innovation ecosystem

The construction of France's entrepreneurship and innovation system is not about each industry being independent and fighting behind closed doors. It emphasizes the cooperation and cultivation of universities, research institutions, and enterprises. The higher education reform in France is in line with the construction of the national entrepreneurship and innovation system. Universities, research institutions, and important issues related to enterprise production and technology are closely integrated. We need to establish inter departmental cooperation, inter school cooperation, school enterprise cooperation, research institution university cooperation, and move from domestic cooperation to international cooperation. Through collaborative efforts from various aspects, a good innovation and entrepreneurship ecosystem has been formed. We need to establish a sustainable innovation research organization mechanism to enhance the collaborative innovation capabilities of universities. We need to use collaborative innovation as a means of cultivating innovative talents. Entrepreneurship and innovation education is not only the responsibility of universities, but also the shared responsibility of research institutes and social institutions. Establishing a sound ecosystem for entrepreneurship and innovation will benefit multiple aspects of society.

6. Conclusion

The reform and improvement of innovation and entrepreneurship education cannot be achieved overnight, and requires a certain amount of time to try, filter, and precipitate. In this process, strengthening cooperation between industry, academia, and research, fully utilizing the industrial advantages of the school's location, and building a reasonable teaching staff will be conducive to accelerating the reform and improvement of entrepreneurship and innovation education.

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