

Thinking and Analysis on the cultivation mode of College Students' innovative and entrepreneurial ability under the development strategy of Guangdong, Hong Kong and Macao Dawan District

Ting Chen

City College of Dongguan University of Technology, Guangdong Dongguan, 523419

Abstract: Since the reform and opening up, the development strategy of Guangdong Hong Kong Macao Dawan district is an important development opportunity for the surrounding areas. At present, some colleges and universities need to be further improved in cultivating college students' innovation and entrepreneurship ability, which can not effectively meet the basic requirements of the construction of Guangdong, Hong Kong and Macao Bay area. Therefore, colleges and universities should attach great importance to innovation and entrepreneurship education, deeply explore various contents of the development strategy of Guangdong, Hong Kong and Macao Bay area, carry out targeted innovation and entrepreneurship education in combination with local resource advantages, improve students' entrepreneurial awareness and entrepreneurial ability, provide students with a broad practical platform, firmly grasp the opportunities of the times, and cultivate more innovative talents with high quality and high ability.

Keywords: Development strategy of Guangdong Hong Kong Macao Dawan district, College Students' ability of innovation and entrepreneurship, Training mode

Under the background of more and more severe employment forms, the entrepreneurship of college students has become a key concern of colleges and universities. With the progress of the times, how to cultivate students' entrepreneurial consciousness, entrepreneurial spirit and entrepreneurial ability in education is not only an important goal of college education, but also a difficult point of education. Compared with foreign countries, entrepreneurship education in China started late. At present, most foreign universities have gradually established their relatively perfect entrepreneurship education system. Foreign countries also have empirical analysis to deeply explore the relationship between College Students' acceptance of entrepreneurship education and entrepreneurship. Finally, it also proves that college students who have received entrepreneurship education have stronger anti risk ability and can make the most powerful decisions according to the actual form, and the impact of university education on entrepreneurship is indeed significant.

1. Key contents of the development strategy of Guangdong Hong Kong Macao Dawan District

- (1) Building a well-off society in an all-round way

Building a well-off society in an all-round way is the primary task of China's development. The prerequisite is to complete the construction of information society first. The development of society and science and technology has brought great changes at home and abroad, and accelerated the process of China's entry into a well-off and information society. Building a well-off society in an all-round way needs to be based on China's development goals, not only to comprehensively improve people's living standards, but also to meet the requirements of the green, innovative and happy era. Therefore, we should always adhere to the people-oriented concept [1]. The essence of information society is a society in a state of rapid development under the Internet mode. People need to give full play to the power of wisdom to create a better life. In other words, science and technology are the key to changing the mode of production and quality of life. In the Great Bay area of Guangdong, Hong Kong and Macao, information products are widely used in people's life, and many intelligent products can reach the ability that people can't have. The application of information products also brings great convenience to people's life. Therefore, the information society will inevitably become the guiding direction of people's development in the future, and Guangdong Hong Kong Macao Dawan district is in the core area of scientific and Technological Development and should be in a leading position in various strategic priorities, so as to effectively realize the rapid development of the region.

(2) Build a strong economy

The pace of China's foreign trade has gradually accelerated, and good results have been achieved in many fields“ The "one belt, one road" initiative has been understood by more countries. And by the end of the present, China has reached strategic cooperation with more than 100 countries to comprehensively promote the process of economic development in China. Therefore, the development strategy of the Great Bay area of Guangdong, Hong Kong and Macao should focus on building a strong economy [2]. Guangdong, Hong Kong and Macao Dawan district has development advantages that other regions do not have, such as strong innovation ability, rich innovation resources and the city where many young people gather most. Based on this, Guangdong, Hong Kong and Macao Dawan district has gradually changed to manufacturing, and takes information-based manufacturing as the strategic development direction. With the help of advanced technologies such as Internet plus and AI, the integration development of industries can be realized. At the same time, there are many influential enterprises in Guangdong, Hong Kong and Macao Bay area, which can provide technical support for industrial development, innovation and entrepreneurship.

(3) Build the most dynamic development zone

Due to the rapid economic development of Guangdong, Hong Kong and Macao Great Bay area, its economic development strength is relatively prominent internationally. Through the analysis of the data results, it can be seen that the Greater Bay area of Guangdong, Hong Kong and Macao has always been in a stable growth trend in investment and foreign trade. From an overall perspective, its economy still has increased growth potential [3]. Therefore, Guangdong Hong Kong Macao Bay area can make good use of its own innovation, technology and market as development conditions to lead China's overall economy to development. China's diversified economic forms have formed a situation of coordinated development between Guangzhou and surrounding regions. Guided by

innovative development forms and reform and development forms, China is committed to creating a new economic pattern. Therefore, Guangdong Hong Kong Macao Dawan district is in the early stage of construction, its resource advantages are obvious, and various industries still have large development space. It needs to make comprehensive efforts from multiple angles to add more vitality to the regional industrial development.

2. The current situation of Cultivating College Students' Innovation and Entrepreneurship Ability in Dawan District, Guangdong, Hong Kong and Macao

At present, in order to actively respond to the development strategy of "mass entrepreneurship and innovation" put forward by the state, and implement it into practice. Colleges and universities in Dawan district are also actively trying diversified means to reform the current training mode of College Students' innovation and entrepreneurship ability. At the same time, they have established in-depth cooperation with colleges and universities in Dawan district to enhance the exchange of culture and experience. This measure has also made a lot of positive progress in the reform of training mode. For example, vigorously promote the innovation project of education, formulate innovative forms of entrepreneurship education programs, and cooperate with colleges and universities in Guangdong, Hong Kong and Macao to establish a community of entrepreneurship education and create a cross regional entrepreneurship education cooperation platform. At this stage, although innovation and entrepreneurship education has made some progress, its education itself is facing greater and greater resistance in the process of development.

(1) Hysteresis resistance

Under the guidance of the development strategy of Guangdong, Hong Kong and Macao Great Bay area, the three regions of Guangdong, Hong Kong and Macao have established in-depth cooperation in many fields. However, the cooperation in higher education lags behind, the most prominent of which is that the innovation elements do not have the characteristics of free mobility, and the resources of innovation and entrepreneurship education have not been optimally allocated [4]. Even among schools in Guangdong Province, there are few cross professional and cross regional exchanges and cooperation, resulting in a relatively single training mode of College Students' innovation and entrepreneurship ability, which can not effectively promote the leapfrog development of high-quality education with the help of external teachers and educational experience.

(2) Shallow resistance

Some colleges and universities in Dawan District think that the education of College Students' innovation and entrepreneurship ability is to guide students' employment and career selection. This idea is relatively simple, which is also caused by the lack of thorough understanding and analysis of innovation and entrepreneurship education. At the level of teaching philosophy, there is a lack of sufficient understanding and attention to the ideals and beliefs, entrepreneurial motivation, entrepreneurial spirit and life development direction of current college students [5]. And in the actual teaching process, the cultivation of College Students' entrepreneurial consciousness, innovative thinking and innovative ability is insufficient. In terms of teaching methods, teachers

mainly carry out innovation and entrepreneurship education with the traditional single explanation mode, and take "teaching" as the teaching core. Students are always in the state of passive acceptance of knowledge and lack of subjective initiative in learning. Teachers themselves have not fully applied the advantages of information technology to teaching, which also limits the development of innovation and entrepreneurship education to a certain extent.

(3) Disjointed resistance

In the cultivation of College Students' innovation and entrepreneurship ability, the problem of disconnection is mainly reflected in the quality of talent training. This is because teachers do not comprehensively consider the economic development situation of Guangdong, Hong Kong and Macao Bay area before teaching, so the teaching content is lack of pertinence and seriously divorced from their actual talent demand. At the same time, some colleges and universities often organize innovation and entrepreneurship lectures and related competition activities without purpose. There is no great correlation between the design of each activity link and the real entrepreneurial process. Due to the lack of sufficient funds or limited hardware facilities, some schools are generally simple retail stores in the practice projects of entrepreneurship Incubation Park, and the effectiveness of entrepreneurship education is not prominent. Through these practice projects, students can not accurately judge and grasp the entrepreneurial opportunities existing in the development strategy of Guangdong, Hong Kong and Macao Bay area. This disjointed phenomenon also exists in the aspect of curriculum. The existing courses for cultivating college students' innovation and entrepreneurship ability in some colleges and universities are disjointed from the real entrepreneurial links, and lack of substantive theoretical system as educational support.

3. The strategy of Constructing the Cultivation mode of College Students' innovative and entrepreneurial ability under the development strategy of Guangdong, Hong Kong and Macao Dawan District

(1) Create a perfect education system

In the process of entrepreneurship education, colleges and universities need to face all students, pay attention to the role of teaching guidance, carry out purposeful teaching according to the students' professional classification, implement the strategy of teaching students according to their aptitude according to the students' ability level, and always adhere to the combination of theory and practice [6]. Based on the teaching of entrepreneurial knowledge, the school should take improving students' entrepreneurial practice ability as an important goal and cultivating students' entrepreneurial spirit as the main purpose of education. Under the development strategy of Guangdong Hong Kong Macao Dawan District, the above requirements can also be taken as the guiding direction of building a talent training model. From the perspective of overall planning, this paper analyzes the ways and processes of Cultivating College Students' innovative and entrepreneurial ability. Teachers should connect general theory with entrepreneurial spirit, professional theory with entrepreneurial practice, and general courses with professional courses. Focus on the innovation, professionalism and integration of entrepreneurship education. This talent training mode forms an innovation and entrepreneurship training system with educational

objectives, curriculum content, evaluation system and other factors, and this system is applicable to students of different majors, different needs and different ages.

(2) Integrating educational resources

When colleges and universities cultivate college students' innovation and entrepreneurship ability, they also have rich teaching resources to choose. In the field of College Students' industrial entrepreneurship, those that can have a positive impact on students' ability and talent, or have practical application value, and can indirectly affect students' spirit, quality and ability can be used as important educational resources, which is also the primary condition for colleges and universities to carry out innovation and Entrepreneurship Education [7]. Teaching resources can be selected from inside the school or outside the school. For example, the government and enterprises can be used as the selection range of educational resources. From the perspective of colleges and universities, in the Great Bay area of Guangdong, Hong Kong and Macao, most colleges and universities actively carry out the construction project of high-level universities and the project of innovating and strengthening schools. Therefore, the overall school running level of the University also shows a leap forward growth. According to the current development situation of Guangdong, Hong Kong and Macao Dawan District, for the innovative needs of industry, technology and business format, colleges and universities should compare the systems of the three places, find consistency, take linkage and cooperative development as the theme, and spare no effort to promote the innovation and entrepreneurship education system reform of colleges and universities in the region, Organically integrate the existing innovation and entrepreneurship education resources, so as to realize the free flow of all kinds of talents, and optimize the allocation of educational resources with innovative characteristics. Colleges and universities should also actively build a diversified communication platform, so that students can actively exchange their entrepreneurial experience, solve the problems encountered in entrepreneurship, and significantly improve the innovation and entrepreneurship ability of college students.

(3) Optimize the educational environment

In the process of carrying out innovation and entrepreneurship education, colleges and universities need to optimize the current educational environment according to the current social conditions, which includes both internal and external environment. At present, in the information age, all advanced science and technology are developing rapidly. Therefore, in order to realize the rapid development of innovation and entrepreneurship education in Colleges and universities, it is necessary to establish a systematic teaching system from the aspects of educational objectives, discipline system, practice system and evaluation system [8]. Under the development strategy of Guangdong, Hong Kong and Macao, the education system of College Students' innovation and entrepreneurship is always connected with each other, and can form a whole together with various decisive factors in different economic, policy and political environments. Each system and level are relatively independent, but can restrict and influence each other. Therefore, when optimizing the educational environment, colleges and universities need to control the hierarchical characteristics and internal laws of the education system, promote the systematic construction of education in a gradual way according to the individual differences of students, establish a long-term entrepreneurial talent training mechanism, build a regional collaborative innovation system, and

create a good entrepreneurial practice atmosphere for students.

(4) Constructing diversified curriculum system

Colleges and universities in Guangdong, Hong Kong and Macao need to focus on cultivating students' entrepreneurial leadership, communication and creativity when offering courses on College Students' innovation and entrepreneurship. Therefore, it is necessary to focus on cultivating students' entrepreneurial ability by offering courses in communication skills and leadership management. In practice, we can set up a speech course to improve students' communication skills [9]. We can also set up courses related to logic and actively carry out diversified activities to let students exercise their leadership and creativity in the process of activity organization. Schools can also set up differentiated courses according to different majors, such as finance and arts, focusing on courses related to improving creativity; The major of science and technology should take the communication course as the teaching focus. Colleges and universities should also provide targeted and effective guidance in the field of scientific and technological innovation and social services for students of various majors, so as to give students more time and opportunities to promote the improvement of personal innovation and entrepreneurship through practical exercise.

(5) Accelerate the transformation of entrepreneurial achievements

In order to effectively promote the progress of College Students' innovation and entrepreneurship education, colleges and universities also need to actively establish independent institutions or entrepreneurship platforms to provide convenient services for the transformation of scientific research achievements into industrial forms. With the platform advantages of big data, enterprises can use the power of the platform to find talents suitable for their own needs and upload their actual needs to the platform. Colleges and universities can also display the information of excellent entrepreneurial talents and scientific research achievements on the platform. Finally, the platform matches their needs through keywords according to big data, Realize the integration of knowledge system and practice system. At present, college students in some colleges and universities in Guangdong Province have established big data platforms and school enterprise management cooperation platforms through independent employment and entrepreneurship, but most of them are limited to Guangdong Province and do not cover Guangdong, Hong Kong and Macao. Therefore, colleges and universities should also speed up the establishment of a unified form of entrepreneurship big data platform to effectively expand the scope of College Students' employment and entrepreneurship. Colleges and universities can also use the entrepreneurship platform in Hong Kong to accurately transform high-quality entrepreneurship projects and implement actual results, which is highly consistent with the regional positioning of the financing center of high-tech industries in Hong Kong. Colleges and universities play a key role in the transformation of innovation and entrepreneurship projects [10]. Because there are various forms of transformation of entrepreneurial achievements, schools can actively learn from the successful experience of other schools and provide entrepreneurial achievements to others in the form of authorization or shares, so as to realize the rapid transformation of project achievements. Here, the school should also provide legal services for students to further protect their intellectual property rights.

(6) Three universities to establish in-depth cooperation

The educational cooperation between colleges and universities can play the role of the long board effect, so that each school can complement its advantages, improve the educational level together, and establish a win-win educational situation. Therefore, colleges and universities should actively carry out friendly interaction in cooperation, so that the innovation and entrepreneurship education of colleges and universities in the three places can achieve rapid development. Therefore, colleges and universities in the same region should integrate all existing resources suitable for entrepreneurship education to optimize the overall layout of discipline teaching. At the same time, colleges and universities in Guangdong, Hong Kong and Macao should establish in-depth cooperation. Hong Kong education has the characteristics of internationalization. Due to historical factors, colleges and universities in Hong Kong and Macao have been in line with the world in terms of teaching ideas, education methods, curriculum and teachers. Some discipline education ranks high in the world. At the same time, information resources are richer than those in the mainland. Therefore, colleges and universities in Guangdong can actively introduce high-quality entrepreneurship education models and teachers from Hong Kong and Macao, establish interactive entrepreneurship education, encourage students to actively carry out entrepreneurship exchange and practice, and spare no effort to promote the development of innovation and entrepreneurship education. Specifically, in teaching practice, teachers should apply the methods of course sharing, credit mutual recognition and teacher application, cooperate with the governments of the three places to help students apply for entrepreneurial funds, organize entrepreneurial competition activities, jointly create entrepreneurial practice bases, etc., so as to create a good entrepreneurial atmosphere and provide diversified entrepreneurial ways for students.

4. Conclusion

To sum up, the development strategy of Guangdong, Hong Kong and Macao Dawan district provides resource conditions for college students' innovation and entrepreneurship in the three places and surrounding areas. Therefore, the university should pay attention to the cultivation of College Students' innovation and entrepreneurship ability, create a perfect education system, integrate various existing education resources, optimize the internal and external education environment, and build a diversified curriculum system, Accelerate the transformation of students' innovative and entrepreneurial achievements, so that students can obtain more entrepreneurial experience through practical exercise. Finally, colleges and universities in the three places establish in-depth cooperation to provide more development space for students. Provide sufficient talent reserves for the economic construction of Guangdong, Hong Kong and Macao Dawan District, and add vitality to the regional economic development.

References

- [1] Du Kun. *Exploration on the path of College Students' innovation and Entrepreneurship Education under the background of Guangdong, Hong Kong and Macao Dawan District [J]. Journal of Jiamusi Institute of education, 2019, 000 (005): 125-126*
- [2] Zhang Lusi. *Research on the cultivation of College Students' "entrepreneurship and innovation" ability from the perspective of Guangdong, Hong Kong and Macao [J]. East, West, North and*

south, 2019

- [3] Zhang Lusi. *Research on the cultivation mode of "entrepreneurship and innovation" ability of students in Higher Vocational Continuing Education from the perspective of Guangdong, Hong Kong and Macao [J]. Speed reading (late), 2019, 000 (003): 186*
- [4] Song Xiaoqing, Zhang Yiming, Wang Yanwei, et al. *"Tell the story of youth in the bay area" -- a study based on the exchange and integration of Youth Innovation and entrepreneurship in Guangdong, Hong Kong and Macao [J]. Modern vocational education, 2019, 000 (022): 249-251*
- [5] Zhang Wenyi, Fang Junyan, Li Zonglong, et al. *Empirical analysis on Influencing Factors of entrepreneurship of college students in Guangdong under the background of the construction of Guangdong Hong Kong Macao Bay Area [J]. Education Guide (the first half of the month), 2018, 643 (10): 79-83*
- [6] Wei Weijing, Jia Changkun. *Research on entrepreneurship support policies for college students in Guangdong Province under the background of the construction of Guangdong Hong Kong Macao Bay Area [J]. Industry and Technology Forum, 2019, v.18 (17): 128-129*
- [7] Chen Yitong. *Research on the cultivation of innovative and entrepreneurial talents in Colleges and universities in Dawan District, Guangdong, Hong Kong and Macao [J]. Employment and security (19): 2*
- [8] Du Juan, Liu Xiaoyan. *Research on the optimization of innovation and entrepreneurship education in Guangdong Higher Vocational Colleges under the background of Guangdong Hong Kong Macao Bay Area [J]. Journal of Hubei correspondence university, 2019, 032 (023): 1-2*
- [9] Zhang Biao, Gao Yan. *Analysis on the "mass entrepreneurship and innovation" talent training strategy of Heyuan new media integrated into the Great Bay area of Guangdong, Hong Kong and Macao [J]. Comparative research on cultural innovation, 2020, 004 (004): 60-61*
- [10] Chen Yuanbo. *Study on Influencing Factors of College Students' entrepreneurial opportunity identification in Dawan District, Guangdong, Hong Kong and Macao [J]. Journal of Luohe Vocational and technical college, 20 (1): 3*