

On the Innovative and Entrepreneurial Work Mode of the Integration of Competition and Education

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Abstract: This paper summarizes the formation of entrepreneurship and innovation mode under the integration of competition and education. This paper focuses on the realization path of the work mode of mass entrepreneurship and innovation, including integrating the event standards into the classroom, improving the work mode mechanism, paying attention to the construction of education team, etc.

Introduction: domestic higher education has been promoted for many years. In the environment of advocating entrepreneurship to drive employment, colleges and universities need to take mass entrepreneurship and innovation education as the starting point, emphasize market orientation and pay attention to students' own practical ability. According to the current education policy, colleges and universities should focus on vocational training and core literacy, implement the integration of competition and education, drive students to learn actively, rely on practical teams, form a pattern of complementary advantages and improve the cultivation mode.

1. Thoughts on the Formation of Entrepreneurship and Innovation Mode of Competition Education Integration

Promote the integration of science and innovation by focusing on the curriculum of innovation and entrepreneurship. During college teaching, based on Teachers' patents and alumni 'entrepreneurship, realize the integration of competition and education, and continuously enhance students' own innovation consciousness and entrepreneurial strength. Implement mixed education in teaching, promote online and offline, theory and practice, scientific research and entrepreneurship, and guide students to participate in innovation and Entrepreneurship Based on market needs. Adhering to the principles of holistic, layered education, professional contact and enhanced practice, all students can receive innovation and entrepreneurship education that meets their own needs, stabilize and improve their innovation and entrepreneurship ability. From the current college education model, innovation and entrepreneurship are compulsory courses. The actual teachers come from different departments, and experts in this field can be arranged to enter the school for guidance and carry out diversified educational activities. The members of the teaching team cover multiple departments, disciplines and majors, and implement innovative practice and rational

exploration. According to the specific professional characteristics, use relevant competitions to promote the innovative practice development of college students [1].

2. The Path of Constructing Entrepreneurial Innovation Model under the Integration of Competition and Education

(1) Integrating competition standards into the classroom

There are many innovation and entrepreneurship competitions with great appeal in China, which have formed a relatively reasonable and complete talent and project evaluation standard in several years of practice and exploration. For example, in the innovation and entrepreneurship competition of "Internet plus" college students, specific evaluation contents and evaluation criteria are set for various indicators such as innovation level, team status and business value. Such standards are determined and continuously improved by the Ministry of education and experts and scholars in relevant fields in China, and have obvious authority and guidance. In carrying out relevant education, colleges and universities need to integrate relevant events and talent evaluation standards into the teaching based on the specific characteristics of different courses of innovation and entrepreneurship, so as to promote the renewal and upgrading of the working mode. For example, in the education of "preface and introduction", innovation is emphasized. Moreover, in order to enable students to fully perceive the value of "highlighting original innovation" and "technological breakthrough", teachers will be carefully selected, and the requirements for school teachers are curriculum leaders who can break through and lead the corresponding fields; Enterprises founded by off campus teachers need founders and partners who are in the leading ranks in the corresponding market fields and have certain influence, so as to ensure that the information conveyed to students is forward-looking. The teaching of "social innovation and entrepreneurship" focuses on professional assessment, and guides students to conduct in-depth investigation in the market field during the project, so as to master first-hand materials and pay attention to field investigation and practical inspection. In addition, it is also necessary to ensure that the business model of the operation is as perfect and operable as possible, and the derivation idea of the profit level of the proposed development project is reasonable, so as to improve the commercial integrity of the project itself. For another example, in the education of "innovative methods and entrepreneurship foundation", the evaluation is biased towards the team status. In the team formation at the beginning of the class, it is necessary to integrate education and work experience, innovation, value concept and cooperation ability, determine team members on the principle of complementarity and on the premise of comprehensive communication, so as to ensure the stability of the internal structure of the team and the sustainability of work.

(2) Optimizing educational model and mechanism

On the one hand, strengthen the construction of system level. Take innovation and entrepreneurship education as the key content of cultivating talents, establish a practical work team of college students, specially carry out relevant overall planning, project evaluation and collaborative organization, determine the corresponding implementation rules, constantly improve the evaluation system, optimize the system and mechanism, and strive to promote the renewal of "mass entrepreneurship and innovation". On the other hand, improve resource allocation. Comprehensively promote the integration of science and education, the combination of industry and education and collaborative cultivation. Relevant departments need to implement the establishment and management of relevant practical projects, carefully review the award-winning teachers and students, timely issue relevant measures and implement the award recognition. The student work

department starts from the perspective of coordination and assessment, does a good job in the cultivation and promotion of typical cases, and pays attention to school enterprise cooperation for effective docking. The Youth League Committee Department should take the lead in carrying out practical work project approval and management, and carry out corresponding competition evaluation and academic research. Around the relevant domestic standards, we should cultivate, screen and service projects, such as "creating youth" and "Internet plus" [2].

(3) Strengthen the construction of education team

First of all, pay attention to the team construction of head teachers. Each class is equipped with a good professional head teacher to guide students to carry out entrepreneurial practice. Secondly, pay attention to the cultivation of counselor team. Regularly arrange business skills training, students' mental health, project salon and other learning activities to ensure the number of counselors participating in the training, so as to form a high-level, professional and experienced counselor team. Thirdly, make good use of famous professors and alumni. Regularly arrange lectures with the theme of innovation and entrepreneurship, and conduct competition guidance, practice visits, famous teachers' visits, etc., so as to increase the breadth and depth of exchanges, promote students to have the opportunity to contact the advanced technologies and ideas of the market, open their entrepreneurial vision, and bury entrepreneurial seeds in students' hearts. Finally, pay attention to the cultivation of student counselors. Arrange senior students with junior students, set up one-to-one forms of students or specific projects, and emphasize the continuity of the practice process. Arrange a pair discussion on a monthly basis. A training promotion meeting shall also be held in each semester to select senior students with strong planning and organization ability to form a guidance team.

(4) Deepen the transformation of actual combat capability

First, let the event guidance change from the discipline level to comprehensive cultivation. Based on the pre competition training guidance, the guidance mode is adjusted from the original emphasis on scientific research and the implementation of discipline education to integrated guidance, emphasizing value guidance and practical level. In this regard, professional "big winners" of each course, education backbone, event evaluation experts and winning teams can be invited to provide overall guidance on technical breakthrough, improvement of competition text materials and so on. Second, promote the event organization from passive response to active planning. With regard to the organization of events, we must not follow the old path. Only after the competition is held can we arrange practical project training, which is completely regarded as a task. Under the idea of the integration of competition and education, it is necessary to actively carry out practical work, carry out project planning and scheme design at least one year before the competition, and determine the key points from multiple projects. Third, the "incubation" of practical projects needs to be developed from the original paper to the transformation of achievements. After the competition, we should also take further "incubation" for the winning projects, constantly improve the projects, and provide strong support for the implementation and growth of the projects.

(5) Implement comprehensive driving guarantee

In promoting the continuous improvement of "mass entrepreneurship and innovation" projects, it should be equipped with a driving guarantee system and use effective means to provide students with multi-level guarantee for participating in mass entrepreneurship and innovation competitions. First, promote policies and encourage teachers and students to participate. Clarify the detailed rules for college students to participate in discipline competitions, credit recognition standards, laboratory management methods, no push plus points for postgraduates, award evaluation, etc. So as to improve the standardization of the innovation and entrepreneurship competition, implement the

comprehensive organization and management, stimulate the interest of teachers and students to participate, and improve the enthusiasm of the competition, so as to form a better working environment. Second, teachers should lead and explore key projects. It mainly aims at scientific research projects such as famous teachers and innovative young people, and cultivates technologies with obvious transformation potential, such as patents and works under the cooperation of teachers and students. At the same time, we also employ professional teachers to guide double projects, ensure advanced technology and competitive strength. Third, school enterprise linkage to ensure project incubation. And excellent companies and alumni companies in the discipline field, build a practice center and an innovation and entrepreneurship education base, flexibly mobilize the resources of well-known companies in the market, and make the innovation and entrepreneurship projects fully implemented. Fourth, promote resources and strengthen service guarantee. Based on the integration of competition and education, the available resources for entrepreneurship and innovation education include: teaching resources, student funds and alumni investment, establish an activity fund for entrepreneurship and innovation education, build good facilities and equip laboratory instruments, so that the entrepreneurship and innovation projects have the help of funds, places and facilities [3].

Conclusion: in a word, colleges and universities also show deficiencies in promoting the in-depth implementation of entrepreneurship and innovation education. In order to optimize the effectiveness of education, colleges and universities should adjust and cultivate the thinking mode, use mass entrepreneurship and innovation events to form an education center, pay attention to the construction of various guarantee conditions, and evaluate students' professional ability and teaching level with the help of events, so as to ensure the coordination and integration of education work mode and events.

Acknowledgments

Zibo Vocational College "Double high plan" high point task

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