

Research on the Innovation Path of Practical Education Culture Mode in Colleges and Universities from the Perspective of the New Era

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Abstract: As an important output window for innovative and entrepreneurial talents, colleges and universities should become an important force for mass entrepreneurship and innovation. Building college students' innovation and entrepreneurship brand activities and enhancing their innovation and entrepreneurship ability play an important role in giving full play to the role of college students as the main force and new force in innovation and entrepreneurship, and setting off a new upsurge in the innovation environment of the entire society. However, in the process of constructing the cultural mode of innovation and entrepreneurship education, some students have shown problems such as insufficient learning motivation and value deviation. It is also necessary for colleges and universities to take morality and cultivating people as the fundamental task, improve the theory and practice of innovation and entrepreneurship education cultural mode, and improve innovation and entrepreneurship education. The cultural mechanism of entrepreneurship and education promotes the efficient development of innovation and entrepreneurship education, and realizes the fundamental goal of morality and cultivating people.

1. Introduction

The new era of socialism with Chinese characteristics is a new historical juncture in China's development. On October 18, 2017, General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China that "socialism with Chinese characteristics has entered a new era". "Socialism with Chinese characteristics into the new era" of the major judgment, in view of marxism as the theoretical guidance, the 18th party congress in the omni-directional, groundbreaking achievements and deep, according to the fundamental change of reality, has realized the historical leap of combining marxism with China's actual, deep understanding the scientific nature of this important judgment It is of great significance to accurately grasp the historical position of contemporary China and to embark on the great journey

of building socialism with Chinese characteristics in the new era with a firm and confident attitude.

As early as the late 1990s, colleges and universities held high the banner of "entrepreneurship education". As an educational concept in the new century, entrepreneurship, collaborative innovation has become an important theme of higher education ^[1]. In 2015, the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" issued by the General Office of the State Council laid a foundation for the cultivation of innovative and entrepreneurial talents in colleges and universities, and also made professional education and job development in-depth docking, and provided more high-level talents for enterprises. quality talents ^[2]. Objectively speaking, the goal of cultivating innovative and entrepreneurial talents in colleges and universities not only focuses on solving the employment problem of students, but also highly conforms to the fundamental requirements of morality and talent cultivation ^[3]. At present, there are still many problems in innovation and entrepreneurship education in colleges and universities, and it is in a critical period of transformation and upgrading. Exploring the laws of education and highlighting the fundamental moral educational goal and cultivating people has become the theme of innovation and entrepreneurship education.

2. The Connotation of Innovation and Entrepreneurship Education Culture in Colleges and Universities in the New Era

As the forefront of innovation and entrepreneurship education, colleges and universities should actively play the exemplary role of pioneers and practitioners, constantly strengthen the innovation and entrepreneurship education of college students in the new era, improve the quality of human resources, promote the all-round development of college students, and achieve more full and higher quality employment of college students.

A deep understanding of the basic concepts of innovation and entrepreneurship is the basis of innovation and entrepreneurship education. Philosophically, innovation is a kind of creative practice. Through the use and re-creation of the material world, human beings form new material forms. Entrepreneurship is a way of labor, and it is a kind of thinking, reasoning and judgment that requires entrepreneurs to operate, organize and use services, technologies and tools. Innovation and entrepreneurship is an entrepreneurial activity based on innovation, which is different from either pure innovation or simple entrepreneurship. Innovation emphasizes the pioneering and original, while entrepreneurship emphasizes the behavior of obtaining legitimate benefits through practical actions. Therefore, in the concept of innovation and entrepreneurship, innovation is the basis and premise of entrepreneurship, and entrepreneurship is the embodiment and extension of innovation.

In the context of the new era, the development of innovation and entrepreneurship education can provide guidance for current education and provide clear guidelines for the development of college students ^[4]. From another point of view, innovation and entrepreneurship education is also an important part of campus culture. Creating an atmosphere of innovation and entrepreneurship on the whole campus can make students fascinated. The cultivation of students' entrepreneurial ability. Incorporating innovation and entrepreneurship into campus culture can also improve students' ability to resist setbacks, and at the same time, it can also inspire students to become more and more courageous, dare to fight against difficulties, and overcome difficulties one by one ^[5]. In addition, based on the two basic points of innovation and entrepreneurship can also help students develop correct values The impact of the mode on college students is lifelong, including thoughts, emotions, psychology, behavior and other aspects, and it is an irreplaceable educational force.

It is necessary to adapt the new age college students to innovate and develop education, and adapt to the new needs of innovation and entrepreneurship practice in the new era. College students are one of the most innovative and entrepreneurial potential, and it is the main force of mass

entrepreneurship and innovation. The Chinese characteristics socialism entered the new era, and the innovation and entrepreneurship education in China has both inject new age connotation and propose new job requirements. Therefore, it is necessary to focus on the needs of the talents of the national innovation and development strategy, and promote the comprehensive improvement of the quality of innovation and entrepreneurship of college students, and focus on the efforts to realize more quality and higher quality employment of college students. According to the requirements of "mass entrepreneurship and innovation", the party will guide the education, in order to improve the students' social responsibility, innovation, entrepreneurship and entrepreneurship, reform the training mode and curriculum system of the students, and strengthen the indoctrination and imitation of the students' innovation and entrepreneurship, value, spirit, ability, etc., to improve the innovation and entrepreneurship ability and comprehensive quality of college students, and to improve the innovation and entrepreneurship and comprehensive quality of college students, and to realize the full employment and the practice of education for the modernization of socialist modernization.

3. The Role of Moral Education in the Innovation and Entrepreneurship Education of College Students in the New Era

(1) Value orientation

In the new era, moral education puts morality first and pays attention to the cultivation of students' good moral qualities. Under the background of the new era, the implementation of moral education can establish a value orientation for innovation and entrepreneurship education, so that college students can focus on the two main points of innovation and entrepreneurship education. On this basis, igniting their own entrepreneurial awareness also plays an important role in improving their comprehensive ability. Secondly, as the main force of socialist construction, college students can improve their awareness of innovation and entrepreneurship, which is highly in line with the requirements of social development. At the same time, they can also lead college students to touch the Chinese dream and strive towards a common dream. From the perspective of moral education, carrying out innovation and entrepreneurship education can also help students ignite the seeds of their dreams and strengthen their own pace. At the same time, it can also guide college students to think about life, so that they can face various choices bravely, and continue to struggle in the direction of their dreams. Of course, it can also make students clear and firm in their historical mission and strive for a higher dream.

(2) Educational norms

There are no rules and no squares. Morality is the norm of higher education, which defines the boundaries of higher education work, has a certain restraining effect on students' behavior, and can prevent them from "getting out". In innovation and entrepreneurship education, teachers should also set up various "rules" for students, and they can also introduce professional quality content, regulate students' behavior by adding more humanistic content, and guide them to establish correct values. Under the background of today's era, college students are faced with many temptations. For some students with poor discrimination ability, it is easy to lose their way and make behaviors that violate the moral bottom line. Focusing on morality can correct students' wrong values and timely correct students' incorrect values. At the same time, it can also create more opportunities for students to contact the advanced culture and advanced ideas of the post, so that students can require themselves with a higher code of conduct and gradually improve themselves. learning ability.

(3) Thought improvement

Thought is the forerunner of action, the development of innovation and entrepreneurship education in colleges and universities in the new era should start with students' thoughts, strengthen

the guidance of students' thoughts, and require them to innovate their own ideas on the basis of learning various professional knowledge. Constantly adapt to the requirements of social development. Moral education takes moral education as the main line, which can connect the entire teaching process, and at the same time, it can also make students firm in their innovation and entrepreneurship goals, and stimulate their desire for innovation and entrepreneurship. On this basis, the potential of college students can also be gradually tapped, which also plays an important role in the promotion of their value.

4. The Main Problems in the Cultural Mode of Innovation and Entrepreneurship Education

(1) Educational value: there is a conflict between school culture and corporate culture

From the perspective of entrepreneurship, it is based on economic benefits, which conflicts with the current "life-oriented" education concept to a certain extent. From the perspective of college students' personal growth, the environment is relatively complex, which also leads to a certain degree of complexity in the value pursuit of students. Most college students have different views on their future careers, but their understanding of corporate culture is still at a superficial level. The inability to integrate corporate culture with school culture will also have a negative impact on student's personality development.

(2) Policy orientation: policy and dynamic orientation deviation

The policy has laid the foundation for the development of innovation and entrepreneurship education in colleges and universities. In the context of the new era, the development of entrepreneurship and innovation education should be guided by policies and at the same time, focus on the integration of resources. Judging from the development of innovation and entrepreneurship education in colleges and universities at this stage, multi-dimensional support is needed, as well as external guarantees. In this process, it is also necessary for college students to constantly correct their thinking, have a new understanding of entrepreneurship, and at the same time improve their ability to resist setbacks. Based on this point of view, strong policy guidance can provide effective support for the actions of college students, and can also correct their employment motivation and enhance their entrepreneurial initiative.

(3) Uncertainty avoidance: fear of starting a business and low risk awareness

At present, students are more polarized in innovation and entrepreneurship. Some students have a biased understanding of entrepreneurship and are fearful and vigilant. Because most students lack resources, many entrepreneurial ideas cannot be implemented, and they often stay on paper. stage; on the other hand, some students are very confident in innovation and entrepreneurship, but lack sufficient and thoughtful market research, no preliminary planning, and blind implementation. In actual work, students also have to undergo many tests, such as employment risks, setbacks, etc., which puts forward higher requirements for students' entrepreneurial ability.

5. Innovation Path of Innovation and Entrepreneurship Education Cultural Mode in Colleges and Universities in the New Era

5.1. Give Full Play to the Function of Moral Education, Motivate and Guide Students

First, give full play to the value-oriented function of innovation and entrepreneurship education culture, and cultivate students' correct value orientation. To build an education mode of innovation and entrepreneurship culture based on the background of the new era, it is necessary for colleges and universities to correctly grasp the deeper values contained in the culture of innovation and entrepreneurship education, and implement various strategies through various paths to build a foundation based on morality and cultivating people. The purpose is to cultivate a culture of

innovation and entrepreneurship, and to create a cultural atmosphere of innovation and entrepreneurship on campus, so as to promote students' understanding and understanding of innovation and entrepreneurship, and to be more deeply aware of the importance of participating in innovation and entrepreneurship activities.

Second, give full play to the goal and incentive function of the culture of innovation, entrepreneurship and education, and stimulate the motivation of students to become talents. Colleges and universities should attract teachers and students to actively participate in the cultural practice of innovation and entrepreneurship through the cultural mode of innovation, entrepreneurship and education, so that students of all majors and levels can participate in the cultural events of innovation and entrepreneurship, and deepen the education of innovation and entrepreneurship. Knowledge and understanding of human culture, so as to enrich students' cultural accumulation, enhance students' recognition of innovation and entrepreneurship education culture, improve students' cultural level, and under the encouragement of innovation and entrepreneurship education culture, adjust career planning and practice innovation Entrepreneurial ideas, make the right life choices.

5.2. Create a Brand of Cultural Education and Give Full Play to the Function of Cultural Education

First, create a characteristic education culture. The culture of innovation, entrepreneurship and education conforms to the cultural development trend and requirements of the new era. Improving students' recognition and sense of identity for innovation and entrepreneurship education culture is an important prerequisite for constructing innovation and entrepreneurship education culture mode in colleges and universities based on the background of the new era. This requires colleges and universities to strengthen the cultivation of cultural awareness and cultural comprehension ability of students in various majors. In the process of participating in the activity, the recognition, sense of identity, and sense of belonging to the culture of innovation and entrepreneurship education and national traditional culture will be improved, and students will be encouraged to consciously undertake the mission of promoting national culture in their future innovation and entrepreneurship practice.

Second, create a distinctive brand and improve the effectiveness of innovation and entrepreneurship education. The education effect of innovation and entrepreneurship culture. In this regard, colleges and universities should combine regional economic development trends, start from their own school-running characteristics, comprehensively analyze the different characteristics of each major, and give full play to their own school-running advantages. Well realize the goal of educating people in innovation and entrepreneurship culture, and improve the effectiveness of innovation and entrepreneurship education.

5.3. Integrate Educating Resources and Give Full Play to the Function of Rational Educating People

First, integrate social resources and create a good cultural atmosphere for innovation and entrepreneurship. The construction of a cultural mode of innovation, entrepreneurship and education is an arduous task and a complicated process, and it is far from enough to rely on the strength of colleges and universities alone. First of all, seek help and support from relevant government departments, and through exchanges and cooperation with relevant departments, uniformly promote policy guidance, typical publicity, financial support, etc., and take multiple measures to promote the efficient development of innovation and entrepreneurship culture education work, so as to promote the efficient development of innovation and entrepreneurship

culture education. Secondly, build an innovative and entrepreneurial culture education mode integrating production, education and research. By establishing in-depth cooperation with industry enterprises, innovation and entrepreneurship bases and other organizations, gathering social forces, building a good innovation and entrepreneurship culture and educating environment in the whole society, and promoting the timely update and continuous optimization of innovation and entrepreneurship education content and educational forms in colleges and universities, so as to improve the the culture of innovation and entrepreneurship is effective in educating people.

Second, integrate resources within the school and create a three-round education mode. While integrating social resources and gathering social forces, colleges and universities should further explore and integrate the education resources of innovation and entrepreneurship culture within the school, and implement the concept of innovation and entrepreneurship culture education into various majors and disciplines, so as to realize the education of all employees and all the talents. Process education, all-round education. In this regard, colleges and universities should stand at the strategic height of cultural education, deeply explore the innovation and entrepreneurship culture education resources of various majors and disciplines, improve the cultural education guarantee mechanism, and encourage and guide the majority of faculty and staff to actively participate in innovation and entrepreneurship culture education. In the link, form a joint force of innovation and entrepreneurship culture to educate people, create a three-round education mode, and realize the fundamental task of morality and cultivating people.

6. Conclusions

In the new era, moral education is the fundamental task and central link of education, and it is the fundamental standard for testing all the work of the school. Culture itself has a powerful function of moral education. Promoting the education of people with culture and moral education is a practical measure to implement moral education. Only by cultivating an excellent culture of innovation and entrepreneurship education, strengthening the integration of thinking and innovation, realizing multi-classroom linkage, and condensing the joint force of multi-subject and multi-level cultural education can we give full play to the value-leading and inspiring functions of culture, and put morality and people into practice.

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