

Research on the Strategies of Integrating Traditional Chinese Culture into Innovation and Entrepreneurship Education in Local Universities

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Abstract: In China, the integration of traditional culture into innovation and entrepreneurship education is facing the problems of lack of integration of the essence of local culture and inconsistency of cultural values. There are still some problems in colleges and universities, such as insufficient teachers, lack of sufficient support and good environment for college students' innovation and entrepreneurship, and weak awareness of innovation and enterprise. There is a close relationship between traditional culture and innovative entrepreneurship team, curriculum system and environment. Integrating traditional culture into innovation and entrepreneurship education in colleges and universities can promote the inheritance and innovation of traditional culture, enrich ideas and cultivate spirit of college students' innovation and entrepreneurship. In this regard, in order to better integrate traditional culture into innovation and entrepreneurship education in colleges and universities, this paper puts forward four suggestions: building a new system of "teaching, learning, doing and evaluating", making full use of excellent traditional Chinese culture, enriching the teaching mode of double-creation classroom, exploring the inner spirit of traditional culture, creating a double-creation campus culture ring, and integrating excellent traditional Chinese culture into the construction of innovation and entrepreneurship team.

1. Introduction

General Secretary has repeatedly pointed out the strong spiritual core contained in Chinese traditional culture, emphasizing that "Chinese traditional culture is broad and profound, and learning and mastering the essence of various ideas is very beneficial to establishing a correct world outlook, outlook on life and values"[1]. In the new era of mass entrepreneurship and innovation, further tapping the innovative and entrepreneurial ideas in the excellent traditional Chinese culture will play a positive role in inheriting Chinese culture, strengthening cultural self-confidence, promoting innovative and entrepreneurial education for college students, and promoting the smooth

progress of innovative and entrepreneurial activities for college students.

2. Analysis of the Integration of Traditional Culture into Innovation and Entrepreneurship Education

2.1. Lack of integration of the essence of local culture

There is a problem of emphasizing economic benefits and neglecting humanistic feelings in innovation and entrepreneurship education in colleges and universities. In the cultivation of innovation and entrepreneurship courses, teachers pay more attention to the inculcation of economic ideas, while weakening the cultivation of students' innovative and entrepreneurial thinking,[2-4] which is not very helpful to the improvement of students' innovative ability in the future. Therefore, it is necessary to carry out the reform of innovation and entrepreneurship education according to local culture and integrate it into the essence of Chinese excellent traditional culture. Let students be nourished and cultivated by humanistic spirit.

2.2. There are inconsistencies in cultural values

Because colleges and universities cultivate students' innovation and entrepreneurship courses on the premise of drawing lessons from western developed countries, the cultural values of western developed countries are integrated into classroom education, but different countries have different cultural backgrounds and cultural spirits, and the educational ideas of western developed countries are fully integrated into Chinese education.[5,6] For example, the values of Western innovation and entrepreneurship culture, aiming at making profits for the company, pay more attention to the benefit education and personal struggle education of talents. However, our country pays more attention to the cultivation of students' physical and mental qualities, and devotes itself to cultivating students to be high-quality talents with excellent moral character, self-cultivation and family unity, which leads to the problem of cultural values not conforming. If we copy the innovative and entrepreneurial talent training system of western education, Chinese college students will lack practical working ability in innovation and entrepreneurship. If we integrate the excellent traditional Chinese culture into the cultivation of students' innovation and entrepreneurship, we can not only help students understand our cultural background, but also put forward innovative ideas for the future development of Chinese culture.

2.3. Others

In terms of innovation and entrepreneurship education, there are still some problems in colleges and universities, such as insufficient teachers, lack of sufficient support and good environment for college students' innovation and entrepreneurship, and weak awareness of innovation and entrepreneurship. First of all, from the perspective of the team of teachers of innovation and entrepreneurship education in colleges and universities, these teachers should not only engage in relevant scientific research work, undertake certain administrative work, but also teach students innovation and entrepreneurship education. However, teachers' energy is limited, so they can't put all their energy on innovation and entrepreneurship education, and students' knowledge of innovation and entrepreneurship can't be substantially improved. Secondly, because most teachers don't have relevant experience in innovation and entrepreneurship, they can't accurately answer some substantive problems, and the problem of students' lack of knowledge can't be solved from the root. Thirdly, at present, many schools will hold innovation and entrepreneurship competitions for students during the university period, in order to enhance students' innovation and

entrepreneurship ability. In the course of the competition, the organizers and relevant staff are very active, but after the end of the competition, many excellent entrepreneurship projects can't really get the investment and support of relevant personnel.[7] Then, in colleges and universities, innovation and entrepreneurship education is still not popular, so many colleges and universities don't attach importance to innovation and entrepreneurship education, nor do they create a good environment for students to learn innovation and entrepreneurship knowledge and carry out innovation and entrepreneurship activities.[8] Finally, through questionnaire survey, we found that many college students lack the sense of risk and are unwilling to innovate. They are more willing to focus on their studies.

3. The Relationship between Traditional Culture and Innovation and Entrepreneurship

3.1. The relationship between traditional culture and innovation and entrepreneurship team

Innovation and entrepreneurship team is the main implementer of school innovation and entrepreneurship education. The effect of innovation and entrepreneurship education depends on the team's professional level, knowledge reserves, innovation ability, etc. It is an important guarantee to build a high-level innovation and entrepreneurship team to enhance the effect of college innovation education and improve the level of college students' innovation.[9,10] We should strengthen the training of teachers, often organize teachers to observe and learn advanced innovation and entrepreneurship education courses, increase the training of traditional culture, improve cultural heritage, and update entrepreneurship knowledge. Build a team of teachers who keep up with the pace of the times and are rich in cultural accomplishment, and encourage teachers to carry out entrepreneurial research and practice in traditional culture.

3.2. The relationship between traditional culture and innovation and entrepreneurship curriculum system

To carry out innovation and entrepreneurship education, we should focus on classroom education, improve the construction of innovation and entrepreneurship curriculum system, enrich the supply of innovation and entrepreneurship culture courses, integrate excellent traditional Chinese culture into the construction of curriculum system, revise and improve the curriculum syllabus and training plan, expand the coverage of courses, and enhance the proportion of innovation and entrepreneurship education in college students' classroom education. Strengthen the excavation and research of the content and value of innovation and entrepreneurship in Chinese excellent traditional culture, and constantly enrich the connotation of innovation and entrepreneurship education.

3.3. The relationship between traditional culture and innovation and entrepreneurship environment

Innovation and entrepreneurship environment for college students to carry out innovation and entrepreneurship activities, stimulate innovation and entrepreneurship awareness plays an important role. We should pay attention to the use of various channels, facilities and occasions to publicize the famous sayings, stories and works of innovation and entrepreneurship in excellent traditional culture, such as integrating excellent traditional Chinese culture into campus landscape construction, into the construction of student apartments, into the construction of educational and teaching facilities, etc. It exerts a subtle influence on college students' speech, behavior and spiritual world.

4. Countermeasures and Suggestions

4.1. The new system of "teaching, learning, doing and evaluating"

The popular understanding of integrated teaching method of "teaching, learning, doing and evaluating" is to better link theory with practice and integrate theoretical teaching with practical teaching. Its connotation is mainly to break the traditional subject system and teaching mode, reintegrate teaching resources according to the requirements of the training objectives of innovation and entrepreneurship education in colleges and universities, and embody the characteristics of competency-based, so as to gradually realize three changes, namely, how to "teach" students from teacher-centered to how to "teach" students from student-centered; from the center of teaching materials to the center of syllabus and training objectives; from the classroom as the center to the innovation and entrepreneurship training base as the center. This teaching mode can better solve the problem of disconnection between theoretical teaching and practical teaching, reduce the repetition of knowledge between theoretical courses and between theoretical courses and practical courses, enhance the intuition of teaching, fully reflect the role of students' main participation, and will contribute to the improvement of teaching quality and the cultivation of high-quality talents. In order to improve the level of students' innovation and entrepreneurship ability as the purpose, with the combination of theory and practice as the main line of teaching, using the topic, module way to organize and implement teaching, highlighting the teaching principles of learning for application and integrating theory with practice, is an effective teaching method to improve college students' comprehensive innovation and entrepreneurship ability.

4.2. Enrich the double-creation classroom teaching mode

Teachers fully understand the traditional Chinese culture, and then organically integrate it into the content of innovation and entrepreneurship education, through a richer teaching mode, so as to further enhance students' interest in learning. For example, teachers carry out online and offline blended teaching, skillfully use the advantages of online teaching, enhance students' learning enthusiasm. It can also carry out flipped classroom, arrange certain group tasks, let students become the main body of the classroom, activate the classroom atmosphere, and further improve the learning efficiency of students.

4.3. Create a double-creation campus cultural environment

Colleges and universities should make full use of traditional culture to create a good campus atmosphere for college students, so that college students can learn under the influence of innovative and entrepreneurial culture. For example, colleges and universities can publicize the culture related to entrepreneurship in traditional culture in propaganda boards, as well as the entrepreneurship of large merchants such as ancient Shanxi merchants and Huizhou merchants, so as to constantly stimulate college students' enthusiasm for entrepreneurship.

4.4. Integrating Chinese excellent traditional culture into the construction of innovation and entrepreneurship team

The professional level and innovation ability of the innovation and entrepreneurship team is an important guarantee to enhance the innovation and entrepreneurship ability of college students. In team building, the excellent traditional Chinese culture runs through it, which can further improve the cultural background and update the knowledge of entrepreneurship, so as to build a team of

teachers who keep up with the pace of the times and are rich in cultural accomplishment. Focus on employing well-known experts and scholars both inside and outside the school to teach the importance of traditional culture to the growth and development of enterprises, actively select a group of teachers who carry out innovation and entrepreneurship in the field of traditional culture to join the team of innovation and entrepreneurship, and encourage teachers to carry out entrepreneurship research and practice in traditional culture. In addition, we should strengthen the selection of entrepreneurship mentors, focusing on the selection of a group of teachers or business mentors with strong innovation and entrepreneurship ability, rich practical experience and profound cultural knowledge as entrepreneurship project instructors to help college students form good entrepreneurship quality.

5. Conclusions

The Chinese nation has come from a long history of 5000 years, created a broad and profound Chinese culture, and nurtured the only Chinese civilization in the world that has not been cut off. Excellent traditional Chinese culture is the root and soul of the Chinese nation, the historical accumulation and ideological sublimation of the Chinese nation after suffering, and the spiritual lifeblood of the Chinese people standing firm in the turbulence of world culture. Integrating Chinese excellent culture into the innovation and entrepreneurship education in colleges and universities is conducive for building a good teaching environment, improving the quality of students' learning, and enhancing students' innovative ability and innovative thinking. Chinese excellent traditional culture is the root and soul of the Chinese nation, which is the historical accumulation and ideological sublimation of the Chinese nation after suffering. Only by integrating it into the training of talents in colleges and universities, can we promote the cultivation of students' innovative ability from the root.

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