

The characteristics and value of innovation and entrepreneurship education in medical colleges

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Abstract: under the background of new medical, medical innovation entrepreneurship education in colleges and universities should base on medical students way of thinking, knowledge structure, and the uniqueness of clinical practice applications, targeted to seize innovation entrepreneurship education reform initiative, clear the characteristics of the medical innovation in colleges and universities entrepreneurship education and value, innovative entrepreneurial quality enhancement for medical personnel to provide effective protection.

1. Introduction

Through the continuous exploration and research of innovation and entrepreneurship education in various universities in recent years, a relatively perfect innovation and entrepreneurship education system has been initially formed. As a new educational concept and mode, innovation and entrepreneurship education should be optimized according to different types of higher education, different disciplines and specialties, and different talent training objectives, so as to highlight the pertinence and effectiveness of innovation and entrepreneurship education [1]. Medical colleges and universities, as an important part of higher education, shoulder the responsibility of training medical professionals for the society. Its innovation and entrepreneurship education has remarkable uniqueness, especially in the context of the construction of "new medicine", it is particularly prominent to promote the innovation and entrepreneurship education mode reform of medical colleges and universities. By sorting out the characteristics and values of innovation and entrepreneurship education in medical universities, this paper is expected to provide reference for promoting innovation and entrepreneurship education reform in medical universities.

2. Characteristics of innovation and entrepreneurship education for medical majors in universities

Medicine is a discipline that combines theory with practice, and the cultivation of clinical practice ability is its core link [2]. Medical specialties have their own category characteristics that are different from other disciplines, and the innovation and entrepreneurship education of medical specialties is corresponding to it. In the process of development, it gradually forms its own characteristics.

2.1 Comprehensive training objectives

Talent training is the national development and security, is the purpose of the modern university, is also the most fundamental duty and task [3], as a result, all kinds of colleges and universities to carry out the education goal is consistent, namely for the state and society fosters the talent, but in all kinds of professional personnel training on specific goals, objectives and characteristics of various types of professional and differ in thousands of ways. Education is not only the imparting of knowledge, experience and skills, but also the shaping of cultural identity and the guidance of value pursuit. The general goal of higher medical education is to train medical talents with the combination of medical humanistic spirit and medical scientific spirit and practical ability, which requires medical

students to become a professional listener, careful observer, keen conversationalist and disease treatment. It is also required that medical innovation and entrepreneurship education should focus on the cultivation of students' compound knowledge, comprehensive ability and comprehensive quality.

2.2 The healthy practicability of innovation and entrepreneurship achievements

Under the background of the new medical reform, people's demand for medical treatment is not only satisfied with physical health, but also extends to physical and mental health and improving the quality of life. The future career of medical college students is closely related to their life and health, which promotes the innovation and entrepreneurship achievements of medical colleges and universities to meet people's health needs in a certain aspect. In the process of implementing innovation and entrepreneurship education, medical colleges and universities should design courses according to the characteristics of different medical specialties on the basis of integrating humanistic education and professional education.

2.3 Generality of service orientation

After medical students' employment is mainly engaged in medical related industry, with all levels of medical institutions, medicines and chemical reagents, apparatus and reagents, development, production and sales companies, etc., they provide the service or product are for the disease treatment, prevention, detection, this requires that they provide multiple personality services or products to meet the needs of the people.

3. The value of innovation and entrepreneurship education for medical majors in universities

3.1 It is beneficial to refine and expand innovation and entrepreneurship education for medical majors in universities

The essence of innovation and entrepreneurship education for medical specialty in colleges and universities is to seize the creativity of medical talents and tailor it according to the discipline characteristics and specialty characteristics of medical students and the training rules of medical talents, so as to refine and expand the training mode and mechanism of innovation and entrepreneurship education for medical specialty. The current innovation and entrepreneurship education in medical universities mainly focuses on curriculum education, accompanied by various types of innovation and entrepreneurship competitions. Although a lot of achievements have been made in this process, most innovation and entrepreneurship projects are low in technology content, solidified in management ideas and separated from practice, which cannot well reflect the essence of innovation and entrepreneurship education. Based on the above understanding, in the long-term practice of innovation and entrepreneurship education, medical colleges and universities introduce platforms such as university science parks and technology transfer centers into the curriculum system of innovation and entrepreneurship education for medical majors. Gradually establish a set of innovative entrepreneurial talent training as the core, university science parks or technology transfer center as a platform, the college students' innovative entrepreneurship center for service carrier of innovative entrepreneurial training system, including the innovation mentors venture fund system, industrial and commercial tax service system, innovation service system, product packaging and sales service system, financial assistance management system, etc. In addition, the assessment system of innovation and entrepreneurship achievements is also explored, such as the establishment of innovation and entrepreneurship credit system, innovation and entrepreneurship suspension management system, all of which have laid a foundation for the development of innovation and entrepreneurship education in medical universities.

3.2 Help to improve the employability of medical students

At present, the economy is under great downward pressure, and the employment situation will be very severe for a long time [4]. The employment situation of medical students is not optimistic, especially the rural medical students out of employment pressure is greater. By carrying out targeted

innovation and entrepreneurship education in medical universities, it is beneficial to improve the employment competitiveness of medical students, so as to achieve high-quality employment. The purpose of setting up innovation and entrepreneurship education courses in medical universities is to improve students' innovation consciousness and innovative thinking, so as to cultivate entrepreneurship projects and expand employment. Through the development of innovation and entrepreneurship projects, not only improve students' entrepreneurial literacy, but also enable some students to become job creators. For medical students in colleges and universities, professional knowledge learning and innovation and entrepreneurship education are complementary to each other. Students use the medical professional knowledge they have learned to think about innovation and entrepreneurship projects. The development of innovation and entrepreneurship projects makes students realize the importance of professional knowledge, so as to promote students to better learn medical professional knowledge. Through the systematic innovation and entrepreneurship education process, medical students not only acquire solid professional knowledge, but also cultivate innovative and entrepreneurial thinking and improve practical ability, which will inevitably improve their employment competitiveness.

3.3 It is conducive to better development of medical and health undertakings

"New medicine" is a new concept of life and health full-cycle medicine that focuses on treatment and combines prevention and treatment with health care in order to meet the requirements of a new round of scientific and technological revolution and industrial change [5]. The development of "new medical science" is inseparable from innovation and entrepreneurship, which is an effective scientific way to realize the development of "new medical science". As people yearn for a better life, the concept of health becomes more and more popular, and medical consumption will become more and more diversified, personalized and active, which will certainly give rise to new services and new products in the medical field. Innovation and entrepreneurship are to discover people's needs and then develop and provide new products and services. Under the background of "new medicine", university medical professional education in innovative undertaking based on talents cultivation, on the basis of the concept of innovation for innovation entrepreneurship, innovation, entrepreneurial thinking, to foster and discover entrepreneurial drive, the medical professional courses education and creative education organic unifies in together, stimulate students' creativity. Through the implementation of innovation and entrepreneurship projects, innovation and entrepreneurship education will be integrated into the development of national and local medical undertakings to promote the development of medical and health undertakings.

4. Conclusion

Medical college students have heavy course tasks, long internships, and jobs closely related to life in the future [6]. These characteristics also lead to the innovation and entrepreneurship education of medical specialty in universities with its own characteristics, which cannot be completely copied in accordance with other disciplines. Under the background of "new medicine", the innovation and entrepreneurship education of medical specialty in universities should fully study the characteristics of medical students, establish the innovation and entrepreneurship education system, combine the medical specialty course education and innovation and entrepreneurship education together, pay attention to the integration and linkage between different disciplines, and improve the innovation and entrepreneurship literacy of medical students.

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