

The Construction of Innovative and Entrepreneurial Talent Cultivation Mechanism in Colleges and Universities in the New Era

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Abstract: Under the background of "mass entrepreneurship and innovation", colleges and universities undertake the important task of providing innovative and entrepreneurial talents for the national strategy of innovation-driven development. Innovation and entrepreneurship education is an important part of the cultivation of talents in colleges and universities in the new era and an important driving force for economic and social progress. This paper puts forward the significance of promoting innovation and entrepreneurship education in colleges and universities under the background of the new era, and formulates the specific implementation path, conducive to the construction of innovation and entrepreneurship education mode in colleges and universities, in order to cultivate high-quality innovation and entrepreneurial talents to contribute to the development of China.

1. Introduction

The report of the 19th National Congress of the Communist Party of China also pointed out: "Socialism with Chinese characteristics has entered a new era." In the context of the new era, if we want to achieve new developments and new breakthroughs, we must improve new ideas and resolve major social contradictions. The key to resolving conflicts is to rely on hundreds of millions of innovative and entrepreneurial talents, which is inseparable from the participation of the most dynamic and dynamic student groups. Therefore, it is necessary for colleges and universities to promote the construction of innovative and entrepreneurial institutions for college students, focus on improving students' creativity, and contribute to the construction of socialism with Chinese characteristics in the new era ^[1].

2. The significance of promoting innovation and entrepreneurship education in the new era

"Innovative entrepreneurship education" includes two levels of "innovation" and "entrepreneurship". Innovation emphasizes the cultivation and strengthening of students' innovative thinking. Entrepreneurship focuses on practical exploration, emphasizing students to break the usual employment model and actively exploring industries and fields suitable for their own development. Innovation consciousness and spirit are the key and premise of entrepreneurial success, and

entrepreneurship is the ultimate destination of innovation consciousness and spirit recognition. The construction of innovation and entrepreneurship education mechanism in colleges and universities reflects the transformation and innovation of talent cultivation mechanism in the new era, which has far-reaching significance for the country and society, universities and college students themselves^[2].

2.1 Helps promote the implementation of innovation-driven development strategies

The promotion of the innovation and entrepreneurship education mechanism of college students is conducive to the implementation of the innovation-driven development strategy. At present, China's economic and social development has entered a new era. Innovation-driven and scientific and technological progress, as an important driver for promoting the country's leap-forward development and building an innovative country, deserves attention. The implementation of the innovation-driven strategy is inseparable from a large number of talents with innovative consciousness and spirit, entrepreneurial ability and quality as intellectual support.

2.2 Conducive to the leap-forward development of talent training mode in colleges and universities

The promotion of education mechanism for innovation and entrepreneurship of university students is conducive to the leapfrog development of talent cultivation model in universities. At present, the scale of education in domestic higher education is increasingly large. However, restricted by many factors, such as the homogeneity of training mode, lack of innovation consciousness, and the incoordination between practice and theory, the key indicators such as school quality and the employment competitiveness of graduates are difficult to be improved in quality. The new era puts forward new requirements for talents. The promotion of the education mechanism for innovation and entrepreneurship of college students can promote the transformation of education concept, in-depth promotion of education reform, and innovative talent cultivation mode, so as to cultivate high-quality talents for economic transformation and social development, and realize sustainable and leapfrog development of colleges and universities in talent cultivation^[3].



Figure 1 College students' innovative and entrepreneurial teaching objectives

3. The construction of the training mechanism of innovation and entrepreneur talents

The system of training innovative and entrepreneurial talents in colleges and universities should be constructed from three aspects: concept, culture and system. The concept is "baton", including the transformation of the concept of talent cultivation, the improvement of education teaching concept and the display of people's subjective initiative. Campus culture is a "nutrient". We should insist on building a learning, academic and innovative campus culture to realize the cultural people. The system is a "talisman", providing a strong support for the cultivation of innovative and entrepreneurial talents.

3.1 The concept: the "baton" for the cultivation of innovative and entrepreneurial talents in colleges and universities

Since the 18th National Congress of the Communist Party of China, the state has attached great importance to innovation-driven development strategies, actively promoted the creation of space for all creations, and vigorously promoted "mass entrepreneurship and innovation". As the key to technological innovation and talent cultivation, universities should bear the brunt of fostering innovative and entrepreneurial talents. The important task is not only a responsibility and mission, but also the obligation and responsibility of the university to serve economic and social development.

In the face of the development of economic globalization and increasingly fierce competition of science and technology, cultivate and bring up a large number of innovative entrepreneurial talent has become the urgent task of college talent training, which requires people to shift from the concept of talent training, the improvement of education teaching idea and the subjectiveness of man play creative talents training in colleges and universities have a sober understanding. First, we need to change the concept of talent cultivation. We should correctly understand innovation and entrepreneurship education, and clarify the quality requirements of innovation and entrepreneurship talents. Second, we should change the education teaching philosophy and build a new talent training quality evaluation system. Third, we should unify our ideological understanding and give full play to our subjective initiative.

3.2 Culture: "nutrition" in the cultivation of innovative and entrepreneurial talents

Colleges and universities are an important position for ideological and cultural innovation. They have the dual advantages of cultural education and talent culture. The first criterion for measuring the quality of higher education is to look at the level of talent cultivation. The core is to solve the problem of cultivating people and how to train people. At present, to achieve the goal of training innovative and entrepreneurial talents, it is necessary to integrate the innovation culture into the whole process of school education and teaching, and build a learning, academic and innovative campus culture. First of all, we must create an academic and scientific atmosphere that advocates science and pursues truth. Second, we must build a campus culture atmosphere that dares to break through and innovate. Finally, create an active and effective public opinion atmosphere ^[4].

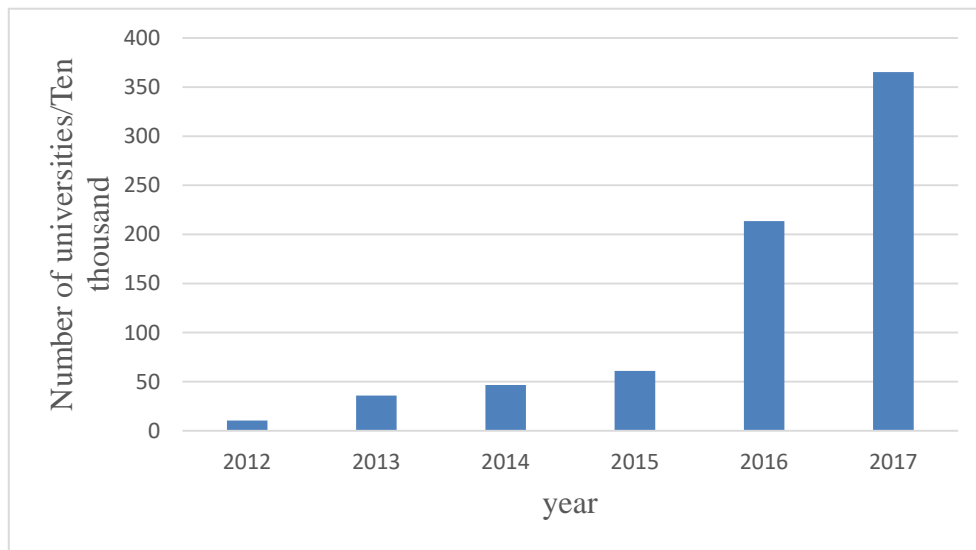


Figure 2 The number of colleges and universities that promote innovation and entrepreneurship

3.3 System: "Amulet" for the cultivation of innovative and entrepreneurial talents in colleges and universities

No rules, no compass. The system construction is a strong support for the cultivation of innovative and entrepreneurial talents in colleges and universities. Only when the rules are well established and the system is clear can we follow the rules and have evidence to follow when carrying out work. First of all, we should establish an incentive mechanism for cultivating innovative and entrepreneurial talents in colleges and universities. The key to the cultivation of innovative and entrepreneurial talents lies in the people, which needs to fully mobilize and give full play to the wisdom and strength of the whole school. Furthermore, we should optimize the supporting mechanism for cultivating innovative and entrepreneurial talents in colleges and universities. In the process of cultivating innovative and entrepreneurial talents, colleges and universities should pay attention to overall consideration and optimize the guarantee mechanism of cultivating innovative and entrepreneurial talents in multiple aspects, which is an important part of realizing the cultivation of innovative and entrepreneurial talents, improving the innovative and entrepreneurial ability of college students, and training qualified socialist constructors and successors for the party and the country ^[5].

4. Conclusions

All in all, under the background of the new era, colleges and universities should keep up with the pace of The Times and promote the innovation and entrepreneurship mechanism of college students. It aims to solve problems such as fuzzy subject positioning, separation of education content and professional education system, and deficiency of education resources and means. Renovate the educational concept according to local conditions, establish a sound education management mechanism, strengthen the faculty, strengthen the support of the practical platform, and improve the curriculum system so that college students have a good sense of innovation and a high level of entrepreneurial ability.

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