

# Mechanism Analysis of Innovation and Entrepreneurship in Applied Undergraduate Colleges from the Perspective of Regional Economic Development

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**Abstract:** In order to promote the development of local economy in China, it is necessary to pay special attention to the training and application of human resources, and pay attention to the development and strengthening of human resources in application-oriented universities. At present, due to the influence of various factors, compared with the theoretical education system, the practical education in universities is not perfect, the cultivation of human resources is not suitable for industrial development, and the quality of practical education is also declining. This is far from meeting the educational requirements of applied talents training. In the wave of two abilities, the CPC Central Committee and the State Council jointly promulgated the "national innovation driven development strategy outline" to encourage college students to start their own businesses. Application oriented universities strengthen the cultivation of students' two abilities, so that talent cultivation can better meet the needs of local economic and social development and national strategy. From the perspective of regional economic development, this paper explains that practical education and school enterprise cooperation education system are the only way to realize the development of applied talents.

## 1. Introduction

With the deepening of the socialist market economic system and the further implementation of the reform and opening-up policy, China's social economy has developed rapidly, and the overall economic level has leapt to the forefront of the world, but the regional economic development level is still low [1]. Practical teaching is an important link to realize the training of applied talents. At present, due to the influence of various factors, the practical teaching in universities is not perfect compared with the theoretical teaching system, the fit between talent training and industry development is not high, and the quality of practical teaching is far from meeting the teaching requirements of applied talents training [2]. Therefore, it is very important to establish an operational mechanism of school-enterprise collaborative education practice teaching that meets the training objectives of applied talents. As a specific entrepreneurial group, the theoretical origin of the research on the relationship between entrepreneurial motivation, behavior and performance of college students is the general research on entrepreneurial motivation, behavior and performance [3]. Under the rising tide of two abilities, the Central Committee of the Communist Party of China and the State Council jointly promulgated the "National Innovation-Driven Development Strategy Outline" to encourage college students to start their own businesses. Interprise education is a new educational model that organically combines two abilities. It focuses on cultivating correct innovative awareness and innovative thinking, and cultivates students' correct values and healthy personality. Through two abilities education, it enhances the integration of students' entrepreneurship and innovation. Quality, so that students have the potential and thinking of two abilities, but also have certain entrepreneurial ability and work management skills [4].

The 21st century is the era of the knowledge economy, a new era full of opportunities and challenges, "mass entrepreneurship and innovation". In the final analysis, the competition between countries is the competition of technological innovation and "two abilities" talents [5]. Give full play to the huge advantages of applied undergraduate universities in the cultivation of "two

abilities" talents, strengthen the construction of two abilities, and provide first-line high-quality applied talents for regional economic production and service, construction, and management, which can effectively serve the regional economic development. The improvement of the overall economic development level is also of great significance [6]. This kind of research lays a theoretical foundation for exploring the relationship among entrepreneurial motivation, behavior and performance of college students. Entrepreneurial motivation is the core factor that drives entrepreneurs to start businesses and influences their behavior and performance. College students' study in college has enabled them to have higher cultural level and technical strength, and at the same time, their innovative spirit and entrepreneurial consciousness have also been cultivated to some extent. Therefore, college students' entrepreneurship has certain advantages [7]. The quality of two abilities education in application-oriented universities is difficult to guarantee due to the limited conditions of running schools. Since 2000, some domestic key universities have successively set up entrepreneurship research institutions, and pilot education and two abilities education have developed rapidly and made certain achievements. However, there are still many problems due to the late start and weak foundation [8]. However, the development of most application-oriented undergraduate universities lags behind, which is affected by many factors and makes slow progress.

## **2. Analysis of the current situation of practical teaching in the environment of school enterprise cooperation**

### **2.1. Incorrect understanding and positioning of two abilities construction**

For various reasons, the school-enterprise cooperation of many universities is just a formality or stops on the surface. In the practice education link, there is no benchmarking industry employment standards, and the integration with enterprises is not enough. The traditional experimental teaching goals are still followed, and some known conclusions are made. The confirmatory experiments ignore the training of students' multi-disciplinary experimental skills and the ability to solve practical problems. In order to achieve regional economic development, relying solely on the strong implementation of policy slogans cannot achieve the corresponding goals. It must rely on a large number of high-quality and applied talents as a talent guarantee to inject vital and creative new life into the regional economic development. power. To cultivate students' entrepreneurial spirit and entrepreneurial willingness as the goal. The essence of two abilities education is to improve students' comprehensive quality and entrepreneurial skills, and use this skill to realize their own value and social value. On the one hand, personalized education pays attention to everyone's talent, teaching without distinction, and attaches great importance to each student's thinking characteristics; On the other hand, personalized education pays attention to students' thinking training, and pays attention to the training of students' thinking mode, finding problems and solving problems, which can promote the formation of students' innovative thinking. If we simply take the number of entrepreneurs and the number of entrepreneurial teams stationed as evaluation indicators, it will cause serious deviation between the evaluation mechanism and the actual situation, and the evaluation indicators are unscientific, which will often make the evaluation results distorted.

### **2.2. The content of two abilities education is not closely related to professional education**

Many applied undergraduate universities are newly-built universities with short history of running schools and insufficient accumulation, especially the private undergraduate universities where the author works. The main source of funding is tuition and self-financing. In addition, in recent years, universities have expanded their enrollment and the number of experimental rooms. There are large gaps in equipment and equipment, and there are also a lot of phenomena such as obsolete and damaged equipment. Some universities believe that the main goal and result of two abilities education is to train outstanding entrepreneurs and entrepreneurs, or that the main purpose of their education is simply to complete the employment guidance for college students. In the process of cultivating "two abilities" talents in private universities in regional economic development, we should combine the characteristics of regional economic development and the

reality of two abilities education in private universities to establish scientific and reasonable talent training goals. While acting as the inheritor of knowledge, it should be based on two abilities education. To train applied compound "two abilities" talents to better meet the diversified demand for "two abilities" talents in regional economic development [9]. Individualized education can also guide students with innovative ideas to develop the habit of independent thinking, and further improve students' comprehensive ability in two abilities by collecting information materials, analyzing problems, solving problems, and practicing tests. For some college students, in order to obtain scholarships and experience, achieve results, and be eager to achieve their goals through entrepreneurship, the establishment of enterprises is equated with the "crash course" to obtain capital in school, which weakens the function of students' innovative spirit. All these make two abilities education present a fragmented state in management, lacking effective system planning and even appearing the phenomenon of multi-head management.

### 3. Construction of practical teaching operation mechanism in application oriented universities and Universities under the environment of school enterprise cooperation

#### 3.1. Constructing the dynamic mechanism of school enterprise cooperation

Strong interest driving force is the driving force to establish school enterprise cooperation, joint construction and joint hands-on education operating system. On the one hand, it is necessary to avoid utilitarian training accidents, to avoid the number of employees as an indicator of the evaluation results, and to avoid the rapid success of entrepreneurs as an educational goal. It is based on education and quality education, focusing on the integration of students. It is necessary to constantly improve the curriculum system of two abilities education, adjust the curriculum of two abilities education to adapt to the future development of students, and realize the diversification of teaching methods of two abilities education. Among teachers and students, we must realize that two abilities education is not only a kind of public education, but also a kind of universal education. Its potential and performance may or may not appear in a short time. For students, this is a lifelong development. The expansion of thinking is a kind of continuing education beneficial to life.

Schools should constantly improve the two abilities service system, strengthen two abilities education, deepen the reform of two abilities education, and establish the two abilities education system as shown in Figure 1.

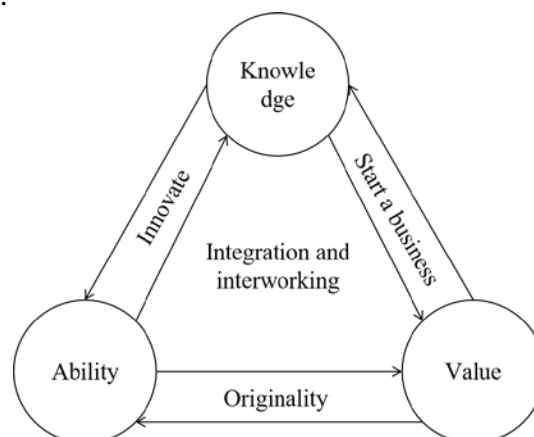


Figure 1 Interprise education system

#### 3.2. Establishing the practical teaching system under the environment of school enterprise cooperation

To strengthen the training of double qualified teachers and improve the level of education, we should first formulate incentive policies to praise and reward teachers and teachers who work simultaneously in the cooperation between school and enterprise, so as to mobilize the enthusiasm and initiative of practical teachers. Second, encourage teachers to go to the company for part-time training. Schools must not only increase the burden on teachers, but also create conditions and build

platforms for teachers. Therefore, in order to carry out two abilities education in applied universities, it is necessary to effectively restructure talent training plan, gradually establish effective curriculum system and practical education system reform, so that two abilities education and vocational education can be possible. The teachers of two abilities education in universities need to improve their own quality and improve the knowledge structure system of enterprises. The specific measures are as follows: first, on the basis of the existing teachers, through professional education, studying abroad, vocational training, school enterprise cooperation and other ways, improve the practical skills of existing teachers and their ability to deal with entrepreneurial experience and risks. Second, successful persons from companies and institutions with experience, strong innovation and practical ability will be brought to the campus to encourage teachers and students to start businesses together. In addition, two abilities education has an international perspective, and the established curriculum must be combined with international development, the progress of the times and the social development.

#### **4. Conclusions**

Practical education is an important part of the talent training in universities, and plays an important role in the training of applied talents. On the premise of establishing the correct idea of two abilities education, combining with the actual and effective reference, we should establish a good education model to realize the two abilities education and vocational education. In terms of teacher training, full-time and part-time teachers should strengthen the construction of teachers' team in innovation education and two abilities education, improve their teaching and research skills, and cultivate "two abilities" talents that meet the needs of the new era. It is a new requirement of higher education in the development of knowledge economy to actively carry out two abilities education in applied universities, and it is also the trend of future development. It has a positive effect on improving the quality of talent training in applied undergraduate universities, and is an important strategic policy for building a country with innovative talents. To achieve the win-win situation of schools, enterprises and students, and to train more talents with high quality for the society. It is necessary to strengthen the two abilities ability of the students of applied universities, promote the construction of innovative countries, make the development of talents better adapt to the needs of local economic and social development and national strategy, and strengthen the employment potential of talents and college students. With the increasing attention of the government and society to two abilities education, the applied undergraduate university plays an irreplaceable role in the regional economic development. It is an inevitable trend for the applied undergraduate university to promote two abilities education.

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