

Development Status and Practice Exploration of Innovation and Entrepreneurship Education in Universities in the New Era

Yun Gao¹, Jiumin Ding², Shuhan Liu³

¹School of Arts and Tourism, Lianyungang Technical College, Lianyungang, 222000, Jiangsu, China

²Lianyungang Technical College, Lianyungang, 222000, Jiangsu, China

³College of International Education, Jinling Institute of Technology, Nanjing, 211169, Jiangsu, China

Keywords: New era; Innovation and entrepreneurship education; Development situation

Abstract: Due to the growth of global economy and the progress of sci & tech, the ability of innovation and entrepreneurship has become an important driving force for social progress. As an important institution for talent training, universities should carry out innovation and entrepreneurship education (IEE) as one of their important tasks. As an important part of tertiary education, IEE plays an important role in cultivating students' innovative thinking, entrepreneurial awareness and entrepreneurial ability. However, there are still many problems and challenges in IEE in universities. In this article, the development status and practical exploration of IEE in universities in the new era are deeply studied, the problems and challenges in the emerging stage are summarized, and the corresponding countermeasures and suggestions are put forward. These suggestions cover strengthening top-level design, deepening curriculum reform, strengthening teacher training and introduction, and improving the cooperation mechanism in Industry-University-Research, which provides a useful reference for promoting the further growth of IEE.

1. Introduction

With the continuous growth of global economy and the continuous progress of sci & tech, the ability of innovation and entrepreneurship has become an important driving force to promote economic growth and social progress. In the new era, universities, as the talent training base for future social growth, shoulder the important mission of cultivating entrepreneurship talents [1]. In today's society, the prosperity of economy and the progress of sci & tech put forward higher requirements for talents. As an important part of tertiary education, IEE plays an important role in cultivating students' innovative thinking, entrepreneurial awareness and entrepreneurial ability [2]. However, there are still many problems and challenges in IEE in universities. First of all, the educational concept is relatively backward. Some universities lack advanced educational concepts and ideas in IEE, which cannot meet the needs of the new era. Secondly, there is a shortage of teachers. The lack of professional teachers with entrepreneurial experience and entrepreneurial ability limits the in-depth growth of IEE [3]. In addition, the curriculum is unreasonable. Some universities lack systematicness and scientificity in setting up entrepreneurship courses, which affects the quality of education.

Students need practical opportunities to exercise their innovative and entrepreneurial abilities, but at present many universities lack corresponding practical platforms [4]. Through in-depth understanding and analysis of the development status and practical exploration of IEE in universities in the new era, we can better grasp the current trend and direction of education, find out the existing shortcomings and problems, and put forward corresponding countermeasures and suggestions, so as to promote the reform of tertiary education and improve the quality of personnel training [5]. In this article, the development status and practical exploration of IEE in universities in the new era are deeply studied, and corresponding countermeasures and suggestions are put forward to provide useful reference for promoting the further growth of IEE. These countermeasures and suggestions not only help to improve the quality of education and the level of personnel training in

universities, but also help to promote the employment and entrepreneurship of graduates, promote economic and social growth and improve the quality of university education.

2. Overview of IEE

IEE aims to cultivate students' innovative thinking, entrepreneurial awareness and entrepreneurial ability, and improve their comprehensive quality and social competitiveness. Its core lies in stimulating students' creativity and innovative spirit, and cultivating high-quality talents with innovative thinking and entrepreneurial ability through practice [6]. From the connotation point of view, IEE includes two levels: innovation and entrepreneurship. Innovation refers to the stage of creating new values and benefits by introducing new ideas, new methods and new technologies. Entrepreneurship is a stage of realizing economic and social benefits by establishing or expanding enterprises, undertakings or social organizations. Therefore, IEE not only emphasizes the cultivation of innovative thinking and spirit, but also gives priority to the improvement of entrepreneurial awareness and entrepreneurial ability.

In the new era, with the acceleration of economic globalization and scientific and technological progress, the demand for high-quality talents with innovative spirit and entrepreneurial ability is more urgent. Therefore, it is of great significance for universities to carry out IEE. First of all, IEE is conducive to promoting economic growth. IEE are important forces to promote economic and social growth. By cultivating students' innovative thinking and entrepreneurial ability, more entrepreneurship talents can be cultivated, which will inject new vitality and motivation into economic growth [7]. Secondly, IEE is conducive to improving the quality of tertiary education. By introducing IEE, universities can change the traditional education mode, give priority to cultivating students' practical ability and innovative spirit, and improve the quality of education and the level of personnel training [8]. Finally, IEE is conducive to promoting employment and entrepreneurship. With the expansion of university enrollment and the increase of the quantity of graduates, the employment pressure is increasing. Through IEE, we can cultivate students' entrepreneurial awareness and ability, encourage university students to start their own businesses, and ease the employment pressure.

3. Necessity of developing IEE in universities in the new era

(1) Adapt to the trend of economic growth

With the continuous growth of the global economy, IEE have become an important driving force to promote economic growth and social progress [9]. In this new era, universities, as an important base for talent training, must closely combine the economic growth trend and cultivate high-quality talents with innovative spirit and entrepreneurial ability. Only in this way can we better meet the social demand for entrepreneurship talents and make greater contributions to promoting economic growth and scientific and technological progress.

(2) Improve the quality of education

IEE is not only an important way to cultivate entrepreneurship talents, but also an important force to promote the reform of tertiary education. The traditional education mode gives priority to imparting knowledge and theoretical teaching, but ignores the cultivation of students' practical ability and innovative spirit. By developing IEE, universities can change this situation, give priority to cultivating students' practical ability, innovative spirit and entrepreneurial ability, and improve the quality of education and the level of personnel training.

(3) Relieve employment pressure

With the expansion of university enrollment and the increase of the quantity of graduates, the employment pressure is increasing. The growth of IEE can not only cultivate students' entrepreneurial awareness and ability, but also encourage university students to start their own businesses and relieve employment pressure. Through IEE, universities can provide students with practical platforms and entrepreneurial resources, help students turn innovation achievements into entrepreneurial projects, and promote entrepreneurship to drive employment.

4. Development status of IEE

(1) IEE system is becoming more and more perfect.

With the increasing emphasis on IEE in universities, the IEE system in China is becoming more and more perfect. Universities generally set up entrepreneurship courses, and gradually formed a complete curriculum system. In addition, some universities have also established innovation and entrepreneurship universities, which have strengthened the professional construction of IEE.

(2) The forms of IEE are diversified

In the stage of developing IEE, universities are constantly exploring new forms of education. In addition to the traditional classroom teaching, innovation and entrepreneurship competition, entrepreneurship salon, entrepreneurship training and other forms have been introduced to enable students to have a deeper understanding of innovation and entrepreneurship practice.

(3) IEE resources are constantly enriched

In order to improve the quality of IEE, universities continue to enrich IEE resources. On the one hand, actively introduce entrepreneurs and investors with rich entrepreneurial experience as distinguished professor to provide students with more practical guidance on innovation and entrepreneurship; On the other hand, universities cooperate with enterprises, research institutes and other institutions to build innovation and entrepreneurship practice bases and sci & tech parks to provide students with a broader platform for innovation and entrepreneurship practice.

(4) Problems and challenges in IEE

However, there are still some problems and challenges in IEE in universities. First of all, the educational concept lags behind. Some universities lack advanced educational concepts and ideas in IEE, which cannot meet the needs of the new era. Secondly, there is a shortage of teachers. The lack of professional teachers with entrepreneurial experience and ability limits the in-depth growth of IEE. In addition, the curriculum is unreasonable. Some universities lack systematicness and scientificity in setting up entrepreneurship courses, which affects the quality of education. Finally, the practice platform is missing. Students need practical opportunities to exercise their innovative and entrepreneurial abilities, but at present, many universities lack corresponding practical platforms.

5. Strategies of developing IEE in universities in the new era

(1) update the educational concept and improve the IEE system.

In the new era, universities should update their educational concepts, take IEE as the core, and improve the educational system. First of all, we should establish an educational concept oriented to innovation and entrepreneurship, and run IEE through the whole stage of talent training. Secondly, we should establish a perfect curriculum system and give priority to cultivating students' innovative thinking, entrepreneurial awareness and entrepreneurial ability. Moreover, it is needed to integrate IEE into various disciplines in combination with professional characteristics to realize interdisciplinary exchanges and cooperation.

(2) Strengthen the construction of instructional staff and improve teachers' innovative and entrepreneurial ability.

Universities should strengthen the construction of instructional staff and improve teachers' innovative and entrepreneurial ability. On the one hand, it is needed to introduce teachers with entrepreneurial experience and entrepreneurial ability to serve as lecturers of entrepreneurship courses and provide targeted guidance to students. On the other hand, teachers should be encouraged to participate in the practice of IEE, and their practical ability and innovative consciousness should be improved. In addition, entrepreneurs and investors can be hired as distinguished professor to provide students with more practical guidance on IEE.

(3) Deepening curriculum reform

Universities should deepen curriculum reform and give priority to cultivating students' innovative thinking and entrepreneurial ability. In the course setting, we should give priority to systematicness and scientificity, and increase the proportion of practical courses and project courses.

In teaching methods, we should adopt diversified teaching methods, such as case analysis, group discussion, role-playing, etc., to stimulate students' interest in learning and creativity. Moreover, we should give priority to the cooperation with enterprises and research institutes to jointly develop courses and projects to improve the practicality and pertinence of courses. See Figure 1 for the IEE system of universities.

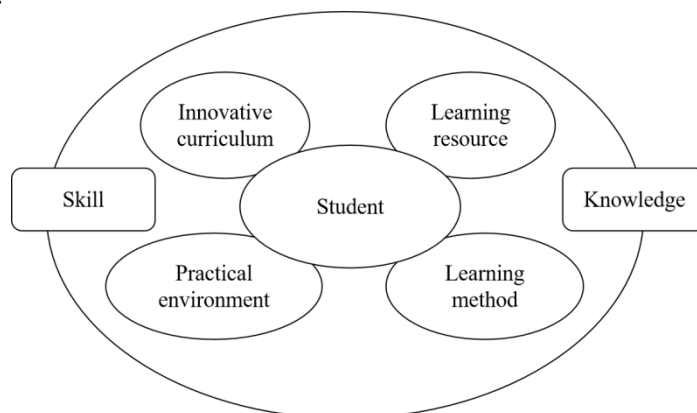


Figure 1 IEE system in universities

(4) Strengthen the construction of practice platform.

Universities should strengthen the construction of practice platform to provide students with a broader space for entrepreneurship. On the one hand, practice bases or science parks can be established in schools to provide practice places and equipment for students. On the other hand, we can cooperate with enterprises, research institutes and other institutions to build a practice base or an integrated platform in Industry-University-Research, so as to provide students with practical opportunities closer to reality. In addition, students can be organized to participate in entrepreneurship competitions, entrepreneurship salons and other activities to improve their practical ability and innovation awareness.

(5) Establish a diversified assessment mechanism.

In order to ensure the quality and effect of IEE, universities should establish a diversified assessment mechanism to promote the continuous improvement of IEE. In the assessment content, we should give priority to the cultivation and improvement of students' innovative thinking, entrepreneurial awareness and entrepreneurial ability. In terms of assessment methods, we should adopt a combination of various assessment methods, such as questionnaire survey, field investigation and project assessment. In terms of assessment criteria, we should give priority to the principle of combining quantitative and qualitative assessment and establish a scientific assessment index system. In addition, the assessment results should be fed back to teachers and students in time, so as to adjust and improve teaching strategies and programs in time. See Figure 2 for the IEE assessment system.

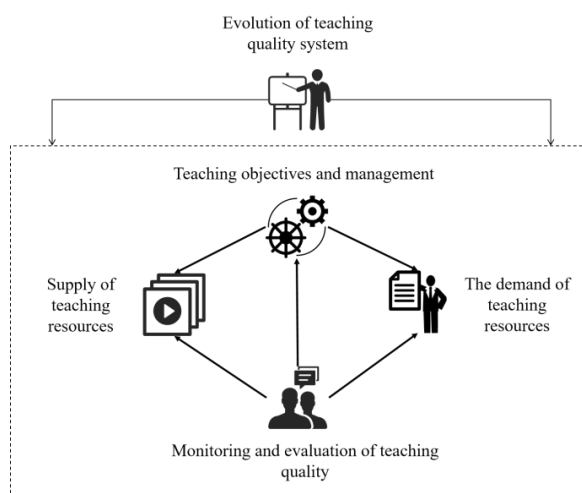


Figure 2 IEE assessment system

6. Conclusions

In the new era, developing IEE in universities is one of the important ways to cultivate high-quality talents. This article discusses IEE from three aspects: the overview, the development status and the strategies of developing IEE in universities in the new era. Through the in-depth understanding of IEE and the analysis of its present situation, this article puts forward a series of strategies and suggestions for developing IEE in universities in the new era. These strategies include renewing educational ideas, strengthening the construction of instructional staff, deepening curriculum reform, strengthening the construction of practice platform, perfecting policy support system and establishing diversified assessment mechanism. It is hoped that through the implementation of these measures, the continuous improvement and growth of IEE in universities will be promoted.

Acknowledgements

Specialized Research Focus on Ideological and Political Work in Philosophy and Social Sciences in Jiangsu Colleges and Universities:"Enhancing the Competence and Efficacy of Academic Advisors in Jiangsu Higher Education Institutions in the Contemporary Era"

Research Theme Addressing Higher Education Teaching Reform in Jiangsu Province:"Strategies for Strengthening the Pedagogical and Entrepreneurial Pedagogy Competence of Academic Advisors in Higher Vocational Colleges Amidst the Pursuit of High-Quality Development"

References

- [1] Ryoma A, Ratten V, Ferreira J J. Book review Sport Entrepreneurship and Innovation[J]. *International Small Business Journal*, 2018, 36(2):242-243.
- [2] Ionescu G H, Firoiu D, Prvu R, et al. The Potential for Innovation and Entrepreneurship in EU Countries in the Context of Sustainable Development[J]. *Sustainability*, 2020, 12(18):7250.
- [3] Xie G. The goal, principle and path optimization of innovation and entrepreneurship education for university students [J]. *Science and Education Guide*, 2018, No.325(01):165-166.
- [4] Gao D. High-level university innovation and entrepreneurship education ecosystem construction and enlightenment [J]. *Intelligence*, 2018(8):1.
- [5] Wang W, Wang N. Analysis of the new mode of innovation and entrepreneurship education for university students under the background of "internet plus" [J]. *Fashion of Tomorrow*, 2018(14):1.
- [6] Qing L. Research and practice of innovation and entrepreneurship education system management of private university students [J]. *Industry and Technology Forum*, 2018, 17(3):2.
- [7] Fu B, Su Q, Ni M, et al. Problems and Countermeasures of College Students' Innovation and Entrepreneurship Education [J]. *China Metallurgical Education*, 2018(4): 105-107.
- [8] Yuan B. Research on innovation and entrepreneurship education of hearing-impaired university students under the supply-side reform [J]. *Charming China*. 2020,(7):376-377.
- [9] Li D. On the innovation and entrepreneurship education reform of university students [J]. *Shan Haijing: Education Frontier*, 2020(6):1.