

Research on the Integrated Development of Innovation and Entrepreneurship Education for College Students in the Era of Mass Entrepreneurship and Innovation

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Abstract: under the Background of “the Era of Mass Entrepreneurship and Innovation”, the Innovation and Entrepreneurship Education of College Students Has Been Highly Valued by Universities and the Government, But in the Process of Development, There Are Still Some Outstanding Problems, Such as the Imperfect Management System, the Incomplete Curriculum, the Unreasonable Allocation of Teachers, the Lack of Cultural Atmosphere, and the Imperfect Collaborative Innovation Platform. in Order to Improve the Quality of Innovation and Entrepreneurship Education for College Students, This Paper Studies How to Improve the Management System, Complete the Curriculum System, Strengthen the Construction of Teachers, Create a Cultural Atmosphere and Improve the Collaborative Innovation Platform.

1. Introduction

In 2014, Premier Li Keqiang Proposed “Mass Entrepreneurship and Innovation”. the Promotion of Policies Makes Innovation and Entrepreneurship Education Become One of the Important Goals of Higher Education, and Its Importance is Highlighted. in the New Era, Innovation and Development is the Driving Force of Historical Progress and the Key to the Development of the Times. It is the First of Five Development Ideas Put Forward by General Secretary Xi Jinping[1]. to Implement Innovation and Development, We Must Attach Importance to the Education of Innovation and Entrepreneurship of College Students, Improve the Level of Innovation and Entrepreneurship, and Improve the Quality of Innovation and Entrepreneurship, So That It Can Truly Provide Vitality for the Country's Innovation Driven Development. in the Process of Innovation and Entrepreneurship of College Students, There Are Still Many Areas That Need to Be Improved. How to Improve the Quality and Further Release the Vitality of Innovation and Entrepreneurship under the Background of “the Era of Mass Entrepreneurship and Innovation” is an Important and Urgent Issue.

2. The Problems of Innovation and Entrepreneurship Education of College Students in the Background of “the Era of Mass Entrepreneurship and Innovation”

There are still some outstanding problems in the innovation and entrepreneurship education of college students, such as the imperfect management system, the incomplete curriculum, the unreasonable allocation of teachers, the lack of cultural atmosphere and the imperfect collaborative innovation platform.

2.1 Imperfect Management System

The management level is not perfect, and its work is managed by different departments. Different functional departments such as the school Youth League Committee, the student work department, the science and Technology Department, the educational administration department, and the employment guidance center are respectively responsible for different tasks[2]. There is a

phenomenon of “multi leader”, which cannot be organically integrated with the traditional management system of teaching and education, and a complete education management system has not been formed, so it is difficult to improve education. The effectiveness of the work has greatly wasted the national innovation and entrepreneurship resources.

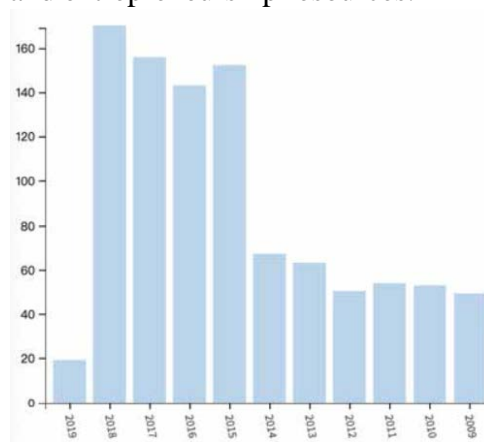


Fig.1 Research Trend of Entrepreneurial Ability of Web of Science Core Database

2.2 Incomplete Education Curriculum

Despite the rapid development of innovation and entrepreneurship education in Colleges and universities, it is still an old education mode with classroom teaching as the main form, teaching materials as the carrier and teachers as the main body. There are only a few related theoretical courses, which are lack of systematicness and scientificity[3]. There are few or no practical courses, which have not formed a complete curriculum system and can not support the knowledge structure required by students. Some schools have set up practical courses, but they have separated the practical science and technology from the reality, which makes the innovation and entrepreneurship education too much formality, and the college students can't realize the real fun of entrepreneurship.

2.3 Unreasonable Allocation of Teachers

Although colleges and universities have built up a team of innovative and entrepreneurial teachers, they are short of “double type” teachers, teachers who combine theory with practice[4]. Most of them are counselors, ideological and political theory teachers or economic management teachers. They have not received professional training, have a narrow professional scope, lack of successful entrepreneurial practice experience, and teaching is on paper, not for entrepreneurship. It is very difficult for college students to provide timely, accurate and effective entrepreneurial guidance, which has become an important factor restricting the development of innovation and entrepreneurship education [5].

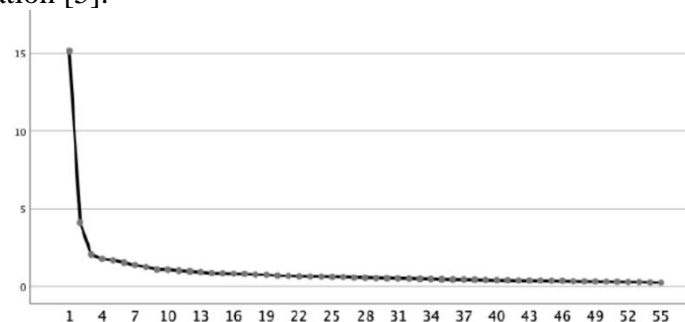


Fig.2 Internal Driving Force of Innovation and Entrepreneurship

2.4 Low Cultural Atmosphere

Many colleges and universities think that the cultural atmosphere of innovation and entrepreneurship can be formed in schools by offering students several courses and holding several entrepreneurship competitions. There are misunderstandings in the understanding of this view. This

kind of formal education is only blind and has no power[6]. Colleges and universities have not changed the criteria for evaluating students' academic performance under the examination oriented education system. Students only take the participation in innovation and entrepreneurship education as a supplement for credit and passively accept it. As for what they have learned and how the effect is, they do not pay much attention to it[7]. As a result, the motivation of students' participation is not strong and the atmosphere of innovation and entrepreneurship education is difficult to form in Colleges and universities.

2.5 Imperfect Collaborative Innovation Platform

Innovation and entrepreneurship education has been vigorously advocated by the government, but the current system is not perfect, lack of collaborative ecological mechanism, just a form of education in Colleges and universities, unable to achieve real innovation. The formation of collaborative innovation platform needs the participation of government, universities and enterprises. The government should play the role of overall planning and coordination manager, and build a collaborative innovation platform. However, the current government's leading role is not fully played, the function is absent, the overall planning is not in place and the coordination role is missing, which makes the innovation platform difficult to play its role, and there are problems such as formalization and utilitarianism, which cannot achieve mutual benefit and win-win results, and finally make the collaborative platform have its own name. Colleges and universities only focus on the school, provide training conditions for students in the school, do not rely on the platform provided by the government to train students, can not form a good environment of mutual influence and promotion with the outside world, which greatly restricts its development[8]. Enterprises want college students to participate in innovation and entrepreneurship, but they don't know how to guide college students to participate. It's just a good idea whether there is a project for college students to participate in innovation.

3. Countermeasures to Improve the Quality of Innovation and Entrepreneurship Education of College Students under the Background of “Mass Entrepreneurship and Innovation Era”

3.1 Is to Improve the Management System

Colleges and universities should actively respond to national policies, change the situation of multi management, independent management, single combat and information isolation in the past, establish innovation and entrepreneurship colleges, and integrate different functional departments such as the Youth League Committee, student work department, science and Technology Department, academic affairs department, employment guidance center, etc[9]. in the past, all of them are under the jurisdiction of innovation and entrepreneurship colleges At the same time, the project of the innovation training center of the university is also under the jurisdiction of the innovation and entrepreneurship college, making full use of the resources inside and outside the university to build an open and shared public experiment platform of the whole university and lay a foundation for it.

3.2 Is to Improve the Curriculum System

Innovation and entrepreneurship education can not be separated from the perfect education curriculum, it must be scientific. That's what the student theory must tell me. Then, the innovative students' awareness, the possibility of their innovation being activated, the improvement of their innovative technology, innovative quality, and the enhancement of a wide range of practical activities must be. Innovation and entrepreneurship education is not a simple curriculum, but a curriculum system including theoretical curriculum, activity curriculum and practice curriculum. The construction of curriculum system should be progressive, organic, scientific and reasonable. As for theoretical courses, there are not only “the basis of entrepreneurship”, but also public compulsory courses such as “disciplinary frontier”, “innovative strategic thinking”, “entrepreneurship management”, “entrepreneurship economic law”, “entrepreneurship and practice”.

The method of “creative thinking and innovation” is “the leadership ability of public utilities and innovation”, which aims to train “the training of entrepreneurs”, “critical thinking and research methods”, “venture capital”, “marketing and market research technology of entrepreneurship”, “business negotiation and sales technology” and the selection of other public places. Compulsory courses, public subjects, professional compulsory subjects, professional subjects, practice routes, and lectures of many experts. Theoretical education stimulates the consciousness of innovation and entrepreneurship, strengthens the spirit of innovation and entrepreneurship, internalizes the entrepreneurship of innovation and entrepreneurship. Pay attention to the training of students' individual needs for various forms of student internship practice, entrepreneurs forum, entrepreneurs community activities, entrepreneurs training, entrepreneurs salon and other activities. Different occupations and different grades. Competition mechanism, entrepreneurship incubation, etc., guide students to form a team, and transform it into practical activities for students to join in credit, so as to enrich the education curriculum system. Innovation and entrepreneurship practice course is an important extension of theoretical course. We should plan scientifically, guide actively and encourage students to participate in extracurricular innovation and entrepreneurship practice activities. The school has established an experimental platform, opened it to the public, an entrepreneur's Park, a manufacturer's studio, the construction of a manufacturer's shared space, and an innovation research institution on campus. For the students' entrepreneurs, for the construction of a combat platform, the tutors set up for the promotion. Please reward teachers to participate in research projects; prepare innovation training plans and student research projects; select a group of innovation teams to settle in the university student innovation training center and carry out innovative design activities, such as creative design. Scientific research and development, technical competition, “network +”, “cup of excellence” and other competitions, in order to realize the opportunity of full coverage, all students actively participate in school activities, in order to train, improve and improve the ability and entrepreneurship test through practical education.

3.3 To Strengthen the Construction of Teaching Staff

To build a full-time and part-time faculty with profound theoretical foundation and rich practical experience, universities need to start from the following aspects: first, they need to hire full-time teachers. Colleges and universities can't only rely on the fact that they are in France. They must set up professional teachers with entrepreneurial experience and practical experience to engage in teaching, activities and practical counseling. Second, it plays the main role of professional teachers in scientific research. Cultivate students' innovation awareness, enhance students' innovation ability, promote the innovation of entrepreneurship projects, and let professional teachers participate in scientific research activities. Once again, a team of entrepreneurs and teachers will be hired. Extracurricular tutoring will provide strong protection for college students, inviting them to host entrepreneurial salons, innovation, entrepreneurship lectures, visits and one-on-one consultation and other very practical activities. Finally, Graduate enterprises are introduced into the cultivation of innovative and entrepreneurial talents. Other gestures, influence, publicity, and excellent pure regeneration of the exchange activities of graduates, such as the interview of the student union, the lecture hall of graduates, the recruitment Expo of graduates' enterprises, have resonated with the charm of graduates, and the enthusiasm of students has been stimulated by innovation and entrepreneurship.

3.4 It is to Create an Educational and Cultural Atmosphere

It is necessary for each university to build its own campus culture and provide students with subtle influence, strong cultural influence and spiritual motivation. In order to create the spirit of innovation and entrepreneurship, universities need to build campus culture, guide students, stimulate motivation, and improve the quality of education. We should advocate the spirit of innovation and entrepreneurship, and create a campus culture that encourages education. First, universities and colleges should sort out top-level design scientifically so that it can coordinate and coordinate various elements. For the evaluation system of students and teachers, and established that their reward is a guide for in-depth innovation and implementation of entrepreneurship

education. Fourth, the use of the school's display window, radio, slogan, and campus network and other media to develop an atmosphere of innovation and entrepreneurship. Fifth, maximize the role of student groups, promote local active participation in innovation and entrepreneurship, and actively Participate in practical activities and promote the construction of innovation and entrepreneurship culture on campus.

4. Conclusion

Innovation and entrepreneurship education for college students is an important part of quality education in China. The party and the state are very important to it and have put forward a series of policies. We should build a platform society, a school society and a school-based education system, and constantly improve the quality of innovation and entrepreneurship education for college students.

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