

A Study on the Development of Innovative and Entrepreneurial Talents in Colleges and Universities

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Abstract: in Recent Years, the Concept of “Mass Entrepreneurship and Innovation” Has Been Gradually Rooted in the Talent Training System of Higher Education, But in the Practical Work, the Quality of Mass Entrepreneurship and Innovation Talent Training Needs to Be Further Improved, Mainly Due to the Docking between Schools and Enterprises, the Construction of Innovation and Entrepreneurship Platform, the Construction of Teaching Staff, Etc. in View of These Problems, This Paper Puts Forward Orderly Promotion, Joint Efforts to Promote School Enterprise Cooperation, Plus in Order to Provide Support for Further Improving the Quality of Talent Training, We Need to Strengthen the Construction of Innovation and Entrepreneurship Platform and Innovative Teachers.

1. Introduction

“Mass Entrepreneurship and Innovation” Has Become a Distinct Theme of the Times. in 2015, Gbf No. 36 Put Forward Operational Guidance on the Construction of Innovation and Entrepreneurship Talent Training System in Colleges and Universities, So It is Urgent to Promote and Deepen Innovation and Entrepreneurship Education. Many Colleges and Universities in Guangxi Have Set Up Innovation and Entrepreneurship Education Colleges, and Put Innovation and Entrepreneurship Education Module into the Talent Training Program. However, There Are a Series of Problems in the Actual Implementation, Mainly Including: the Speed of Promotion in Colleges and Universities, the Policy of Supporting Innovation and Entrepreneurship in Colleges and Universities to Be Improved, the Support of the Autonomous Region for the Construction of Innovation and Entrepreneurship Teachers to Be Increased, the Lack of Docking between Schools and Enterprises, Industries, and the Lack of Innovation and Entrepreneurship Service Platform in Schools. in View of These Problems, the Following Countermeasures and Suggestions Are Put Forward.

2. Innovation and Entrepreneurship Education Should Be Promoted Orderly

Innovation and entrepreneurship education is not only a concept, but also a long-term accumulation. All colleges and universities should pay more attention to effectiveness while paying attention to form support. It needs to be steadily promoted by stages. On the premise that there is no guarantee for the teaching staff, hardware facilities and docking enterprises, it is not recommended to be reflected in the talent training program immediately, especially in the compulsory part of the talent training program. Innovation and entrepreneurship education is urgent, but not in place in one step.

3. Strengthen the Connection between Schools, Enterprises and Industries from Top to Bottom

At present, the cooperation and exchange between schools, enterprises and industries mostly rely on the scientific research cooperation of teachers themselves, which is far from enough for large-

scale promotion of innovation and entrepreneurship education, especially for local colleges and universities with relatively weak teachers. Although the internship and practice of students have been consciously arranged in the corresponding high-tech enterprises of the major, the willingness of enterprises to accept is not strong, and students have less opportunities to access to high-tech. Innovation and entrepreneurship education should be shared by schools, enterprises or industries. At present, students' innovation and entrepreneurship training programs and bases are managed and constructed by colleges and universities, with less integrated technology and poor effect. It can be considered to set up special funds for innovation and entrepreneurship in enterprises and build training platforms to support the innovation and entrepreneurship training of relevant professional students. Promoting school enterprise cooperation with policies is a kind of adjustment of resource supply structure. Through the construction of such platforms, it can improve the quality of talent training and promote the innovation ability of enterprises.

4. Build a Special Innovation and Entrepreneurship Training Platform

4.1 Colleges and Universities Build Their Own Training Platform for Entrepreneurship Education

Colleges and universities actively use funds from various sources, and each university has its own advantageous disciplines or specialties. These disciplines and specialties are the main ones to build their own education and training platform in a targeted and directional way. This kind of education and training platform is more characteristic, more in line with the school's development plan, and better provide students with a platform for entrepreneurship and training [1]. First of all, we should fully understand the desire and motivation of students' entrepreneurship, the obstacles of entrepreneurship, and then understand the structure and demand of the local economy, so as to provide directional guidance for students' entrepreneurship. At the same time, we should do a good job in the evaluation and examination of teachers' innovation and entrepreneurship ability, and choose teachers with outstanding innovation and entrepreneurship ability to guide students. In the process of building entrepreneurship education training platform, colleges and universities in the region should share their construction experience, help each other and compete friendly.

Table 1 Modularization of Employment and Entrepreneurship Courses for College Students

Chapter	Modular
Career planning	Self cognition
	Understanding the professional world
	Planning your career
Innovation and Entrepreneurship	Initial knowledge, innovation and Entrepreneurship
	Entrepreneurial preparation
	Entrepreneurial practice and development
employment guidance	See the employment situation clearly
	Learn the relevant laws
	Looking for a breakthrough in career development
	Quality development

4.2 Establishing the Practical Training Base of Entrepreneurship Education in Guangxi

Taking advantage of the resource advantages of the provincial capital city - the large scale and large number of excellent enterprises, a college students' entrepreneurship education training base is established in Nanning high tech Zone. Set up a special entrepreneurship guidance section, contact with excellent enterprises, and realize the harmonious connection between College Students' innovation and entrepreneurship and enterprise resources, so as to build a more operable innovation and entrepreneurship platform for college students with entrepreneurial dreams. At the same time, it provides policy guidance and consultation for college students' innovation and entrepreneurship, creates public service mode and entrepreneurial atmosphere for innovation and entrepreneurship, and optimizes the environment for innovation and entrepreneurship.

5. Construction of Innovative Teachers

The teaching staff is one of the basic conditions of innovation and entrepreneurship education. At present, the funding system for visiting colleges and universities in Guangxi is mostly limited to the academic research of some colleges and universities, and the funding support and platform construction for related enterprises and industries should be further strengthened. First of all, colleges and universities should introduce a series of policies to encourage and support entrepreneurship education, and employ experts or entrepreneurs to train teachers regularly in combination with the teaching content of entrepreneurship courses [2]. In line with the function of serving the local areas, we should guide teachers to change their ideas, establish new ideas of entrepreneurship education, and guide college students to better innovate and start businesses, so as to better serve the local economic development. In addition, we should make good use of the training platforms of autonomous regions, schools and enterprises to promote the construction of the teaching staff.

6. Adopt More Flexible Policies to Support College Teachers' Entrepreneurship

6.1 Government Level Policies

The state and local governments should strengthen the construction and management of the intellectual property market, improve and perfect the management mechanism of the transformation of scientific and technological achievements, speed up the pace of reform, and strive to endow colleges and universities with more management rights for the disposal of achievements. By changing the way of distribution of scientific and technological achievements, the transformation of scientific and technological achievements in Colleges and universities can be more inclined to teachers, so as to stimulate teachers' enthusiasm for entrepreneurship and improve The efficiency of scientific research and achievement transformation in Colleges and universities.

For the enterprises founded by the transformation of scientific and technological achievements of university teachers, especially the high-tech enterprises, the government should give greater preferential policies in combination with the local reality, strengthen the guidance of international market, avoid investment risks, and strengthen the assistance of market promotion and help enterprises grow better in view of the weakness of the enterprises founded by teachers, i.e. the weak ability of enterprise public relations[3].

Table 2 Teaching Content Arrangement of Employment and Entrepreneurship Course for College Students

Teaching model		Opening semester
Theoretical courses (online)	Test values, personalities, interests	
Know yourself		First semester
Choose a career path that suits you	Customized career planning	
Learning career planning theory		
Overview of innovation and Entrepreneurship		The third term
Understanding entrepreneurs and entrepreneurial teams		
Understanding entrepreneurial opportunities and business models	Write business plan	
Understanding entrepreneurial resources		
Make a business plan	Write cover letter and resume	
Start a new business	Mock interview	
Study and judge the employment situation	Ability training	
Mastering the skills of job application and examination	Write cover letter and resume	The fourth term

6.2 Policies At the University Level

As the direct leader and beneficiary of teachers' entrepreneurship, colleges and universities should change their ideas from leaders to service managers. In particular, teachers with outstanding scientific research ability and rich achievements should be encouraged and supported to start new

and high-tech enterprises[4]. In addition to the policy permission, it also needs the policy support. Colleges and universities use their own advantages to build a communication platform for entrepreneurial teachers, encourage entrepreneurs to exchange and learn from each other. In addition, they should pay attention to cultivating entrepreneurial culture, and create a good social atmosphere to encourage entrepreneurship and tolerate failure.

Although teachers have solid professional ability and rich professional background, they lack knowledge and practice of business management[5]. In view of the problems that entrepreneurs often encounter in the process of starting a business, colleges and universities should regularly hire entrepreneurs or relevant industry people to hold a series of lectures and trainings, so that entrepreneurial teachers can have in-depth exchanges with them and help teachers solve the difficulties encountered in the process of starting a business.

Performance evaluation and professional title evaluation are the contents that college teachers care about, and they are also the key points of personnel reform in Colleges and universities[6]. For entrepreneurial teachers, their performance evaluation and professional title evaluation should be linked with their contributions to the transformation of scientific and technological achievements. We should improve the incentive mechanism for teachers of science and technology entrepreneurship, give more support and rewards to teachers of colleges and universities to establish enterprises, and promote the integration of industry and education, so as to better realize the functions of colleges and Universities - to serve the society.

Formulate relevant policies and systems, not only to evaluate and assess the results, but also to pay attention to process management and evaluation, with both process assessment and result evaluation. Not only the outstanding teachers are commended and rewarded, but also the mentors who guide the innovation and entrepreneurship talents with outstanding practices are rewarded and encouraged to participate in the training of innovation and entrepreneurship talents.

7. The Importance of Cultivating Innovative and Entrepreneurial Talents for Economic Development in Colleges and Universities

7.1 Economic Transformation and Development Cannot Be Separated from the Selection and Training of Innovative and Entrepreneurial Talents

China is a socialist country with Chinese characteristics. The economic development of the new era requires China to realize the mode transformation as soon as possible. The traditional economic development mode at the cost of destroying the environment in the past has not met the requirements of the current era[7]. At the same time, China is trying to move closer to the high-tech industry and innovation industry, and even regard it as the pillar industry of China's economy. It is more important to take the road of independent innovation Pay more attention to the selection and innovation of talents, so as to realize the economic transformation and upgrading. The main body of the development of the socialist market economy in the new era is the enterprise[8]. Each enterprise undertakes the unshirkable responsibility in promoting the transformation and development of China's economy. Constantly improving the innovation ability and talent training of the enterprise can not only make the core competitiveness of the enterprise, but also promote the development of the overall strength of China's economy.

7.2 Innovative and Entrepreneurial Talents Can Inject New Vitality into Economic Development

Talent reserve is an important symbol to measure a country's comprehensive national strength, an important guarantee to enhance its international status, and the first resource index to promote China's economic development. As the largest developing country in the world, China must strengthen its talent pool if it wants to join the ranks of the world's powerful countries Training. To a large extent, the number of human resources determines the pace of economic development in China, and then affects the direction of economic development, road, competitiveness, sustainable development potential and economic benefits and many other factors. In the process of economic

development, talent training, as the first leading force, has been growing with the development of industrial cultivation, industrial transformation and upgrading, market development, and characteristic industries. At present, the competition in the global economic market is the competition of talents. Who has more talents, who can have more development space, talents have become the fundamental driving force of economic development. [9] talent is an important support for economic development, and it also needs the participation of many factors, such as capital, technology, market, resources, facilities construction, etc. How to train talents to establish a new talent training model has become a key development topic in Colleges and universities.

8. Conclusion

The core of higher education is the quality of personnel training. Talents with innovative thinking are the best embodiment of the quality of high-level personnel training. It is necessary for colleges and universities to integrate the idea of innovation and entrepreneurship into the talent training system. At the same time, we should realize that innovation and entrepreneurship education needs long-term adherence rather than one move, in-depth cooperation between schools and enterprises, and innovation policy support. Only in this way can we ensure that the training of innovative talents in Colleges and universities can be implemented and achieve the expected goals.

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