

The Research and Exploration of the Practice Mode of the University's Innovation and Entrepreneurship Education

Xiaofeng Niu

Zhengzhou Business University, Zhengzhou, China

Keywords: University education, Education model, Innovation and entrepreneurship

Abstract: The practice mode of innovation and entrepreneurship education for senior talents can effectively promote the improvement of talent ability and quality, and make it meet the actual needs of the current society. In this paper, based on the actual learning situation of College Students' innovation and entrepreneurship, the problems and practical teaching strategies of College Students' innovation and entrepreneurship teaching will be discussed, so as to promote the comprehensive ability of college students.

1. Introduction

To improve the comprehensive ability and literacy of talents in higher education is the main direction of talent training in the current society. Through the development of innovative entrepreneurship teaching, it can also effectively promote the economic growth and social progress of our country. Therefore, it is necessary to study and explore the practical mode of innovation and entrepreneurship education for college students, so as to further improve the effect of innovation and entrepreneurship teaching for college students.

2. The Significance of the University's Innovation and Entrepreneurship Teaching

Under the background of fierce social competition, it is necessary to ensure that the abilities of college students can meet the needs of society in all aspects after graduation. In the process of cultivating senior talents, it is necessary to apply innovative entrepreneurship education to realize the improvement of students' innovative thinking and entrepreneurial ability through the development of relevant courses, and to plan the key direction of innovative entrepreneurship teaching on the basis of social development and national demand, so that this new teaching concept can promote the comprehensive ability of talents in colleges and universities efficiently and reasonably [1]. However, in the process of development, we need to pay attention to the following two issues. First, the main goal of university innovation and entrepreneurship education is not to solve the employment problem, but to improve the comprehensive practical ability and innovation and entrepreneurship ability of college students; Second, in the process of developing innovation and entrepreneurship education for college students. It's not only limited to training college students, but also necessary to train college graduates who have good entrepreneurial ideas and want to improve their comprehensive quality and ability after graduation.

3. The Present Situation of Innovation and Entrepreneurship Education in Colleges and Universities

3.1 Single Education Model

At present, in the course of carrying out innovation and entrepreneurship education in our country, because the understanding of innovation and entrepreneurship is not perfect enough, the teaching mode is a single problem in the process of university innovation and entrepreneurship education. Moreover, there is no clear and adjustment of the orientation of innovation and entrepreneurship education, and although the development of innovation and entrepreneurship education in the school is emphasized, but the lack of mutual coordination between teaching system

and teaching mode, it also makes it difficult to guarantee the quality of innovation and entrepreneurship education.

3.2 Lack of Innovation in the Curriculum.

With the development of innovation and entrepreneurship education in universities, some problems can be found by analyzing the content of practical teaching. At present, in the process of university innovation and entrepreneurship teaching in our country, the curriculum design is too much reference to the design of foreign universities, to a certain extent, it is difficult to match the development and demand of our society, and lack of corresponding courses set up according to the actual situation of our country. At the same time, the curriculum development mode of university innovation and entrepreneurship education is still based on textbook teaching, and there is no corresponding practice and simulation training environment to consolidate the knowledge acquired by students in innovation and entrepreneurship teaching.

3.3 The Teacher's Strength is Not Enough

One of the most important problems in developing innovation and entrepreneurship education in China is the lack of high-quality classroom construction. The emergence of this problem is due to the fact that the innovation and entrepreneurship education in China is still in the process of continuous development and improvement. The training of professional teachers in university innovation and entrepreneurship education is not perfect, and there is a lack of accurate understanding of the content of university innovation and entrepreneurship teaching. As a result, in the process of developing the whole classroom, the classroom effect is difficult to guarantee, which hinders the improvement of students' innovation and entrepreneurship ability.

3.4 Lack of Atmosphere

In the process of carrying out the teaching of innovation and entrepreneurship in universities, it can be found that the atmosphere and intensity of innovation and entrepreneurship education are difficult to guarantee to a certain extent, and there is a lack of active publicity and support for innovation and entrepreneurship education among students. Moreover, this kind of situation will make it appear, such as students' participation is not high, learning enthusiasm is declining and so on, and even in more serious cases, students will skip classes, which seriously restricts the effective play of the role of university innovation and entrepreneurship teaching.

4. Practical Optimization Measures of Innovation and Entrepreneurship Teaching in Universities

4.1 Innovative Education Models

In the actual process of university innovation and entrepreneurship teaching, in the process of carrying out innovative entrepreneurship education model, in order to ensure the quality of classroom teaching, we need to complete the practice of university innovation and entrepreneurship teaching classroom model under the guidance of correct educational goals and theories [2]. For example, the course of innovation and entrepreneurship should be brought into the compulsory courses of university education, and the educational mode of lectures and elective classes should be changed in the traditional teaching of innovation and entrepreneurship in colleges and universities. At the same time, in the process of establishing a new model of innovation and entrepreneurship teaching curriculum, we can improve the overall teaching effect through the addition of special courses, and through innovation. Entrepreneurship teaching is brought into the management of credit system, so that students can realize the importance of participating in classroom teaching. For example, through the basic requirements of innovation and entrepreneurship teaching in universities in our country, to complete the addition and adjustment of classroom teaching materials, and on this basis, so that students can adjust classroom teaching methods according to their own differences in university majors, so that they can cultivate the practical experience ability of special innovation and entrepreneurship teaching from the perspective of their own professional disciplines. In

addition, when innovating the mode of innovation and entrepreneurship education, we should also pay attention to the adjustment of students' personal views, so that they can realize the importance of innovation and entrepreneurship education classroom. In order to avoid students from participating in the learning process of innovation and entrepreneurship, the learning attitude is not correct.

4.2 Design Quality Courses.

In the course of designing the high quality innovation and entrepreneurship education classroom, we should pay attention to the integration and adjustment between the design direction and the theoretical demand, and on this basis, complete the design of the curriculum content. At the same time, because the teaching of innovation and entrepreneurship in our country is in the stage of development and continuous improvement, it is inevitable to draw lessons from foreign advanced curriculum design, but in the process of drawing lessons, we should take the development of professional discipline and the demand of social development of our country as the core goal, adjust it so as to “take its essence and discard its dross “. In addition, the theory and practice cannot be realized in order to solve the problem. The question of unity. The practice and the theory teaching should be combined, the theoretical knowledge can be established through practice, and the practical effect can be guaranteed by using the theoretical knowledge. For example, it is possible to lead the students to carry out the simulation of venture capital, technology sales, project design and management, and so on in the innovative start-up teaching class in order to train the students' innovative consciousness and ability, and in this process, let the students gradually understand the current state of the current innovation and entrepreneurship in our country, Related policies and common problems during the start-up process. In this way, it is not only possible for students to understand the whole process of innovation and entrepreneurship through practice simulation activities, but also to make students aware of the creation of innovation It is necessary to have the accomplishment of the business activities, and to make the foundation clear its own development direction, and to improve the students' ability to innovate and entrepreneurship.

4.3 Strengthening the Construction of the Team

Using the construction of teaching staff to improve the conditions of innovative entrepreneurship education is an important work content in the development of practical ability of innovative entrepreneurship education in some colleges and universities at present. And as the key direction to solve the problem of innovation and entrepreneurship education ability in colleges and universities, it is necessary to organize innovative entrepreneurship teachers to study the theories and cases of different majors in the process of industry innovation practice according to the differences in innovation and entrepreneurship teaching of different majors in the process of teaching teachers, and on this basis, to realize the targeted innovation and entrepreneurship teaching and ensure the teaching effect. At the same time, colleges and universities should regularly organize teachers to participate in the relevant innovative and entrepreneurial teaching ability training. And communication activities, cultivate teachers' ability literacy, so that in the process of entrepreneurship guidance, it can help students understand and absorb knowledge more efficiently, strengthen the effect of classroom management, through their own in-depth study of innovation and entrepreneurship theory, to ensure that the development of the classroom can achieve a great improvement of students' innovative and entrepreneurial ability. In addition, colleges and universities at all levels can also regularly invite mentors with successful entrepreneurial experience to interact with students to teach students their entrepreneurial experience and perception. And in this process, colleges and universities should pay attention to this kind of communication and interaction with entrepreneurial talents as the core, which can not be regarded as the main content of innovative entrepreneurship teaching. It should exist in the form of auxiliary teaching, and the core of the final guarantee of the effect of innovative and entrepreneurial practice teaching is still the professional teaching staff.

4.4 Create a Learning Atmosphere

Through the construction of campus culture to create a good atmosphere of innovation and entrepreneurship, the effect of innovation and entrepreneurship education can be improved and consolidated [3]. Therefore, in the process of carrying out innovation and entrepreneurship education, colleges and universities at all levels need to strengthen publicity. By posting slogans, setting up billboards and other ways, students can realize the significance of participating in innovation and entrepreneurship. On this basis, carry out various special activities, actively organize students to participate in innovation and entrepreneurship practice activities, stimulate students' enthusiasm and enthusiasm to participate in innovation and entrepreneurship activities, and create a good innovation and entrepreneurship atmosphere. Moreover, schools and the government should also add We should invest heavily, set up a training base for innovative entrepreneurship education, improve the actual effect of students' participation in innovative entrepreneurial activities, and break through the limitations of traditional innovative entrepreneurial education practice activities, such as enterprise visits and training room simulation, on the transformation of students' innovative practical ability and entrepreneurial project achievements. And with the continuous practice of innovative entrepreneurship education model, colleges and universities should also pay attention to the guidance of innovative entrepreneurship for graduates. Taking the teaching of innovation and entrepreneurship in a university in Tianjin as an example, in order to strengthen the support for graduates to participate in innovation and entrepreneurship activities, a special innovation and entrepreneurship classroom has been set up according to the characteristics of graduates, According to the characteristics of graduates, a special innovation and entrepreneurship classroom has been set up, and a special fund has been set up to guide college students to start their own businesses after graduation. In addition, in the process of creating a learning atmosphere for innovation and entrepreneurship, publicity should also be carried out through campus network, WeChat public account, Microblog and other network platforms. Establish an online and offline publicity system to ensure the effectiveness of innovation and entrepreneurship atmosphere..

5. Conclusion

In summary, in order to promote the continuous optimization of university innovation and entrepreneurship model in the process of practice, it is necessary to understand the significance of carrying out university innovation and entrepreneurship. According to the problems existing in the innovation and entrepreneurship education of college students, such as the single education mode, the lack of innovation in the curriculum, the shortage of teachers, the lack of atmosphere construction and so on, the corresponding targeted measures are taken to optimize, so that the effect of the university innovation and entrepreneurship education model can be brought into full play.

Acknowledgement

Research on the Sustainable Development Predicament and Path Innovation of Private Application-oriented Colleges in Henan Province.

References

- [1] Tan, Ding. (2019). Research and practice of University Innovation and Entrepreneurship Education Model. *Theoretical Research and practice of Innovation and Entrepreneurship*, vol. 2, no. 19, pp. 136-137.
- [2] Pang, Lan., Wang, Ying., Zhou, Jianwei., etc. (2019). Exploration and practice of the Integration of Innovation and Entrepreneurship Education and Professional Education: a case study of China University of Geosciences (Wuhan). *China Geology Education*, vol. 28, no. 03, pp. 5-8.
- [3] Li, Zheng. (2019). Exploration and practice of Innovation and Entrepreneurship Education in Colleges and Universities under the Mode of “one mind, three rings”. *Theoretical Research and practice of Innovation and Entrepreneurship*, vol. 2, no. 15, pp. 135-136.