

Construction of Innovation and Entrepreneurship Education System for Application-Oriented College Students

Bai Liang, Qin Wei

School of Information Engineering, Xi 'an University, Xi 'an, China

Keywords: application-oriented university innovation and entrepreneurship education

Abstract: this paper USES the methods of literature review, interview method and questionnaire research method, analyzing the applied professional education in college students' innovative entrepreneurship education in colleges and universities and innovation entrepreneurship education and the shortage of teachers in the separation problem, put forward the combination of traditional education and professional education, subjective education combined with interactive education and the principle of combining innovation concept and innovation practice and ideas, guide to build innovative undertaking taught three platform system of education.

1. Introduction

1.1 Definition of Application-Oriented Universities

The state council's "decision on accelerating the development of modern vocational education" calls application-oriented vocational education colleges and universities at the undergraduate level "application-oriented technical colleges and universities" or "application-oriented colleges and universities" for short.

The orientation of application-oriented universities is to "train applied talents for production, management, construction and service for regional social and economic development". Different from research-oriented universities, application-oriented universities have their own characteristics in talent training objectives, curriculum system construction, specialty setting, faculty allocation, teaching methods and training levels. Mainly reflected in: application, practicality, professional three aspects. That is, in the course system construction, professional setting, teacher construction and other aspects should reflect the application, pay attention to practical teaching, according to the economic and social development of professional setting.

1.2 Definition of Innovation and Entrepreneurship Education

Innovation and entrepreneurship education is the general name of innovation education and entrepreneurship education. Innovation education refers to the cultivation of innovative consciousness, spirit, thinking and innovation ability of an education; Entrepreneurship education refers to the education that cultivates various abilities required for enterprises and business activities. It is the education that transforms a simple job seeker into the creator of post and career.

Innovation and entrepreneurship education not only emphasizes the development of students' basic quality and innovative spirit, but also focuses on cultivating students' practical ability and innovative operation, enabling them to think independently, be good at discovering, proposing and solving problems, and master the basic skills and practical ability of entrepreneurship. This kind of education needs to combine theory with practice, classroom guidance with experience accumulation, mainly taking "innovation" as the core, and taking inspiration and orientation as the basic characteristics of teaching.

2. The Necessity of Innovation and Entrepreneurship Education in Application-Oriented Universities

Application-oriented colleges and universities were developed in the middle of the 20th century after western higher education entered the stage of popularization in order to meet the social

demand for high-level technical and skilled talents. Their characteristics are application-oriented, practical and professional, which are essentially consistent with the goal of innovation and entrepreneurship.

The innovation and entrepreneurship education in application-oriented universities is also an effective way to promote the employment and entrepreneurship of college students. The training goal of application-oriented universities is to cultivate high-level application-oriented talents who can serve the development of local economy and have professional knowledge. However, the development of local economy is characterized by small scale and flexibility, which requires the cultivation of talents with the awareness of independent discovery and problem solving, and mastering the basic skills of entrepreneurial practice.

3. Problems in Innovation and Entrepreneurship Education in Application-Oriented Universities

3.1 Lack of Innovative Ideas and Thinking, Weak Sense of Innovation and Entrepreneurship

At present, the innovation and entrepreneurship education system in application-oriented universities is not perfect enough, and there is no innovation and entrepreneurship education pattern with the linkage of students, schools and society.

Although initiated in recent years, led by the ministry of education and professional societies including the challenge, college students' entrepreneurship competition and all kinds of science and technology and professional competition is more, there are a lot of students and teachers actively involved in it, but these competition stimulation can often be phased, won honors at the end of the race with students, the teacher got the affirmation, these research often also is annulled, research the deep going of unsustainable and the short term, but students consciousness of teachers' innovative undertaking not endure, innovation for the sustainable development of entrepreneurship education is the lack of motivation.

3.2 Innovation and Entrepreneurship Education is Divorced from Professional Education, and Teachers Are Weak

In 2013, premier Likeqiang proposed “mass entrepreneurship and innovation”, making innovation and entrepreneurship education a strategic measure to improve the overall quality of the national economy and national competitiveness. In 2015, the general office of the state council issued the implementation opinions on deepening the reform of innovation and entrepreneurship education in institutions of higher learning (guo ban fa [2015] no. 36), clarifying the basic principles, principles and contents of innovation and entrepreneurship education in colleges and universities. Many colleges and universities have also realized the importance of innovation and entrepreneurship education, and have made great efforts to build a space for mass entrepreneurship and carry out innovation and entrepreneurship training, etc. However, most of them stay at the technical and operational level, and fail to fully integrate innovation and entrepreneurship education into the overall training program and education system, and professional teachers are relatively scarce.

Through visiting and investigation found that the college education worker awareness of innovative undertaking mostly just stay on the understanding of the “second classroom”, think that as long as to carry out the career planning course, organize students to participate in college students' innovative entrepreneurial projects, challenge cup and all kinds of disciplines such as entrepreneurship education is innovation and practice, in colleges and universities appeared with professional education as the core of “first class” with entrepreneurship and competition of science and technology as the core of “the second classroom”, lack of organic combination between them.

4. Design of Innovation and Entrepreneurship Education System in Application-Oriented Universities

4.1 Design Principles of Innovation and Entrepreneurship Education System in Application-Oriented Universities

4.1.1 Combination of Innovation and Entrepreneurship Education and Traditional Education System

The traditional education system includes general education and vocational education. The goal of general education is to cultivate people with all-round development of morality, intelligence, physique, beauty and labor. On the basis of the former, vocational education pays more attention to the cultivation of vocational skills. Innovation and entrepreneurship education focuses on “innovation awareness” and “entrepreneurship practice”.

After years of development, the traditional education system has become increasingly perfect and relatively complete. However, as a new educational concept, innovation and entrepreneurship education is not yet a complete system. However, it plays an important role in cultivating students' innovative spirit and entrepreneurial practice.

The school philosophy, characteristics and integrity of the traditional education system are highly complementary to each other. It is necessary to combine the traditional education system with the innovation and entrepreneurship education by using the existing school space, curriculum system and faculty.

4.1.2 Combination of Innovation Idea and Innovation Practice

Application-oriented colleges and universities are mainly positioned as local and application-oriented institutions serving the development of local economy. The development of local economy cannot be achieved without a large number of high-quality talents with pioneering spirit and innovative consciousness.

Innovation entrepreneurship education theory mainly in such aspects as education mode, teaching method reform and innovation, and cultivate the talents with creative thinking and innovative ideas, this is a collection of education target, education system for the integration of the concept of innovation system, in addition to want to have the innovation idea, also pay attention to the innovation practice and innovation concept is the core of creative education, it is also one of the primary difference between it and the traditional education mode, it is an extension of the quality education and development, therefore, innovation, entrepreneurship education is to succeed, must cultivate innovative ideas at the same time through the teaching stages in time to strengthen the connection of theory and practice, Develop students' comprehensive ability.

4.1.3 Combination of Subjectivity and Interactivity

Students are the main participants of innovation and entrepreneurship education, while teachers are the leaders of innovation and entrepreneurship and are responsible for guiding and encouraging students to actively participate in innovation education and entrepreneurship activities. Innovative undertaking education is the purpose of trying to make the students master professional knowledge, and reasonable use in the local economic development, therefore, the education system must take into account the students' perfect personality and improve the psychological, noble morality, this needs through the establishment of interactive content and ways to strengthen the relationship between teachers and students, take advantage of this contact teachers can all-sides, relatively equal education, inspiration and guide the students' creative thinking, set up innovative pioneering consciousness.

4.2 Module Analysis of Innovation and Entrepreneurship Education System Design in Application-Oriented Universities

4.2.1 Concept Guidance

Any education system requires scientific concept leading, innovative entrepreneurship education emphasizes students' independent innovation spirit and the basic quality, it is to guide students how

to properly use the understanding of the knowledge creativity and problem solving, realize the transition from exam-oriented education to quality education, from the reception learning to exploratory learning, transformation of employment education into innovatory education, the social demand oriented, cultivate students' innovation consciousness as the core, guide college students to entrepreneurship practice education concept.

4.2.2 Organizational Guarantee

The guarantee of organizational structure is the necessary condition of innovation and entrepreneurship education. General colleges and universities have the university students' employment guidance center or innovative entrepreneurial guidance center, these institutions in terms of college students' innovative undertaking there may be some help, but are often limited to split each other a few course or some specific activities organization, lack of system, in-depth research and organization, therefore, requires a higher level of specialized management institutions, to innovation entrepreneurship education courses system, cultural atmosphere, the security of funds, infrastructure and so on to form organic coordination and help.

4.2.3 Content Design

The content design of innovation and entrepreneurship education should follow the needs of market economy, strengthen the cultivation of students' innovation consciousness, ability and knowledge, the guidance of entrepreneurship practice, strategy and quality, and the arrangement of relevant courses.

Entrepreneurship is the test of wisdom and ability, not only need solid professional knowledge, also need extensive social humanities knowledge, in the training process for professional education, in addition to courses in management, innovation, entrepreneurial general outside, should also be some auxiliary courses, interdisciplinary, cross major courses, etc., to strengthen the students' comprehensive quality, to lay a good foundation for the college students' innovative entrepreneurial practice.

4.3 Construction and Operation of Innovation and Entrepreneurship Education System in Application-Oriented Universities

The construction and operation of innovation and entrepreneurship education system refers to how to effectively link innovation concept guidance, organizational service guarantee and educational content design in a reasonable way, so as to solve the problems encountered in innovation and entrepreneurship education, such as lagging innovation and entrepreneurship concept, weak consciousness, and disconnection between innovation and entrepreneurship education and professional education.

Three innovation and entrepreneurship education platforms, including theoretical learning platform, application skills platform and practical operation platform, are established to integrate traditional education, combine subject education with interactive education, and combine concept education with practical education, so as to improve the construction of innovation and entrepreneurship education system in application-oriented universities.

References

- [1] gao zhuangwei. Exploration and analysis of “Chinese dream” theme education into ideological and political education of college students [J]. Journal of liupanshui normal university, 2014.4,(31)
- [2] Chen chunli. Research on the path of integrating innovation and entrepreneurship education into ideological and political education in colleges and universities [J]. Party construction,2016.11,(253)