Research of Innovation and Entrepreneurship Education in Universities in the New Normal of China
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Abstract. College students’ Innovation and Entrepreneurship Education is not only the need of times, economic and social development, but also the trend and goal of higher education reform in China. However, nowadays there are still some problems in the implementation process of Innovation and Entrepreneurship Education in colleges and universities such as insufficient understanding, imperfection of education system, weak teachers, poor education atmosphere and so on. This article analyzes the above issues and proposes countermeasures and suggestions for improving innovation and entrepreneurship education in colleges and universities.

Introduction
At present, China's economic development has entered a new normal state. Economic growth has been changing from high speed to high speed. Economic structure shifts from factor driving and investment driving to innovation driven. As a representative of Chinese intellectuals, the development of college students' innovative spirit and entrepreneurial ability directly affects the development of Chinese economy and the realization of Chinese dream. In May 2010, the Ministry of education clearly pointed out that innovation and entrepreneurship education is a teaching idea and mode that is adapted to the needs of economic society and national development strategy. In January 2017, the document of the State Council stressed the importance of cultivating innovative entrepreneurship and ability in improving the quality of education. It can be seen that the state attaches great importance to the innovation and entrepreneurship education in colleges and universities. Promoting innovation and entrepreneurship education in colleges and universities is not only the need of adapting to the requirements of the times and promoting the development of China's economy and society, but also an important breakthrough point for solving the difficult employment of college students. It is also the direction and inevitable trend of the development of Chinese colleges and universities.

Current Situation and Existing Problems
Pay Attention to Innovation and Entrepreneurship Education is not Enough
After entering the University, a lot of college students' understanding of learning still stays in "the best of the study". They believe that learning the cultural curriculum, mastering the theoretical knowledge, getting high marks in the examination is the goal that the college students should pursue. Some teachers think that the students who start a business are not big enough, so they do not pay enough attention to the innovation and entrepreneurship education. The other teachers feel that the innovation and entrepreneurship education is how to teach students how to make money, too utilitarian. In the development of students’ training programs, some universities also neglect the cultivation of students' awareness of innovation and entrepreneurship. In the assessment of students, they focus more on the traditional indicators such as the students’ cultural curriculum and school
performance, and do not realize that innovation and entrepreneurship education can stimulate students to create new interests and excavate students' innovative potential. The promotion of students' comprehensive quality plays a very important role. Entrepreneurship education is only a part of career guidance for college graduates.

The Innovation and Entrepreneurship Education System is not Perfect

Firstly, at the level of innovation and entrepreneurship education theory system construction level, at present, the theoretical research in the field of innovation and entrepreneurship in Chinese academia is still in the exploratory stage. The systematic and complete theory of innovation and entrepreneurship has not been formed. Carry out a comprehensive and systematic guidance to the students. Secondly, in the setting of innovation and entrepreneurship curriculum system, although many colleges and universities have set up entrepreneurship courses, but there are many problems such as narrow coverage of the curriculum, low curriculum quality, less curriculum resources, and single class, and many colleges and universities are only taking the course as elective courses instead of compulsory courses, plus professors. Most of the teachers in new venture curriculum lack practical experience of venture capital, so it is difficult to get close to reality in teaching and carry out effective education. Finally, in the construction of innovation and entrepreneurship system, the main performance of college students' innovation and entrepreneurship is: organizing the theme forum, starting a training class, participating in the innovation and entrepreneurship competition and carrying out the practice activities, but because of the lag of the educational model, the teachers' innovative and entrepreneurial ability is insufficient, and the students' consciousness of innovation and entrepreneurship is not good. High, different educational content is basically a simple accumulation through a disorderly way, practical activities often flow in the form, students are difficult to integrate knowledge and skills, leading to the lack of application of students in Colleges and universities, the theoretical knowledge in the school is difficult to link with the actual work.

Current Teachers of Innovation and Entrepreneurship are not Enough

China's education reform is still at a stage of transformation. Most colleges and universities have not yet established a professional team of innovative and entrepreneurial teachers. At present, most of the teachers who undertake the task of innovative and entrepreneurial teaching are made up of the college counselors, the teachers of the employment guidance department and the teachers of the economic management specialty. In terms of the number of teachers, the current number of teachers can not meet the needs of innovation and entrepreneurship education, and colleges and universities have not yet built a special team of teachers responsible for innovation and entrepreneurship education. In terms of quality, most of these teachers do not receive professional knowledge and skills education, and the practical experience of innovation and entrepreneurship is relatively deficient, which makes them biased in the course of teaching, and can not carry out more professional and more effective practical guidance to students. Although some schools also introduce teachers from production enterprises, many of them have not experienced management or their own business, and they will not be able to guide students when they guide them.

The Atmosphere of Innovation and Entrepreneurship Education is Weak

A good atmosphere of entrepreneurship can improve college students' attention to innovation and entrepreneurship, improve college students' participation in innovative and entrepreneurial activities, and improve their enthusiasm for related aspects of learning. From the social level, despite these years, the state has invested a lot of manpower and financial resources to support the innovation and Entrepreneurship of college students. However, in the process of actual entrepreneurship, college students still meet the lack of start-up funds, social financing difficulties, limited use sites, inconveniences and discounts of policy implementation and so on. All kinds of difficulties, the whole society has not yet formed an effective support system for college students' innovation and entrepreneurship. From the campus level, most colleges and universities are not in place to promote the innovation and entrepreneurship education. The policy interpretation and financial support related to innovation and entrepreneurship is not enough, and the cases of success are too few.
Students lack sufficient understanding of innovation and entrepreneurship, fear that there is conflict between entrepreneurship and learning, plus entrepreneurship. The risk of College Students' innovation and entrepreneurship is not high, and the enthusiasm for innovation and entrepreneurship is relatively scarce.

Countermeasures and Suggestions

Promoting innovation and entrepreneurship education in a comprehensive way is not only an objective demand for the development of colleges and universities, but also an urgent requirement for the development of China's economy and society. The future development of science and technology, economy and society will largely depend on the achievements of innovation and Entrepreneurship of the younger generation. Aiming at a series of problems encountered by Chinese universities in the process of promoting innovation and entrepreneurship education, the following strategies are put forward.

Improve the Innovation and Entrepreneurship Education System

Colleges and universities should establish the subject position of innovation and entrepreneurship education, train students' innovative and entrepreneurial consciousness and ability as the core, adhere to the principle of combining theory with practice, reshape the training program of talents, reconstruct the curriculum system of innovation and entrepreneurship education, and focus on the creative and creative ability of students. In terms of curriculum content, we can integrate entrepreneurial theory curriculum, entrepreneurial activity curriculum and entrepreneurial practice curriculum organically. In terms of teaching methods, it is no longer confined to classroom teaching. It can be completed through extracurricular practice, discipline competition and entrepreneurial experience. In the form of teaching, teachers should guide teachers to consciously carry out the teaching forms of heuristic, discussion and case, and promote the teachers to integrate the international and domestic economic situation, the latest research results and practical experience into the classroom teaching, and stimulate the inspiration of innovation and entrepreneurship. At the same time, we can use the advantage of the Internet to establish an online open curriculum learning credit identification system, and establish a number of online open courses, such as video open, lesson, and micro courses for the content of innovative entrepreneurship education, for students to share online.

Strengthen the Construction of Teachers' Team

First of all, colleges and universities should provide teachers with more opportunities for further study and training, encourage innovative and entrepreneurial teachers to observe, inspect, exchange and study abroad, broaden the academic vision of teachers and improve their professional quality and teaching level. Secondly, colleges and universities should strengthen cooperation and exchange with enterprises and send teachers to enterprises regularly. Visit and study, encourage teachers to participate in the work of product innovation and process design, improve the understanding of the existing teachers in the practice of innovation and entrepreneurship; Thirdly, strengthen the construction of part-time teachers, use good social resources and alumni resources, invite social entrepreneurs, entrepreneurs or alumni of graduation. For the part-time teachers of the school, to teach the students the experience of entrepreneurship; Finally, strengthen the exchange and cooperation with other schools, the schools can learn from each other and learn from each other, and enrich the teachers' through the sharing of resources and the mutual employment of teachers.

Set up a Practical Platform for Innovation and Entrepreneurship

It is not enough to cultivate the creative thinking and entrepreneurial consciousness of college students only through theoretical education, and it must be transformed into innovative entrepreneurial ability through practical activities. On the one hand, colleges and universities can set up on campus experimental training platform to cultivate college students' professional skills. On the other hand, colleges and universities can set up an off campus business incubation base.
Through the practice of the science and Technology Industry Park, students can experience a large number of entrepreneurial cases personally and receive direct guidance from the business community, thus broadening their horizons, widening their ideas and stimulating the interest of innovation and entrepreneurship. At the same time, increase the cooperation with local government, carry out the cooperation of entrepreneurial incubation, innovation and entrepreneurship training, so that more students can participate in the activities of innovation and entrepreneurship, and improve the quality of innovation and entrepreneurship in practice.

Create a Creative and Entrepreneurial Atmosphere

If we want to better promote students' innovation and entrepreneurship activities, we need to create a strong atmosphere for innovation and entrepreneurship in campus and society. From the school level, the first is that colleges and universities can share innovation and entrepreneurship education through campus network, broadcasting station, bulletin board and WeChat public number. The second is to support college students to set up relevant innovation and entrepreneurship community, and give support to policy and fee, encourage students to carry out rich development. The colorful innovation and entrepreneurship theme activities and various innovative entrepreneurial competitions stimulate the enthusiasm of students to participate in innovation and entrepreneurship, mobilize their enthusiasm to participate in innovative and entrepreneurial activities. In addition, the school can cooperate with enterprises with high technological innovation or success, organize students to participate in these enterprises, and invite them to have a business venture. The experience of the enterprise big cafe to the school to carry out the exchange of experience, peer symposium, and other students to share their entrepreneurial stories, to stimulate the enthusiasm and enthusiasm of the students to innovate and start a business. From the social level, first of all, in view of the innovation and entrepreneurship education in colleges and universities, the government departments need to formulate practical policy support system, and ensure implementation in the form of legislation; secondly, increase the investment in innovation and entrepreneurship education. For example, the establishment of a "innovation venture fund", a tax relief for a company established by a college student, a subsidy, a pioneering help and a failure rescue system, etc., in addition, build a platform for innovation and entrepreneurship for college students, do a good job in support and service, and actively guide, encourage and organize the outstanding potential of social power investment. College Students' entrepreneurship project.

Conclusion

At present, China's economic development has entered a new normal state of stable growth. "Mass entrepreneurship and innovation" is an important task of the party and the state in the global work of economic and social development, and is also the expectation of the whole society and the requirements of the development of the times. The importance of innovation and entrepreneurship education in Colleges and universities can not only effectively solve the current problem of employment, but also help students achieve their own life value. Through the analysis of the current situation of the current development of Chinese colleges and universities, this paper puts forward practical and feasible measures, including improving the innovation and entrepreneurship education system, strengthening the construction of the teaching staff, building the platform for the creative and entrepreneurial practice of college students, and creating the atmosphere of innovation and Entrepreneurship, hoping to provide some reference for the development of innovation and innovation in Colleges and universities.

References


