Leading the New Normal by “Four Comprehensives” in Innovation and Entrepreneurship Education at Institutions of Higher Learning

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Abstract. The strategic blueprint of “four comprehensives” centrally embodies the strategic thought of the Party Central Committee for the governance of China since the 18th National Congress of the Communist Party of China. It is an important guideline for behavior for quickening construction of an innovative type country and promoting steady growth of economy to clearly understand the inexorable trend of reform in innovation and entrepreneurship education at institutions of higher learning, and lead the new normal in innovation and entrepreneurship education in institutions of higher learning under the instruction of “four comprehensives”.

Introduction
Since the 18th National Congress of the Communist Party of China, general secretary Xi Jinping successively put forward the strategic blueprint of “four comprehensives”, i.e., comprehensively building a moderately prosperous society, comprehensively deepening reform, comprehensively governing the country according to law and comprehensively enforcing strict party discipline, pointing out the direction for advancing in attaining new heights of socialism with Chinese characteristics. We deeply perceive that for promoting comprehensive reform of education in institutions of higher learning, we must learn and implement the strategic thought of “four comprehensives” in depth, that is the fundamental principle for deepening reform in innovation and entrepreneurship education at institutions of higher learning in the new era in an all-round way, and it is the political foundation for implementing the guiding principle of CPC for education and fulfilling the educational idea of cultivating people by strengthening moral education.

Reform of Innovation and Entrepreneurship Education at Institutions of Higher Learning
Important deployment is made for cultivating talents with innovation and entrepreneur in the 18th National Congress of the Communist Party of China, Ministry of Education and central committee of the League put forward explicit requirements for innovation and entrepreneurship education at institutions of higher learning for multiple times, in “Implementation idea about deepening reform on innovation and entrepreneurship education at institutions of higher learning” (called “implementation idea for short hereinafter) printed and issued by the General Office of the State Council in May, 2015, it was explicitly pointed out: we should “cultivating people foremost, improve the cultivation quality, take deepening of reform on innovation and entrepreneurship education at institutions of higher learning as the point of breakthrough for reform on higher education”.

Promoting Construction of an Innovative Type Country, Realizing the Strategic Deployment of “Chinese Dream”
Constructing an innovative type country is an significant strategy put forward by the Communist Party of China after comprehensively analyzing the development trend of world and the current historical stage of China, so as to be geared to future, and it is the objective for China to surely becoming an innovative type country in 2020. In the process of constructing an innovative type
country, institutions of higher learning play an important role. Institutions of higher learning take cultural inheritance and blazing new trails as the historical mission, take cultivating talents needed by our country as the objective, and it provides intelligence support for quickening reform on innovation and entrepreneurship education at institutions of higher learning, realizing “Chinese dream” of being rich and powerful. Therefore, it is necessary for adapting to social development to develop innovation and entrepreneurship education, establishing and perfecting innovation and entrepreneurship education system, and cultivating high quality specialized talents with innovative competence.

**Urgent Need for Promoting Economic Development**

Blazing new trails is the soul for a nation to make progress. It was explicitly pointed out in the 18th National Congress of the Communist Party of China: “scientific and technological innovation is the strategic support for improving social productive forces and overall national strength, and must be highly emphasized in the overall development of our country”. In the 21th century, the competition of comprehensive national strength is manifested in talent cultivation and knowledge reserve. Institution of higher learning is an important component of national innovation system. For cultivating the entrepreneurship ability of university students and realizing cultivation of talent, it is an important means to develop innovation and entrepreneurship education in institutions of higher learning, which is also the urgent need for improving national scientific and technological innovation and promoting economic development.

**Important Measure for Promoting Comprehensive Reform on Higher Education**

With rapid economic and social development of China, there is new change in national and social demand to talent, and the need to talents of scientific and technological innovation type is more urgent. Therefore, in reform of higher education, cultivating internationalized talents with innovation ability must be taken as the objective, so as to provide intelligence support for realizing “Chinese dream”. Vice-premier Liu Yandong of the State Council emphatically said at the meeting of working consultation committee for institutions of higher learning directly under Ministry of Education on July 21, 2014: the sense of mission and sense of responsibility for comprehensive reform of education in institutions of higher learning shall be strengthened, the path for developing socialist institutions of higher learning with Chinese characteristics shall be adopted, institutions of higher learning shall be reasonably oriented and distinctively developed, specialty structure shall be optimized and the employment and entrepreneurship ability of students shall be improved. Therefore, through strengthening innovation and entrepreneurship education at institutions of higher learning, cultivating the innovation and entrepreneurship ability of university students and improving the comprehensive quality of university students, comprehensive reform of higher education shall be quickened.

**Direct Motive Power for Alleviating Employment Pressure**

In the recent years, total number of college graduates has been increased by 200-300 thousand persons per year, but the employment rate of university students is not high. Difficulty in employment of college graduates is a hot spot commonly paid attention to by school, parent, society and nation. In the situation of difficult employment, the system of innovation and entrepreneurship education must be perfected, the reform on innovation and entrepreneurship education must be deepened, college graduates shall be supported and encouraged to autonomously start an undertaking and being flexibly employed, so as to provide opportunity and conditions for college graduates to be employed and start and undertaking, improve the employment rate of college graduates and promote social harmony and stability.

**Grasping the Orientation of Innovation and Entrepreneurship Education at Institutions of Higher Learning in Strategic Blueprint of “Four Comprehensives”**

Combined with actual circumstances, the strategic blueprint of “four comprehensives” is a
strategic thought with unique characteristics created by general secretary Xi Jinping in the Party Central Committee, and it is the fundamental strategy for governance of China. Rich connotation is included in “four comprehensives”. A moderately prosperous society shall be comprehensively built, so that economy is developed healthily in a sustained manner, the living standards of people is comprehensively improved, the people’s democracy is incessantly strengthened, soft strength of culture is remarkably enhanced, and foundation is laid for realizing modernization and rejuvenation of Chinese nation; reform shall be comprehensively deepened, socialism system with Chinese characteristics shall be perfected and developed, modernization of national governance system and governance capability shall be promoted; comprehensively governing the country according to law shall be promoted, socialist legal system with Chinese characteristics shall be constructed and a socialist country ruled by law shall be constructed; strict Party discipline shall be comprehensively enforced, the responsibility for tightening Party discipline shall be carried out, close combination of building Party by thought and running the Party by system shall be insisted on, and the Party’s advanced nature and purity shall be maintained and developed. Education at institution of higher learning provides intelligence guarantee for economic and social development, and innovation and entrepreneurship education at institutions of higher learning plays an important role in improving quality of talent cultivation and promoting reform on higher education. Therefore, innovation and entrepreneurship education at institutions of higher learning must actively adapt to the new situation of social development, actively serve the strategic blueprint of “four comprehensives”, innovation and entrepreneurship education shall be accurately positioned in realizing the two centenary objective and Chinese dream for great rejuvenation of Chinese nation, reform shall be deepened for comprehensive development, so as to indicate the direction for promoting innovation and entrepreneurship at institutions of higher learning.

Promoting New Measures in Innovation and Entrepreneurship at Institutions of Higher Learning by “Four Comprehensives”

The strategic blueprint of “four comprehensives” has great significance for each aspect of China, such as politics, economy and culture at present and in future, etc. Innovation and entrepreneurship education for university students must be around such a strategic blueprint, advance with the times in education notion, education system, education guarantee mechanism and social support, incessantly blaze new trails and develop.

Changing Education Notion by “Four Comprehensives”

The idea of innovation and entrepreneurship to advance with the times is the precondition for implementing innovation and entrepreneurship education at institutions of higher learning. Innovation and entrepreneurship education is the point of breakthrough for promoting the talent cultivation pattern at institutions of higher learning, it is the important path for promoting entrepreneurship and employment of college graduates, furthermore, it is the urgent need for quickening construction of an innovative type country. The imparting and accumulating of basic knowledge are emphasized in traditional notion of Chinese education, but the development and direction to creative thought of students were neglected, as a result, the thought of students was constrained and restricted. The cultivation of abilities and development of consciousness are stressed in innovation and entrepreneurship education, while students are grasping specialized knowledge, their creativity and new thought are also tapped, innovation and entrepreneurship education and specialized knowledge education are organically merged, so as to cultivate the creative thought and independent thinking ability of university students, enhance the creative spirit and entrepreneurship consciousness of university students, and cultivate compound talent for our country.

Constructing Education System by “Four Comprehensives”

Innovation and entrepreneurship education is a systematic engineering, by means of strengthening construction of teacher ranks, perfecting curriculum setting, establishing practice
platform and constructing cultural atmosphere, theory and practice shall be combined, system of innovation and entrepreneurship education shall be incessantly perfected, and the innovation and entrepreneurship ability as well as comprehensive quality of university students shall be cultivated.

**Strengthening Construction of Teacher Ranks.** For implementing innovation and entrepreneurship education at institutions of higher learning, the teacher ranks with idea of innovation and entrepreneurship education as well as corresponding specialized knowledge are crucial. Firstly, specialization of teacher ranks for innovation and entrepreneurship education shall be realized, and the teaching ability of teacher shall be improved. By means of qualification cultivation and accreditation as well as holding a post in enterprise for exercise, etc., their experience shall be accumulated and their specialized skills shall be improved. Secondly, through teaching activities of setting up curriculum, analog experiment and experiencing type teaching, etc., teachers shall inspire the enthusiasm of students to innovate and start an undertaking. Thirdly, entrepreneurs and experts shall be engaged to be tutors for innovation and entrepreneurship education, they shall periodically or irregularly deliver a lecture on special topic to students, so that students understand relevant laws and policy knowledge in depth.

**Perfecting Curriculum Setting.** Strengthening reform on innovation and entrepreneurship curriculum reform is an important loop for implementing innovation and entrepreneurship education at institutions of higher learning. Firstly, scientific and reasonable common basic courses with characteristics shall be set, so as to strengthen the innovation and entrepreneurship of university students. Secondly, the common selective courses based on subject features, specialized practice teaching requirement and employment demand shall be set, such as theory and practice of starting an undertaking, economics and law science, etc., so as to educate students with entrepreneurship knowledge and entrepreneurship ability. Thirdly, the evaluation system for innovation and entrepreneurship education shall be perfected, the teaching process and teaching effect shall be assessed, so as to promote incessant perfecting of innovation and entrepreneurship education courses.

**Establishing Practice Platform.** Excellent practice platform for innovation and entrepreneurship education is an important carrier for implementing innovation and entrepreneurship education at institutions of higher learning. Firstly, cooperation between school and enterprise shall be strengthened, and out-of-school practical training base shall be extended. Secondly, the effect of Youth League Committee, student union and mass organization at institution of higher learning shall be amply given scope to, students shall be encouraged and organized to develop various innovation and entrepreneurship contests. Thirdly, Internet shall be utilized to strengthen construction and sharing of experiment teaching resources, and extensively put up the service platform for practice and practical training. The innovation practice ability of students can be improved in abundant practice activities, and the entrepreneurship quality of university students can be cultivated.

**Constructing Cultural Atmosphere.** Dense atmosphere of campus culture is the external environment for implementing innovation and entrepreneurship education at institutions of higher learning. Innovation and entrepreneurship education shall be put into construction of campus culture, and by means of school history and school circumstance as well as knowledge competition and student activity, etc., students can feel the atmosphere for starting an undertaking.

**Perfecting Education Guarantee Mechanism by “Four Comprehensive”**

The education guarantee mechanism for innovation and entrepreneurship at institutions of higher learning shall be perfected, and that is the material guarantee for sustained and healthy development of innovation and entrepreneurship education.

**Perfecting the Policy System for Innovation and Entrepreneurship.** In order to better promote employment of university students, improve the innovation and entrepreneurship ability of university students, increase the successful rate of starting an undertaking, a set of systematic and feasible favorable policies for starting an undertaking by university students need to be formulated by the central government and local government, so as to form the important guarantee for
promoting innovation and entrepreneurship practice. On the one hand, propaganda for innovation and entrepreneurship shall be strengthened, so that university students understand the favorable policies on tax reduction and exemption for innovation and entrepreneurship in depth, etc., help the students who have innovation and entrepreneurship idea to smoothly start an undertaking. On the other hand, the input to innovation and entrepreneurship at institution of higher learning shall be increased, so as to provide powerful support for innovation and entrepreneurship education of university students.

**Raising Innovation and Entrepreneurship Fund through Multiple Channels.** Fund is the necessary resource for innovation and entrepreneurship education practice for university students. Firstly, through setting financial special item fund, the fund input to innovation and entrepreneurship by university students shall be strengthened. Secondly, through perfecting bank credit system, the guarantee system for innovation and entrepreneurship by university students shall be perfected. Thirdly, through attracting folk capital and risk investment, various circles of society shall be sponsored for raising fund, so as to provide powerful material guarantee for developing innovation and entrepreneurship education on university students.

**Establishing Consultation Platform for Innovation and Entrepreneurship.** The consultation platform for innovation and entrepreneurship plays a leading role in the innovation and entrepreneurship education for university students. Through establishing specialized network station and consultation service center for innovation and entrepreneurship, the government and institution of higher learning should provide consultation service and training work for university students, meanwhile, policies on innovation and entrepreneurship for university students shall be issued in time, so as to realize sharing, and university students can enjoy quality service.

**Playing Role of Social Support by “Four Comprehensives”**

Innovation and entrepreneurship education could not be separated from excellent social atmosphere and social environment, and it could not be separated from social supporting and leading, therefore, it is very necessary to give scope to strength of the whole society for commonly perfecting innovation and entrepreneurship education in institution of higher learning.

**Strengthening Propaganda.** The propaganda for innovation and entrepreneurship education shall be strengthened, and the innovation and entrepreneurship of ability of university students shall be incessantly improved. Therefore, the work of propaganda shall be developed mainly in terms of public opinion from media and institutions of higher learning. Firstly, by means of publicizing innovation and entrepreneurship policies as well as explaining policies and typical deeds by public opinion from media, etc., university students shall be guided to go in for innovation and entrepreneurship activities. Secondly, through multiple channels at institutions of higher learning, such as college newspaper, propaganda board, lecture and contest of entrepreneurship knowledge, etc., students’ understanding to innovation and entrepreneurship knowledge and policy shall be deepened, and their consciousness of innovation and entrepreneurship shall be enhanced.

**Constructing Social Support System.** Common efforts from the whole society are needed for innovation and entrepreneurship education at institutions of higher learning. Therefore, only with the support from society, support from government, acceptance by enterprise and emphasis by institution of higher learning, excellent macroscopic social environment can be constructed for innovation and entrepreneurship education at institution of higher learning, so as to promote new development of innovation and entrepreneurship education at institution of higher learning.

As the instruction for behavior in reform and development in China and realizing Chinese dream for realizing the great rejuvenation of Chinese nation, the strategic blueprint of “four comprehensives” has distinctive features of the times. Strengthening innovation and entrepreneurship education for university students is the important means for realizing the strategy of cultivating creative talents, keeping stable economic growth and promoting employment. Therefore, the research on strategic blueprint of “four comprehensives” shall be included in the research scope of innovation and entrepreneurship education at institutions of higher learning, so that the spiritual essence of the strategic blueprint of “four comprehensives” is studied and
understood in depth by institutions of higher learning, the innovation and entrepreneurship education shall be led by the strategic blueprint of “four comprehensives”, so that higher level is achieved in the innovation and entrepreneurship education at institutions of higher learning.

References


