Tactic Analysis on Improving College Students’ Innovation and Entrepreneurship Education

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Abstract. At present, the employment problem of college students has become a widespread concern in society. To this end, the state proposed innovation and entrepreneurship education reform, and strive to ease the employment pressure to start a business, innovation and upgrading of national science and technology. This article analyzes the existing problems in the process of innovation and entrepreneurship education in colleges and universities in our country and puts forward some countermeasures to innovate and entrepreneurship education reform. The research results have certain reference value for promoting the innovation and entrepreneurship education reform in colleges and universities, improving the quality of innovative and entrepreneurship education for college students and exploring new modes of personnel training.

Introduction

Innovation and entrepreneurship education to cultivate pioneering thinking and entrepreneurial basic qualities of personnel as the goal [1]. Innovation and entrepreneurship education is not only to cultivate the innovative spirit of college students, entrepreneurship, practical ability of education, but also for the whole of society as a whole, for those who intend to start a business, has started a successful entrepreneurial individual, a phased level of innovation and the continuous improvement of entrepreneurial ability of education, its essence is a practical education. In recent years, as the number of university graduates in colleges and universities in our country increases year by year, the international economic development continues to be sluggish, the employment situation of domestic university students is becoming more and more serious, and the employment of university graduates becomes a problem of widespread concern in society. Innovation and entrepreneurship are not only a powerful impetus to development, but also a strong support for expanding employment. In recent years, various colleges and universities in China conscientiously implement the "Opinions on Vigorously Promoting Innovation and Entrepreneurship in Colleges and Universities and Undertaking Entrepreneurship by Undergraduates", and have done a great deal of work in the Innovation and entrepreneurship activities and made gratifying achievements. However, there are still many problems [2,3]. Therefore, it is of great practical significance to actively explore the problems existing in innovation and entrepreneurship education and to find the targeted coping strategies. It is of great practical significance for colleges and universities to carry out innovation and entrepreneurship education, improve the quality of innovation and entrepreneurship education and ease the employment of college students.

Problems in Innovation and Entrepreneurship Education in Colleges and Universities

Under the current situation of innovation and entrepreneurship education reform in colleges and universities and achievements made, there are still many problems in innovation and entrepreneurship education as well as in the integration and development with various professions.

Innovation and Entrepreneurship Education in a Single Form

At present, the attitude and orientation of most colleges and universities in our country to
"innovation and entrepreneurship education" are still in an ambiguous position. Treating "innovation and entrepreneurship education" only focuses on specialized disciplines and employment guidance, ignoring the essence of innovation and entrepreneurship.

Innovation and Entrepreneurship Education Teachers Are Weak

In recent years, the faculty of higher education in our country has made great improvement. However, the current shortage of teachers, low quality and uneven distribution are still one of the key issues restricting the development of "innovation and entrepreneurship education" in colleges and universities.

Most Colleges and Universities Pay Insufficient Attention to the Weak Support

Although colleges and universities have incorporated innovation and entrepreneurship education into student training programs, most of them are staying in the limited form of setting up some time-limited courses, inviting successful people to hold entrepreneurial lectures and organizing some innovation and entrepreneurship competitions, the original intention of full participation has not been realized. Although some colleges and universities have set up hatching centers and Public entrepreneurship space for innovation and entrepreneurship centers, they lack the support of large-scale enterprises and lack the atmosphere of real project carriers and entrepreneurship. In general, the main reason is that colleges and universities have paid insufficient attention to the following aspects: formalization is more and less substantive; more is said than done; less retreats are more pragmatic. In the teacher training, platform construction, financial security, policy support and other aspects of the lack of supporting mechanisms for research, part of the bureaucratic ideology is still strong in colleges and universities to pass the higher authorities assessment-based, ignoring the fundamental starting point for innovation and entrepreneurship education. Only required to do a little superior, flow in the form, simple to deal with. Thus, innovation and entrepreneurship education has not yet been highly valued and recognized by all decision-makers at universities.

Concept Behind

For innovation and entrepreneurship education, both colleges and universities, families and individuals, there are some misunderstandings, concepts behind. Colleges and universities have a general lack of understanding of the status, significance and requirements of innovation and entrepreneurship education, and there are some misunderstandings in their concepts: they equate entrepreneurship innovation education with employment guidance and entrepreneurship training; For the family, due to the relatively late establishment of the market economic system in our country as compared with the developed countries in the West, the influence of the traditional Chinese thinking in the minds of the people of our country's older generation, especially in the remote and backward areas. In the status quo, the traditional concept of "iron rice bowl" is deeply rooted in the hearts of the people so that people gradually lose their sense of adventure, innovative thinking and entrepreneurial awareness. This also enables our college students to be strangled by their own families when they start their entrepreneurial impulses. Individual subjective initiative is also an important reason, the main manifestations of lack of confidence, perseverance and mobility, lack of resilience, the face of setbacks easily give up. There are a small number of college students from the heart conflict venture, that entrepreneurship is in the absence of work cannot be done by the means, that entrepreneurship is not serious business. According to the McCarthy China University Students Employment Report, China's graduates' self-employment rate is 1/10 to 1/7 of the developed countries in Europe and the United States [4].

Lack of Integration of Innovation and Entrepreneurship Education and Professional Practice

Practice is the only test of truth. Similarly, practice is also the only test of educational achievement. However, at present, we are vigorously promoting the innovation and entrepreneurship education, there is still a lack of practical testing standards. Its outstanding performance is the lack of integration with professional education, resulting in a disconnect between theory and practice and a disconnect between education and society.
Countermeasures of Innovation and Entrepreneurship Education

Optimize Innovation and Entrepreneurship Education Curriculum System

The setting of innovation and entrepreneurship education curriculum should embody the student-centered concept, and set up a multi-level and three-dimensional curriculum system in accordance with the requirements of theory and practice. All professions should conscientiously study the integration of innovation and entrepreneurship education and professional education, incorporate innovation and entrepreneurship education into the system of professional personnel training, and rationally design the curriculum matrix. Innovation and entrepreneurship education curriculum should cultivate students' innovative spirit and entrepreneurial ability as the core, to guide students' enthusiasm for entrepreneurship, focusing on training their entrepreneurial theory and practical ability. On the theoretical level, one is to set up basic courses related to entrepreneurship, and the other is to set up courses in which innovation and entrepreneurship education and student professional education cross each other. At the practical level, one is to set up practical courses related to entrepreneurship, the other is to set up a specialized course. After teaching theoretical knowledge, combined with project-based teaching, increase the production case to explain in detail to enable students to master the project from the very beginning of the project to the completion of the project flow and operation mechanism. In this regard, Tsinghua University Institute of the trial is a good example[2]. Through entrepreneurial excellence classes continue to blaze a trail of innovation, offering courses such as venture capital and private equity, introduction of high-tech product marketing, establishment of enterprise projects and project management, it is very practical and significantly improves students' entrepreneurial enthusiasm.

Strengthen the Construction of Teacher's Strength

Innovation and entrepreneurship education cannot do without the guidance of high-level teachers. Before planning the development of innovative entrepreneurship and education, colleges and universities should first plan the construction of compound teachers. One is to hire "double-qualified" talents with high theoretical and practical abilities from the enterprises to take charge of the teaching of theoretical knowledge of innovation and entrepreneurship, which can arouse students' entrepreneurial enthusiasm[5]; The second is to attract professional teachers to enter the innovation and entrepreneurship education, is responsible for practical aspects of teaching; The third is to strengthen the co-construction with policy-making departments and enterprises. Through the mode of cooperation between schools and enterprises, government officials and business executives are regularly invited to set up courses for students to explain the latest policies and teach entrepreneurial experiences. At the same time, colleges and universities should base themselves on the construction of teachers 'strength in the long run, regularly organize teacher training or go to enterprises, and establish corresponding teacher encouragement mechanisms and assessment mechanisms, give more support to teachers in terms of policies and funds, and earnestly protect teachers' immediate interests, so that it can actively join innovation and entrepreneurship education reform.

Change the Concept of Innovation and Entrepreneurship in the Whole Society

Changing the concept of social entrepreneurship and implementing the concept of innovative education are the foundations and prerequisites for implementing innovation and entrepreneurship education. (a) School aspects. First of all, college administrators should fully understand the original intention and significance of national innovation and entrepreneurship education, attach great importance to the implementation of the innovation and entrepreneurship education reform from the leadership level, and wholeheartedly support the construction of innovation and entrepreneurship education. Second, colleges and universities should change their traditional educational concepts and student management methods to stimulate students' enthusiasm for innovation and entrepreneurship. Finally, the colleges and universities should sort out, perfect and innovate the methods and ideas of teaching methods, take the initiative as a positive attempt to overcome their own fear of difficulties arising from the hardware conditions, to assume the university social
responsibility. (b) Family aspects. As parents of students, they urgently need to update their ideas on innovation and entrepreneurship, break down the thought of "iron rice bowl", adapt themselves to the development of the new era, look at new things with a development perspective, and encourage and support their children to bravely start their own businesses and become the strong backing of their own children. At any time, dare to fight hard, not afraid of hardship, dare to meet the hardships ahead are the essential qualities of success. You know, even if the business is not successful, but individuals have been trained to improve their ability to work, learn to teamwork, mastered the management of the organization, with such a rich life experience, in the future to find a stable job is not difficult. (c) Personal aspects. Students should first accept the concept of innovation and entrepreneurship, consciously cultivate the sense of innovation and entrepreneurship; Second, individuals should establish a correct outlook on life and values. Abandon the existing hedonism in mind, secure the status quo, do not forge ahead thinking. Dare to take risks and have the courage to fight. Finally, we must also be good at hands-on work while actively learning basic theories and actively participate in work-study and start-up practices.

Strengthen Professional Practice

Practical ability and practical ability is an indispensable basic quality of innovative talents. Adequate practical experience is to stimulate students' innovative thinking and entrepreneurial motivation of the basic requirements, which also requires that we in the innovation and entrepreneurship and professional education in the integration of development should focus on strengthening hands-on ability and basic skills training, focusing on innovation and life, theory and theory Combination of practice. In addition to continue to do a good job in various innovation and entrepreneurship competitions, colleges and universities should also create all conditions for funding through various channels and set up various entrepreneurship practice platforms to provide opportunities for students to grow up. Israel is a very successful example in this regard. The whole country attaches great importance to the cultivation of innovative entrepreneurship, focusing on the combination of innovation and life reality, and the close integration of education with practice and social production. In the Middle East, where the natural environment was harsh, the mineral resources were scarce, and the enemy was besieged by the enemy, it took only a few decades to transform itself from a "small agricultural country" into a "science and technology powerhouse" 0.3% of the population has received 22% of the Nobel Prize for the amazing results [6].

Conclusion

To sum up, our country has entered a new era of social transformation, "public entrepreneurship and universal innovation". The demand for innovative, compound talents and original high-level technologies is more diverse, the requirements are more specific, the situation is more pressing. Innovation and entrepreneurship education has become the focus of education reform, the difficulties, but also a breakthrough point in education reform. As the main driving force of our livelihood development, social progress and technological breakthrough, higher education needs to recognize its historic mission, identify its role orientation, seize the opportunities of development, and overcome its own shortcomings in the current context of the times. With innovative spirit, entrepreneurial courage, create thinking, focus on innovation and entrepreneurship education reform, and actively crack the teaching and research institutions in the community and the needs of the industry out of line, to enhance China's technological competitiveness.

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