On the Strategic Path of Innovation and Entrepreneurship Education Serving Rural Revitalization in Higher Vocational Colleges

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Abstract. Higher vocational colleges carry out entrepreneurship and innovation education activities to serve the important subjects of Rural Revitalization Strategy. At present, there are deficiencies in innovation and entrepreneurship education in higher vocational colleges, which must be treated seriously, so as to explore the effective path to promote the effective integration of the two, not only to provide intellectual support for the smooth realization of Rural Revitalization Strategy, but also to provide college students with a good platform for employment and entrepreneurship.

1. Introduction

The innovation and entrepreneurship policy is the main source power for China to build a new engine of economic growth and an innovative country under the background of implementing innovation driven. The implementation of this policy has supported and fostered innovation and entrepreneurship groups with high-tech enterprises and start-ups as the main core, bringing a new look to the industry and economy. Innovation and entrepreneurship policies should cover all aspects of the economy and society, including the "three rural" aspects. Because the problem of agricultural and rural farmers is a fundamental issue related to the national economy and people's livelihood. The speed of agricultural development, the quality of rural construction and the level of farmers' income are related to the happiness of hundreds of millions of farmers in China. The "three rural" issue is related to the process of building a well-off society in an all-round way and the completion and quality of socialist modernization. Since the 18th National Congress of the Communist Party of China, General Secretary Xi Jinping has delivered a series of speeches with the theme of "three rural issues" and put forward a new strategy on this subject. Among them, the important exposition of "three rural" work is the best embodiment of the party's theoretical innovation of "three rural". The implementation of the strategy of Rural Revitalization is the inheritance and development of the party's policies on the work of "agriculture, rural areas and farmers", the general grasp of the work of "agriculture, rural areas and farmers" in the new era of socialism with Chinese characteristics, and the inevitable demand of solving the major contradictions in Chinese society and realizing the common prosperity of the people. In order to achieve the two centenary goals, it is necessary to implement the strategy of Rural Revitalization. At the Fourth Plenary Session of the 19th Central Committee of the Communist Party of China, it was put forward that "implementing the strategy of rural revitalization, improving the system and policy of giving priority to the development of agriculture and rural areas and ensuring the national food security, and improving the system and mechanism of urban-rural integration development", once again through the system, the focus and direction of the work of "agriculture, rural areas and farmers" were defined.

2. Government Promotes Entrepreneurship and Innovation in Higher Vocational Colleges

2.1 Provide Essential Elements for the Innovation and Entrepreneurship Activities of Higher Vocational Colleges

The relevant departments of the Chinese government provide relevant elements for innovation and
entrepreneurship activities, from talent training, technical support, financial support to infrastructure construction to vigorously support the development of innovation and entrepreneurship. The government sets up innovation and entrepreneurship guidance center and innovation and entrepreneurship education class in higher vocational colleges. Innovation and entrepreneurship education aims to cultivate innovative and entrepreneurial talents who meet the requirements of the new era, conform to the laws of education and have Chinese characteristics. Its connotation lies in improving the specifications of talent training, the core of which lies in the construction of innovative talent training mechanism. It adheres to the leadership of the party and actively integrates into the strategic development of higher education with the promotion of the three parties of "government leading, college promoting and society assisting". In combination with the construction of "double first class", the development of college connotation, the promotion of college types and characteristics, a large pattern of innovation and entrepreneurship reform and development will be formed. This not only promotes the close combination of cultivating talents with science and technology, economy and society, but also improves the service of college students to society.

2.2 Continuous Support and Concern for the Innovation and Entrepreneurship Activities of Higher Vocational Colleges

In order to continue to support and focus on the follow-up development of innovation and entrepreneurship activities, China's education department decided to implement the national level innovation and entrepreneurship training plan for college students during the 12th Five Year Plan period. Now in the wave of "Mass Entrepreneurship, Mass Innovation", the government, enterprises, colleges, incubation base units will select outstanding projects through "entrepreneurship competition" and other forms to support with funds and resources, so that enterprises in the early stage of entrepreneurship can get further development. In addition, the government has taken measures such as relaxing the operational barriers and trade regulations on innovative and start-up enterprises, and giving priority to the purchase of innovative and start-up enterprises' products, so as to realize the sound development of start-up enterprises.

3. The Significance of Innovation and Entrepreneurship Education in Higher Vocational Colleges Serving the Strategy of Rural Revitalization

Some experts pointed out that sharing economy is the general trend, sharing agriculture is worth looking forward to, and agriculture will become another outlet of sharing economy. Therefore, taking agriculture as the direction of entrepreneurial development for college students may make us redefine agriculture, farmers and rural e-commerce. The integration of innovation and Entrepreneurship of college students and Rural Revitalization Strategy is of great significance. The integration and sharing of rural resources through the Internet is equivalent to translating remote land into a downtown city, which can provide more jobs for the local. The cooperation between the two sides can not only provide agricultural technology, but also increase farmers' income and bring agricultural value-added benefits. It not only reduces the risk of operation, but also solves the problem of unsalable agricultural products caused by the inaccurate positioning of farmers' market demand, the inadequate promotion and publicity, and the unobstructed circulation channels. It is not only conducive to the value promotion of rural areas, agriculture and farmers, but also conducive to industrial integration and coordinated development. Through the Internet of things, rural resources will be integrated and reset, so that rural resources can be used to the maximum extent, so that they can play the largest economic benefits. We will integrate the primary and tertiary industries, optimize the supply chain of agricultural products, balance supply and demand, and greatly enhance rural economic development. We will ease the imbalance between urban and rural areas and promote urban and rural development. As the "new engine" and "new kinetic energy" to realize the strategy of rural revitalization, innovation and
entrepreneurship is a good way for higher vocational students to realize their own value. Higher vocational colleges should actively respond to the new demands of the development of innovation and entrepreneurship education, build an open innovation and entrepreneurship education system based on the integration of innovation and entrepreneurship education and professional education, speed up the cultivation of college students with innovative spirit and the courage to commit to practice, and provide strong talent supply and intellectual support for the realization of Rural Revitalization Strategy, promote the implementation, generation and value realization of the Rural Revitalization Strategy.

4. The Current Situation and Realistic Predicament of Innovation and Entrepreneurship Education in Higher Vocational Colleges

4.1 There are Problems in the Innovation and Entrepreneurship Curriculum System and Support System

First of all, the innovation and entrepreneurship curriculum system is not perfect. From the perspective of the current situation of innovation and entrepreneurship education in higher vocational colleges, it is not difficult to find that although some colleges have set up innovation and entrepreneurship courses, the innovation and entrepreneurship education has not yet formed a scientific system. About 40% of students think that the innovation and entrepreneurship course is not very useful for future employment about 60% of students think that the teaching methods of teachers are not attractive. There are many problems in higher vocational colleges, such as the lag of innovation and entrepreneurship education idea and the single teaching method, which make innovation and entrepreneurship education become a paper talk. Secondly, the innovation and entrepreneurship education support system is fragmented. Higher vocational colleges do not comprehensively consider the establishment of innovation and entrepreneurship institutions, teacher planning, education content, curriculum, activity arrangement, training gradient, etc., which makes it difficult to form a working force; there is no innovation and entrepreneurship education ecosystem, and the support and services for innovation and entrepreneurship education are fragmented and arbitrary.

4.2 There is a Conflict between What Should be and What It is

At present, most of the teachers engaged in innovation and entrepreneurship education in higher vocational colleges are part-time teacher, mainly from the employment guidance department and student work department, which leads to the awkward situation that "a group of the most conservative teachers are carrying out the most bold innovation education for students". There are two main conflicts in the construction of innovative and entrepreneurship education teachers: on the one hand, the contradiction is between the actual supply and the actual demand. Although the innovation and entrepreneurship education in higher vocational colleges has been carried out vigorously, the training of teachers is still in a state of short supply and difficult to meet the actual needs. The reason for this phenomenon lies in that the current innovation and entrepreneurship education is still in the exploration and observation period. Most of the teachers in higher vocational colleges have obvious limitations in professional background, quality and ability, practical experience and other aspects, and have not formed a perfect top-level design and long-term system arrangement. On the other hand, the contradiction is between the closed source of teachers and the open demand. Innovation and entrepreneurship education requires teachers to have a high level of theory and rich practical experience, and requires college, enterprise, government and other personnel to cooperate with each other to form an open and interactive mechanism. However, in reality, due to the lack of practical experience and project operation experience, the innovation and entrepreneurship education teachers have a single teaching method and limited teaching skills, which makes it difficult to cultivate students' innovative thinking. At the same time, the closed source of teachers cannot meet the open demand of innovation and entrepreneurship education, which greatly affects the effectiveness of innovation and entrepreneurship education.
4.3 There are Cognitive Biases and Value Misreading in Higher Vocational Students' Innovation and Entrepreneurship Education

Many higher vocational students misread the value of innovation and entrepreneurship education as teaching students how to run a business and how to be a boss. They believe that innovation and entrepreneurship are the game of the rich and isolated from ordinary students. This misreading deviates from the core goal of innovation and entrepreneurship education based on the enlightenment of innovation consciousness, the promotion of innovation ability and the cultivation of innovative talents. At the same time, there are many problems in vocational college students, such as psychological self-confidence, interpersonal communication occlusion, and strong herd mentality. Vocational college students' attention is mostly focused on people and things around them. They are often not satisfied with the world around them. It is difficult to feel the innovation and entrepreneurship atmosphere of "Mass Entrepreneurship, Mass Innovation". In addition, vocational college students generally lack the ability to apply what they have learned, are used to receiving the knowledge from teachers in one way, and lack the confidence of unity of knowledge and practice, bold innovation and bold practice, which leads to being afraid of innovation, unable to innovate and unwilling to innovate. These factors lead to the fact that most of the entrepreneurial fields of vocational college students are concentrated in the low-end industries, with poor combination with the major, low survival rate, short duration of entrepreneurship, lack of venture capital and weak external support system.

5. The Realization Path of Innovation and Entrepreneurship Education in Higher Vocational Colleges Serving Rural Revitalization

According to the 2017 China higher vocational education quality annual report, 71% of vocational students' original families are farmers or migrant workers. The key path to implement the strategy of Rural Revitalization is the flow of factors and the integration of industries. At present, China's rural areas are undergoing profound changes. Under the background of Internet technology popularization, rural market-oriented reform, the rise of multi-functional demand for agriculture and abundant wind investment, vocational college students, as key elements, return to the countryside, take rural revitalization as the blueprint, deeply integrate their majors and industries, and achieve high personal and social values through innovation and entrepreneurship. The report of the 19th National Congress of the Communist Party of China emphasizes that it is a major policy orientation to adhere to the priority of agricultural and rural development and implement the strategy of Rural Revitalization. Under the new historical opportunity, rural innovation and entrepreneurship have a strong momentum. As a vast field of innovation and entrepreneurship, rural areas call for higher vocational students to achieve a career. Moreover, with the improvement of rural living standards, modern farmers urgently need to improve the ecological and cultural functional experience of education, science popularization, leisure and entertainment, health preservation, cultural creativity, etc.; rural modern industry urgently calls for the innovative and entrepreneurial practice of multiple modes of rural integrated tourism, culture, health care, education, leisure, etc. based on industrial penetration, industrial intersection and industrial restructuring.

5.1 We Should Build a Professional Teaching Platform Based Progressive Innovation and Entrepreneurship, Do a Good Job in Top-Level Design, Strengthen Teaching Supply, and Integrate Innovation and Entrepreneurship Education into the Whole Process of Talent Training

First of all, we should clarify ideas, do a good job in the top-level design of the first classroom, integrate compulsory courses and elective courses, and respond to the fundamental value of talent training in serving the National Rural Revitalization Strategy. We should bring innovation and entrepreneurship education into the talent training system, set up compulsory courses for innovation and entrepreneurship, consolidate students' professional knowledge, stimulate students' innovation
awareness and innovation potential; set up elective courses for innovation and entrepreneurship education and industrial policy, and make students understand innovation and innovation deeply through courses such as "entrepreneurship foundation", "entrepreneurial opportunity identification", "enterprise leadership", "situation and policy", etc. At present, many vocational college students have not realized the great impetus of Rural Revitalization and industrial integration to rural development, and feel that the rural grassroots are hard and unwilling to go back to the countryside. Through the innovation and entrepreneurship teaching platform, students can fully realize the positive signals released by the Current Rural Revitalization Strategy, seize the strategic opportunity period, and stimulate the awareness of "back to the countryside and have great achievements".

Secondly, we should establish a deep integration mechanism of innovation and entrepreneurship education and professional education, actively open cross professional courses, realize the transformation from "entrepreneurship courses" to "curriculum entrepreneurship", and fully tap the "entrepreneurial elements" in various professional courses. Take the visual communication and production major as an example, the quality and ability in the talent training program correspond to the innovation and entrepreneurship education ability training, and according to the corresponding innovation and entrepreneurship education program, the innovation awareness, innovation ability, entrepreneurship plan and other contents are integrated into the learning situation of "initial entrepreneurship—entrepreneurial practice—enterprise establishment". We will integrate the general course of innovation and entrepreneurship education based on "textbook + micro course + MOOC course" with the basic demonstration course of innovation and Entrepreneurship Based on specialty, so as to expand students' innovation and entrepreneurship knowledge slot.

Finally, taking the second classroom as the carrier to cultivate the innovation and entrepreneurship awareness of vocational college students, we should help students master the enterprise management knowledge in the process of entrepreneurship, and to provide knowledge and ability preparation for the students with entrepreneurial intention. In the special training course, we should popularize and publicize the Rural Revitalization Strategy and rural entrepreneurship knowledge, and combine the regional rural industrial characteristics and majors to cultivate students' innovation awareness and innovative thinking. We should regularly invite entrepreneurs and rural entrepreneurs to give lectures, business salons and other activities to help students master the basic knowledge and basic theory of entrepreneurship, understand relevant policies, laws and regulations of entrepreneurship, be familiar with basic methods and processes of entrepreneurship, plant "innovation and entrepreneurship genes" for students, improve their transferable skills and core competitiveness of innovation and entrepreneurship, so as to build a new countryside provide intellectual support.

5.2 We Will Build an Innovation and Entrepreneurship Practice Platform of "Teaching Practice Landing Market" and Develop and Cultivate Innovation and Entrepreneurship Projects That Meet the Needs of Rural Revitalization Industry

First of all, we should select students with entrepreneurial intention to participate in the innovation and entrepreneurship practice platform, and support teachers to lead students in innovation and entrepreneurship. The innovation and entrepreneurship activities in the innovation and entrepreneurship practice platform, as the production, learning and research practice at the student level, are the extension of professional education. Students' innovation and entrepreneurship activities are closely combined with industry and major, and students become learners, practitioners and researchers, which promotes the development of professional education.

Secondly, relying on the Rural Revitalization Strategy, the college comprehensively integrates resources inside and outside the college, works closely with government departments, consulting institutions, experts and scholars, venture capital, public welfare funds, etc., and provides help for students' innovation and entrepreneurship in legal aid, financial management, marketing, intellectual property, media support, etc. We should optimize the internal and external conditions of innovation and
entrepreneurship education, build an innovation and entrepreneurship education ecosystem, accurately connect the technical resources of higher vocational colleges and financial resources of enterprises with students' innovation and entrepreneurship needs, and help students realize their self-worth in innovation and entrepreneurship.

5.3 We Will Improve the Innovation and Entrepreneurship Incubation Platform Based on "Maker Space—Entrepreneurship Park - Innovation and Entrepreneurship Base - Science and Technology Park", and Explore Personalized Guidance and Sustained Support for Innovation and Entrepreneurship of Higher Vocational Students

Innovation and entrepreneurship incubation platform is a carrier to provide product design, team building, technical support, market operation, venture capital, media support and other services.

Maker Space—cultivation stage: the orientation of maker space is to produce innovation and entrepreneurship projects for students or teachers. In the cultivation stage, the college realizes the realization of products and services from scratch by carrying out campus exhibition of innovative achievements, holding roadshows of entrepreneurship projects, and realizing the transformation of scientific and technological achievements. Maker space can regularly hold high-level innovation and entrepreneurship activities such as entrepreneurship training courses and entrepreneurship workshops to provide technical support and new momentum for the next incubation stage.

Entrepreneurship - Park incubation stage: the business park is positioned to build a team based on existing products and services, and to conduct secondary research and development, design, production and sales based on the exhibition and transformation of innovation and entrepreneurship achievements, so as to improve products and services. At this stage, colleges, enterprises and students demonstrate the innovation point, application value and cost-benefit of entrepreneurship projects, determine the feasibility of the project, and incubate the project on this basis. At the same time, the college should do a good job in creative display, resource integration, project aggregation, sharing and cooperation, transformation and docking, management innovation and other aspects.

Innovation and Entrepreneurship Base—enterprise establishment stage: the innovation and entrepreneurship base is positioned to rely on enterprise resources, carry out innovation and entrepreneurship projects, complete the establishment and in-depth incubation of enterprises, and rely on supply side reform to produce "small but specialized, small and refined" innovation and entrepreneurship enterprises with core competitiveness.

Science and Technology Park—capital market stage: Science and technology park is positioned to support large-scale enterprises. The colleges has opened up the whole education chain of "education guidance investment incubation", built a platform for students' Entrepreneurship financing, solved the problem of shortage of entrepreneurship funds, and strengthened the social support system for entrepreneurship. Through the standardization of products and services, enterprises produce radiation effect and scale effect, serving regional economic development and Rural Revitalization Strategy. The innovation and entrepreneurship teaching platform aims to provide common contents such as knowledge imparting, consciousness training and skill training for students. The innovation and entrepreneurship practice platform focuses on providing high-level technical services and support for students. However, for different students' individual problems in the process of innovation and entrepreneurship, the innovation and entrepreneurship incubation platform also needs to provide personalized guidance and continuous assistance.

5.4 We Will Build a Double Qualified Innovation and Entrepreneurship Faculty of "College Professional Tutor + Entrepreneurship Practice Tutor" to Make a Good Recipe for Students' Innovation and Entrepreneurship

On the one hand, the college makes incentive policies to encourage teachers and students to jointly innovate and start a business, so that professional teachers can improve their operational skills and
practical teaching ability in the entrepreneurial practice. At the same time, teachers should be regularly organized to participate in special training and exchange of innovation and entrepreneurship education, so as to cultivate a team of innovation and entrepreneurship teachers with professional teachers as the main body. On the other hand, excellent rural entrepreneurs, entrepreneurs and senior technical personnel are employed as entrepreneurial practice mentors to guide students' innovation and entrepreneurship activities.

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Reference


