

# Research on the Relationship between Entrepreneurship and Innovation Education and the Improvement of Students' Comprehensive Quality in Private Undergraduate Colleges and Universities

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**Abstract:** This study aims to deeply explore the intrinsic link between entrepreneurship and innovation education in private undergraduate colleges and universities and the improvement of students' comprehensive quality. Through the analysis of the current situation of entrepreneurship and innovation education in private undergraduate colleges and universities, combined with the actual situation of the improvement of students' comprehensive quality, empirical research methods are used to explore the positive impact of entrepreneurship and innovation education on students' knowledge, ability, attitude, and values. The research results show that entrepreneurship and innovation education in private undergraduate colleges and universities can effectively promote the improvement of students' comprehensive quality, and the improvement of students' comprehensive quality also has a positive feedback effect on the deepening and development of entrepreneurship and innovation education. This study has important theoretical and practical significance for optimizing the entrepreneurship and innovation education model of private undergraduate colleges and universities and improving students' comprehensive quality.

## 1. Introduction

Against the backdrop of the current society, the dual innovation education (entrepreneurship and innovation education) in private undergraduate colleges and universities has garnered increasing attention. This education is not only crucial for students' personal development but also serves as a significant force in driving social innovation. The enhancement of students' comprehensive quality, being a vital goal of education, holds significance in cultivating individuals with well-rounded development. This article aims to provide a macroscopic overview of the intrinsic link between dual innovation education and the improvement of students' comprehensive quality in private undergraduate colleges and universities. It explores the current development status, challenges, and optimization strategies in this field. By defining the core concepts and clarifying the research scope, this article hopes to provide a reference for theoretical research and practical exploration in related fields.

## 2. The Emergence and Development of Dual Innovation Education

(1) The Development History and Main Characteristics of Dual Innovation Education at Home and Abroad

Dual innovation education, also known as entrepreneurship and innovation education, has undergone different stages of development both domestically and internationally. Abroad, especially with the rise of the Silicon Valley model, it has driven the booming development of entrepreneurship and innovation education in American universities, forming an education model that is student-centered and practice-oriented. Domestically, with the call for "mass entrepreneurship and innovation," dual innovation education has gradually gained attention. From initial pilot explorations to widespread practice today, it exhibits characteristics that are closely integrated with national conditions and are clearly guided by policies. The commonality between dual innovation education at home and abroad lies in the emphasis on the cultivation of practical

abilities, but there are differences in specific implementation paths and focal points<sup>[1]</sup>.

## (2) The Role and Positioning of Private Undergraduate Colleges and Universities in Dual Innovation Education

Private undergraduate colleges and universities play a pivotal role in dual innovation education. As an important component of the higher education system, they are often more flexible and closely aligned with market demand, thus having advantages in promoting dual innovation education. These colleges and universities typically provide students with abundant practical opportunities and resources by offering specialized entrepreneurship and innovation courses, establishing practice bases, and collaborating with enterprises. At the same time, they focus on cultivating students' entrepreneurship and innovation spirit and abilities, integrating them throughout the entire education process. The aim is to cultivate high-quality talents who possess both professional knowledge and entrepreneurship and innovation abilities. In terms of positioning, private undergraduate colleges and universities usually aim to closely integrate with local economic and social development, cultivating entrepreneurs and leaders who adapt to market demand and possess an innovative spirit.

### **3. The Background and Importance of Improving Students' Comprehensive Qualities**

#### (1) The Current Social Background and Era Demand for Improving Students' Comprehensive Qualities

Against the current social backdrop, the need to improve students' comprehensive qualities has become increasingly prominent. With the rapid development of technology and the advancement of globalization, society's demand for talent has shifted from single professional skills to more comprehensive qualities. This requires students not only to possess solid professional knowledge but also to exhibit excellent innovative thinking, team collaboration abilities, cross-cultural communication skills, and the capacity for continuous learning. Especially in the face of rapidly changing social environments, students need to possess the ability to self-adjust and adapt to new challenges. Therefore, the improvement of students' comprehensive qualities has become a crucial goal of educational development and the key to meeting the demands of the era<sup>[2]</sup>.

#### (2) The Impact of Improving Students' Comprehensive Qualities on Personal Development and Social Progress

The improvement of students' comprehensive qualities has a profound impact on both personal development and social progress. For individuals, enhanced comprehensive qualities signify more comprehensive abilities and broader horizons, which help them better cope with various challenges in their careers and achieve self-worth. Simultaneously, the improvement of comprehensive qualities also promotes the formation of healthier personalities and more positive life attitudes, thereby facilitating individuals' comprehensive development. For society, high-quality talents are a crucial driving force for social progress. Their innovative thinking and creativity can bring new development opportunities to society, while their team collaboration and communication skills can promote social harmony and stability. Therefore, the improvement of students' comprehensive qualities is not only about personal growth but also about the progress and development of society at large<sup>[3]</sup>.

### **4. The Intrinsic Linkage between Innovation and Entrepreneurship Education and the Improvement of Students' Comprehensive Qualities**

#### (1) The Positive Impact of Innovation and Entrepreneurship Education on Students' Knowledge, Abilities, Attitudes, and Values

Innovation and entrepreneurship education has had a positive impact on students' knowledge, abilities, attitudes, and values. At the knowledge level, this type of education emphasizes interdisciplinary learning and integration, helping students build a more comprehensive knowledge system and providing a solid foundation for future innovative and entrepreneurial activities. In terms of abilities, through project practice, team collaboration, and other methods, innovation and

entrepreneurship education effectively enhances students' innovative thinking, problem-solving abilities, and practical abilities, enabling them to better cope with future challenges. In terms of attitudes and values, this education encourages students to be brave in trying and innovating, cultivating their spirit of adventure and perseverance. It also guides them to establish correct values and a sense of responsibility, laying a solid foundation for them to become future pillars of society.

#### (2) How the Improvement of Students' Comprehensive Qualities Promotes the Deep Implementation and Development of Innovation and Entrepreneurship Education

The improvement of students' comprehensive qualities plays a crucial role in promoting the deep implementation and development of innovation and entrepreneurship education. Firstly, the improvement of comprehensive qualities equips students with more comprehensive abilities and broader horizons, providing rich talent resources for innovation and entrepreneurship education. These students, who possess innovative thinking, team collaboration abilities, and continuous learning abilities, can better participate in various activities of innovation and entrepreneurship education, driving the innovation of educational content and the reform of educational methods. Secondly, the improvement of students' comprehensive qualities also creates a more favorable social environment for innovation and entrepreneurship education. As the overall comprehensive qualities of students improve, society's recognition and support for innovation and entrepreneurship will also increase, providing broader spaces and richer resources for the deep implementation of innovation and entrepreneurship education. Therefore, the improvement of students' comprehensive qualities and the deep implementation and development of innovation and entrepreneurship education are mutually reinforcing, jointly promoting the progress of education and the construction of an innovative country<sup>[4]</sup>.

### **5. Practical Cases of Innovation and Entrepreneurship Education and the Improvement of Students' Comprehensive Qualities in Domestic and Foreign Private Undergraduate Colleges and Universities**

#### (1) Introduction to Successful Cases of Innovation and Entrepreneurship Education in Domestic and Foreign Private Undergraduate Colleges and Universities

There are numerous successful cases of innovation and entrepreneurship education in domestic and foreign private undergraduate colleges and universities. Taking Stanford University as an example, by establishing innovation and entrepreneurship centers, providing abundant innovative courses and practical opportunities, the university has successfully nurtured a batch of excellent entrepreneurs, such as the founders of Google, Facebook, and other companies. In China, Shenzhen University is also a leader in innovation and entrepreneurship education. The university focuses on cultivating students' innovative thinking and practical abilities, providing them with broad platforms for innovation and entrepreneurship through cooperation with enterprises and the establishment of entrepreneurship funds. The common feature of these successful cases is that universities provide students with abundant resources and practical opportunities for innovation and entrepreneurship, encouraging them to be brave in innovation and experimentation, thereby effectively improving their comprehensive qualities and entrepreneurial abilities.

#### (2) Analysis of Specific Manifestations and Effects of the Improvement of Students' Comprehensive Qualities in Practice

The specific manifestations and effects of the improvement of students' comprehensive qualities in practice can be elaborated from multiple dimensions. Firstly, in the field of academic research, students with improved comprehensive qualities demonstrate stronger innovative abilities and research potential. They are able to propose novel ideas and methods in research projects, contributing to academic progress. Secondly, in terms of social practice, these students actively participate in social practice, volunteer service, and other activities, exhibiting excellent team collaboration abilities and social responsibility. Furthermore, in the field of innovation and entrepreneurship, students with improved comprehensive qualities possess greater entrepreneurial potential and innovative spirit. They dare to challenge traditions, innovate bravely, and inject new vitality into social and economic development. These practical manifestations fully demonstrate the

important role of the improvement of students' comprehensive qualities in promoting personal all-round development and social progress. At the same time, they also reflect the necessity and urgency of universities to focus on improving students' comprehensive qualities in innovation and entrepreneurship education<sup>[5]</sup>.

## **6. Existing Issues and Challenges**

### **(1) Current Issues and Challenges Faced by Private Undergraduate Colleges and Universities in Promoting Innovation and Entrepreneurship Education and Improving Students' Comprehensive Qualities**

Currently, private undergraduate colleges and universities are facing various issues and challenges in promoting innovation and entrepreneurship education and improving students' comprehensive qualities. Firstly, the lack of funds and resources limits the deepening of innovation and entrepreneurship education. Compared to public universities, private undergraduate colleges and universities have more limited funding sources, which makes it difficult for them to purchase advanced teaching equipment, hire excellent teachers, and build practical bases. Secondly, the lagging educational philosophy and teaching methods also restrict the development of innovation and entrepreneurship education. Some private undergraduate colleges and universities still follow the traditional educational model, emphasizing theory over practice, and lacking in the cultivation of students' innovative spirit and entrepreneurial abilities. Furthermore, societal misperception of innovation and entrepreneurship poses challenges to the improvement of students' comprehensive qualities. Some people believe that entrepreneurship is "not a proper job," which affects students' enthusiasm for participating in innovation and entrepreneurship education.

### **(2) The Causes of These Issues and Challenges and Their Impacts on Innovation and Entrepreneurship Education and the Improvement of Students' Comprehensive Qualities**

The causes of these issues and challenges are multifaceted. Firstly, inadequate policy support and funding are significant reasons for the difficulties faced by private undergraduate colleges and universities in promoting innovation and entrepreneurship education and improving students' comprehensive qualities. Limited government support for private education, coupled with low societal recognition of private education, puts private undergraduate colleges and universities in a disadvantageous position in obtaining resources. Secondly, the lagging educational philosophy and limited teaching methods are also significant reasons for these issues. Some private undergraduate colleges and universities lack forward-looking educational philosophies and still adhere to traditional educational models, making it difficult for innovation and entrepreneurship education to be truly implemented. Furthermore, societal misunderstandings and biases towards innovation and entrepreneurship affect students' enthusiasm for participating in such education. These misunderstandings and biases lead to some students lacking a correct understanding of innovation and entrepreneurship, thereby hindering the improvement of their comprehensive qualities.

These issues and challenges have profound impacts on innovation and entrepreneurship education and the improvement of students' comprehensive qualities. Firstly, the lack of funds and resources limits the deepening of innovation and entrepreneurship education, making it difficult for private undergraduate colleges and universities to provide quality education and practical opportunities for students. Secondly, the lagging educational philosophy and teaching methods make it difficult for innovation and entrepreneurship education to be truly implemented, affecting the cultivation of students' innovative spirit and entrepreneurial abilities. Finally, societal misperception of innovation and entrepreneurship affects students' enthusiasm for participating in such education, thus limiting the improvement of their comprehensive qualities. Therefore, addressing these issues and challenges is crucial for promoting innovation and entrepreneurship education and improving students' comprehensive qualities in private undergraduate colleges and universities.

## **7. Optimization Strategies and Suggestions**

### **(1) Proposing Strategies and Suggestions to Optimize the Innovation and Entrepreneurship Education Model in Private Undergraduate Colleges and Universities**

To enhance the innovation and entrepreneurship education model in private undergraduate colleges and universities, the following strategies and suggestions are recommended. Firstly, an increase in financial investment for innovation and entrepreneurship education is crucial to improve teaching equipment and infrastructure, thus providing students with richer and more practical learning resources and hands-on opportunities. Secondly, colleges and universities should actively collaborate with businesses and industries to establish an integrated industry-academia-research education model. This collaboration can introduce more practical projects and cases, enabling students to learn and grow through practical experience. Additionally, colleges and universities should update their educational philosophy, emphasizing the cultivation of students' innovative spirit and practical abilities. By adopting teaching methods such as heuristic teaching and project-based learning, students' initiative and creativity can be stimulated. Furthermore, colleges and universities can establish entrepreneurship guidance centers or innovation and entrepreneurship schools to provide dedicated guidance and consulting services for students, assisting them in achieving successful innovation and entrepreneurship.

### **(2) Proposing Educational Reform and Practical Suggestions to Address the Need for Enhancing Students' Comprehensive Quality**

In response to the need for improving students' comprehensive quality, the following suggestions for educational reform and practice are recommended. Firstly, colleges and universities should establish a comprehensive and scientific evaluation system for comprehensive quality, incorporating various factors such as students' knowledge, abilities, and qualities into the evaluation scope to reflect their comprehensive quality level more comprehensively. Secondly, colleges and universities should offer diversified courses and activities, including general education courses, social practice, volunteer services, etc., to broaden students' horizons and knowledge base, and enhance their comprehensive quality. At the same time, colleges and universities should also focus on cultivating students' autonomous learning abilities, team collaboration abilities, and innovative thinking abilities. By organizing academic competitions, innovation and entrepreneurship contests, and other activities, students' creativity and innovative spirit can be stimulated. Finally, colleges and universities should strengthen their connections and cooperation with society, providing students with more internship and practical opportunities to help them integrate their knowledge with actual work, thereby enhancing their practical abilities and comprehensive quality.

## **8. Conclusion**

In summary, innovation and entrepreneurship education and the improvement of students' comprehensive quality play a pivotal role in private undergraduate universities. By optimizing the mode of innovation and entrepreneurship education, it can not only effectively enhance students' innovative spirit and practical abilities, but also provide strong talent support for the innovative development of society and economic transformation and upgrading. Looking forward to the future, with the continuous deepening of educational reform and the increasingly diverse demand for talents in society, private undergraduate universities should continue to deepen the reform of innovation and entrepreneurship education, improve the evaluation system for students' comprehensive quality, in order to better meet the needs of the times and national strategies. I believe that with such efforts, the innovation and entrepreneurship education and the improvement of students' comprehensive quality in private undergraduate universities will usher in broader development space and a better tomorrow.

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