Research on the Model and Training System of College Students' Innovative Entrepreneurship Education

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Abstract: In today's era, society is developing rapidly, but also needs the constant addition of fresh blood. Nowadays, innovative entrepreneurship has become one of the choices of contemporary college students, so how to innovate entrepreneurship education mode in this critical period is also a big problem. This paper will focus on the topic of "Research on the mode and training system of innovative entrepreneurship education for college students ", and discuss how colleges and teachers can innovate the education model, how to cultivate the innovative spirit and entrepreneurial ability of contemporary college students efficiently, and so on.

1. The Necessity of Innovation and Entrepreneurship Education Model and Training System for College Students

Because of the rapid development of economic globalization today, the competition among countries is also more intense. In order to make our country improve the development problems encountered, education must meet the needs of the society for talents. Because the competition of all countries is ultimately the competition of talents, college students, as the main talents trained in education, need to actively contribute to the society. The innovation of entrepreneurship education model and training system can help college students to enter the society, improve their professional ability, and gradually realize the sustainable development of economy.

1.1. Conform to Contemporary Educational Concepts

When the Party pointed out the development direction of "improving the ability of innovation and building an innovative country ", the cause of education closely revolves around the instructions of these countries to launch various new teaching discussions. Including innovative educational ideas, clear educational policy, relevant teaching activities and so on. At the same time, the cause of education has also realized the importance of cultivating the innovative and entrepreneurial ability of contemporary college students, and cultivating more outstanding talents has become a new goal of colleges and universities. In the course of the future development of society, college students are not only the stormtroopers, but also the main force in large numbers. Therefore, it is the new idea and new goal of education to cultivate the entrepreneurial spirit and entrepreneurial ability of college students[1]At the same time, the new educational concept also focuses on promoting the cultivation of students' comprehensive ability and the improvement of their comprehensive literacy, which can help students to fully display their personality, show their
talent and talent, and release their personality charm when learning entrepreneurial knowledge. At
the same time, it also improves the ability of innovation, the ability to communicate with people and
so on. Therefore, the new educational concept of innovative entrepreneurship education model and
training system for college students can realize the comprehensive cultivation of college students.
Less than can help students realize their dreams and values of life, but also help college students to
form a correct world outlook, outlook on life and values, realize "true, good and beautiful ", reject"
false, evil and ugly ", and gradually improve the moral concept and moral level of the whole society.

1.2. To Alleviate the Current Situation of "Difficult Employment" for College Students

College students' entrepreneurship can effectively enrich the employment form and employment
channels of college students and alleviate the situation of social employment pressure. With the
gradual increase of the number of college students graduating every year, the competition between
college students is becoming more and more fierce, and the supply between talents and enterprises
is gradually showing a trend of development that is greater than the demand. At the same time, with
the rapid development of economy, the standards of each enterprise for the required talents are also
getting higher and higher, and some college students with low ability may face the situation of
elimination at any time in the process of employment. As a result, the words of some college
students who graduate or lose their jobs do not seem to be groundless. In fact, college students'
unemployment has gradually become one of the social problems to be solved today. In order to
alleviate the recurrence of similar problems, colleges and universities must fundamentally solve the
problems. Colleges and universities should realize the new development practice of innovative
entrepreneurship education mode and training system for college students, start with college
students themselves, cultivate college students' ability to start their own businesses, and encourage
college students to carry out entrepreneurial activities after graduation. For a long time, college
students can naturally solve their own employment situation, not only can solve the problem of
college students' own unemployment, but also relieve the pressure of employment in today's society,
realize their own value, and still invest in the contribution to the society. At the same time, from
another point of view, college students to realize entrepreneurship can also provide some jobs for
other college students, not only to help themselves realize their dreams in life, but also to become a
Bole to help others realize their dreams. Therefore, it is a great measure to adopt innovative
entrepreneurship education model for college students[2].

2. Strategies of Innovative Entrepreneurship Education Model and Training System for
College Students

2.1. Improving the Professional Teaching Ability of Excellent Teachers

Cultivating a group of excellent professional teachers plays a vital role in enlightening students. It
is very necessary for college students to guide teachers in this crucial period of life, so colleges
and universities must ensure their teaching level. For college students, the study of entrepreneurial
knowledge is unprecedented, students pay attention to the study of theoretical knowledge in the
early stage, only in the later stage will pay more attention to practice, and the teaching of practical
courses is often more difficult. In such teaching activities, there is no real realistic environment to
assist, so teachers themselves must master the essence of teaching. So how to improve teachers' 
professional teaching ability, colleges and universities need to train teachers regularly. Let teachers
try to enrich the teaching form and teaching activities, with their own experience or some celebrity
experience to lead to entrepreneurship related knowledge learning. At the same time, using
humorous and witty language to arouse college students' interest in learning, to create a good
classroom learning environment, not only facilitates teachers to carry out innovative
entrepreneurship education knowledge input to college students, but also realizes students' 
understanding and learning of entrepreneurial knowledge.
For example, in order to enrich the teaching cases of teachers, colleges and universities can invite some successful entrepreneurs to come to the school to give a lecture, and arrange the relevant teachers of the employment entrepreneurship guidance course to actively participate in the lecture. Teachers can look for teaching cases from the speeches of these successful entrepreneurs. At the same time, it can also combine the experience of entrepreneurs with relevant knowledge, which is beneficial to college students' understanding of entrepreneurial knowledge in class, and improve teachers' teaching ability and teaching effect.

2.2. Enhanced Mental Health Counselling for Students

In fact, college students need to learn not only the classroom theoretical knowledge of entrepreneurship, but also a correct understanding of entrepreneurship mentality[3]. College students are in an important stage of their life. In this stage, college students should try to get out of the comfort zone of life and enter the social life of survival of the fittest. Therefore, college students may have all kinds of pressure, dare not start a business, fear of failure, all kinds of worries make college students dare not take that important step. Therefore, in this period, it is necessary to carry out some so-called psychological intervention to college students. Failure is the mother of success, without failure may not be able to grasp the secret book of success, but also in entrepreneurship can not be too panic and fear, because when fully prepared, the risk of failure will also be reduced. At the same time, some college students are too eager to start a business, and at this time to help college students to stabilize their mentality, think twice and avoid the consequences of eager to achieve.

For example, colleges and universities can arrange a psychological tutor for students who are starting a business in a psychological counseling room. In this way, some college students who appear psychological conditions can receive psychological treatment in time, psychological counselors should enlighten those college students who do not want to go out of the comfort circle of life, life is not only enjoy, a single life is boring. At the same time, it is a failure, but not nothing, to enlighten college students who encounter difficulties in starting a business. Only sweet and bitter life is worth fighting for and cherish, and not for a failure to give their own life on the cross, to believe that everyone's arrival is valuable, their own is the same.
2.3. Encouraging University Students to Take an Active Part in Entrepreneurial Activities Carried Out in Schools

Practice is the only test of truth. Therefore, some colleges and universities should properly carry out some small entrepreneurial activities in the school, while encouraging college students to participate actively. In the practical activities of entrepreneurship, universities can take advantage of this opportunity to exercise themselves well. At the same time, college students can also in this process, determine their own entrepreneurial direction and goals, for the future to prepare sufficient entrepreneurial experience. In this way, college students will inevitably form their own advantages in the future competition. College students have a deeper understanding of entrepreneurship in this entrepreneurial atmosphere created by the school, and the benefits of combining classroom knowledge theory with practice have gradually emerged[4]In a word, entrepreneurial activities in schools can help teachers realize the teaching mode of learning and practicing for college students, and help students and more technology centers, investment institutions, entrepreneurial practice platforms and so on to carry out entrepreneurial exchanges.

For example, colleges and universities can create a business street in the school, providing students with a real platform for entrepreneurial practice. In this entrepreneurial platform, schools can also provide some entrepreneurial advantages for college students, such as providing some financial support and help. In the face of such a good campus entrepreneurial environment, college students should actively participate in the practice. College students should realize the advantage of making use of the campus platform, build their own brand, highlight the characteristics and advantages of products, do a good job of proper amount of propaganda work, so as to obtain certain economic benefits and take the first step of life entrepreneurship. Therefore, college students on this platform can give full play to their own ideas, while experiencing the fun of practice and the difficulty of entrepreneurship.

3. Conclusion

To sum up, the mode and training system of innovative entrepreneurship education for college students is the trend of the times. Colleges and universities should be brave to keep up with the pace of the times when facing the transformation of teaching mode, take the training of new social talents as the main goal, innovate the mode of entrepreneurship education, and perfect the training system. Gradually improve the entrepreneurial ability of contemporary college students, help college students to realize the dream of entrepreneurship, for a long time, college students in the realization of their own life value, but also made a contribution to society.

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