

Project-driven Innovation and Entrepreneurship Education for College Students

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Keywords: Project-driven; College students; Innovation and Entrepreneurship Education

Abstract: University is an important base for cultivating innovative talents, which is of great significance for promoting social and economic development. Under the situation of difficult employment for college students, schools and the state should provide a good platform for contemporary college students to innovate and start businesses, and improve their innovative and entrepreneurial practice ability. This paper mainly analyzes the current situation and problems of innovation and entrepreneurship education in colleges and universities in China, and discusses how the university should optimize the talent training mode under the project-driven mode. In the process of project practice, the talents and skills of college students are stimulated, which encourages college students to have a deeper understanding of entrepreneurship and mobilize the enthusiasm of college students to start a business, to build a good platform for innovation and entrepreneurship for contemporary college students, and effectively improve their independent innovation capabilities.

1. Introduction

The comprehensive national strength of contemporary China, including science, technology and economy, has been in the forefront of the world, but it still needs more efforts to catch up with the developed countries [1]. For example, in the automotive industry, although China has become the largest producer, it is not a technological power. The fundamental reason is that China lacks innovative talents in automotive design. However, traditional education in China attaches importance to knowledge education, and there are obvious shortcomings in students' innovative entrepreneurship education. For a long time, influenced and restricted by China's traditional education system, college teaching tends to "habitually" ignore the cultivation of College Students' practical and innovative abilities, and fail to meet the needs of College Students' innovative and entrepreneurial abilities and their own sustainable development [2]. This has exposed to some extent the drawbacks of the school education model. Therefore, the important task currently faced by major universities is to combine the modern educational concept, to innovate the backward teaching mode at the current stage, to constantly change the educational concept, to cultivate students' entrepreneurial awareness as a starting point, and to help more college graduates to go on. The road to entrepreneurship [3].

As a new educational concept, innovation and entrepreneurship education can not only inject new vitality into the cultivation of outstanding entrepreneurial talents in China, but also provide some support and reference for solving the employment problems of most college students [4-5]. Innovation and entrepreneurship education is a new educational concept and model that satisfies the development of society and the country [6]. Colleges and universities should cultivate a large number of talents for the country and society, at the same time, they should build corresponding innovation and entrepreneurship platforms for college students' entrepreneurship, so as to improve their practical ability and level of innovation and entrepreneurship. Therefore, the state has adopted the corresponding innovative entrepreneurship plan for college students to promote the transformation of traditional employment concept and embark on the road of innovation and entrepreneurship [7]. Therefore, in the process of education and teaching in Colleges and universities, the combination of project-driven to promote students to start their own businesses, realizing the systematization of innovative talents training and promoting the all-round development

of students [8].

2. Methodology

The main goal of innovation and entrepreneurship education for college students is to cultivate consciousness, internalize knowledge and generate experience. Among them, cultivating consciousness is the premise of innovation and entrepreneurship for college students [9]. At the same time, it is the basic goal of innovation and entrepreneurship education. Internalization of knowledge is the core goal of innovation and entrepreneurship education, and experience generation is the fundamental goal of innovation and entrepreneurship education. In this project-driven mode, the instructor can guide the students' self-directed research learning more pertinently, help them enter the field of work as soon as possible, and carry out exploratory research [10]. Especially for the cultivation of applied talents, unlike the cultivation of scientific research talents, it is necessary to emphasize that talents have strong engineering practice ability and can quickly solve practical problems. This objectively requires that innovation and entrepreneurship education must stimulate students' innovative thinking ability. Provide students with engineering practice background to improve students' practical ability, theoretical application ability, and accurate analysis and resolution of practical problems.

Lack of understanding of the nature of innovation and entrepreneurship education, believe that innovation and entrepreneurship education is to train entrepreneurs, entrepreneurs (see Table 1 and Figure 1), and even believe that innovation and entrepreneurship education is a content of college graduate employment guidance, this misconception leads to innovation There is a bias in the goal of entrepreneurship education. Teachers only pay attention to imparting entrepreneurial knowledge and skills, neglecting the cultivation of students' awareness and ability, and affecting the improvement of students' comprehensive quality.

Table 1 College students' understanding of entrepreneurship

Option	Number	Proportion (%)
In order to make money	25	78.72
Accumulate working experience	18	34.18

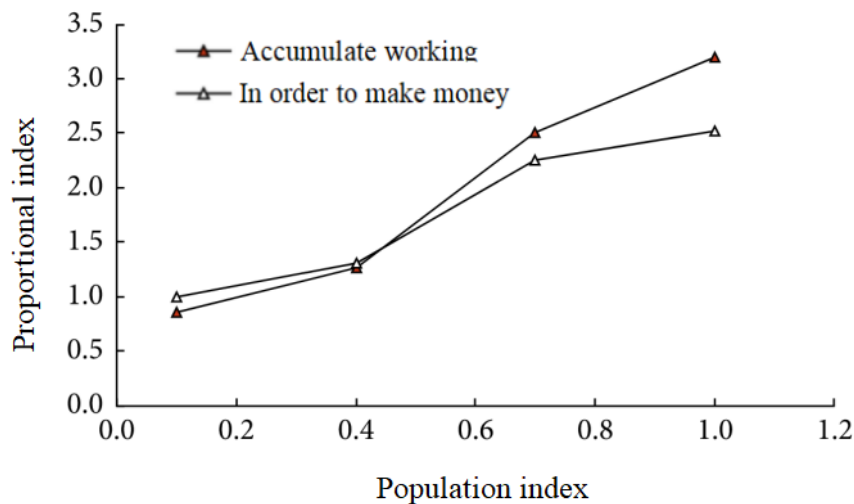


Fig.1. College students' understanding of entrepreneurship

Because the current economic development of our country is not balanced enough, the focus of economic development is still on the eastern coast and the central provinces and cities. Under this environmental impact, universities in the eastern and central regions undoubtedly pay more attention to the education of innovation and entrepreneurship. The choice of entrepreneurship projects for college students should also be based on students' interests. Innovation and entrepreneurship education is to meet the development needs of college students and adapt to the

needs of national and social development. Based on the increasingly severe employment situation, most college students cannot find satisfactory jobs after graduation. If the employment problem cannot be solved, most students will find other ways to survive. At this time, entrepreneurship education has become its dominant need. The lack of students' innovative or entrepreneurial knowledge structure has led to many projects being blind and lacking predictability and operability.

In the process of project-driven education, students are the main body of teaching development. We should pay attention to the stimulation of students' initiative in innovation and entrepreneurship. There are obvious differences between project-driven education and traditional classroom teaching. Project-driven education pays attention to the exertion of students' main role. In the process of teaching, we should make a scientific choice of project-driven according to the actual situation of students. The National College Students' innovation and entrepreneurship plan is mainly based on team projects. The members of team projects need to communicate with each other, cooperate with each other, explore each other and innovate bravely. The development needs of student projects cannot be met; the cooperation between schools and enterprises is not deep enough, and the use of social resources is less.

3. Result Analysis and Discussion

Contemporary college students are only superficially aware of innovation and entrepreneurship. Some even think that as long as there is an idea, it is innovation and entrepreneurship. But in fact, innovation and entrepreneurship is a complex and diverse “project”. Institutions of higher learning are important places for the implementation of students' innovation and entrepreneurship knowledge and spiritual cultivation. The integration of innovation and entrepreneurship education in professional curriculum teaching, the first priority is to build a perfect teaching curriculum system. In the current environment, the innovative entrepreneurship curriculum in China's universities has not achieved good results, and the awareness of innovative entrepreneurship education is not comprehensive enough. In recent years, with the development of innovative entrepreneurship training program for college students, colleges and universities continue to improve the system and formulate measures, and the number of projects continues to increase. But overall, there are obvious differences and imbalances in the development of colleges and universities.

The teaching content of college students' innovation and entrepreneurship education courses is more flexible, Classroom teaching basically stays at the beginning of basic knowledge guidance and entrepreneurial enlightenment education, and the basic knowledge education in the relevant fields required for innovation and entrepreneurship practice is incomplete. The results of the study show (see Figure 2) that college students' understanding of innovation and entrepreneurship policies is mainly focused on “knowing a little”, accounting for 50.78% of the total number, and 30.28% of the total number of students who “do not understand”.

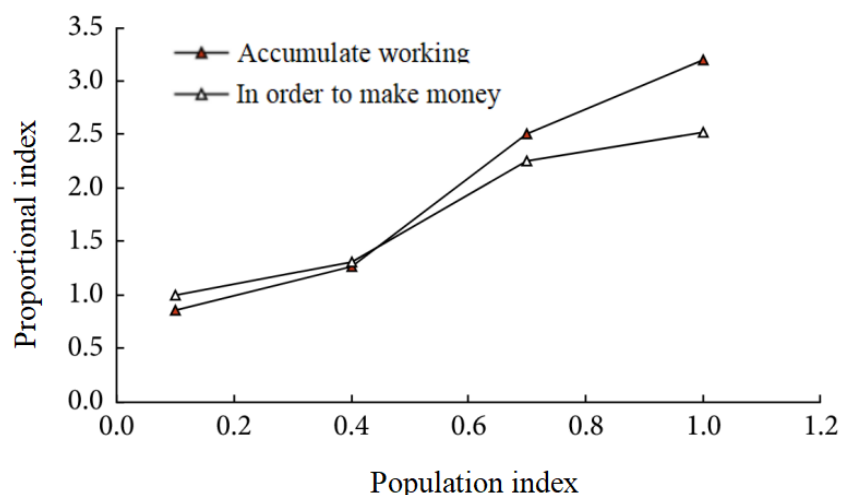


Fig.2. College students' understanding of innovation and entrepreneurship policies

In the process of project-driven teaching, the content and process of the project is the core content of education. Therefore, project-driven innovation and entrepreneurship education should focus on the cultivation of students' team spirit, promote mutual exchanges and cooperation, trust each other, and dare to explore and innovate. This requires that the implementation of entrepreneurship plan is different from the past project design based on professional knowledge and graduation thesis, breaking away from the traditional inertia of professional education, changing the research situation and thinking pattern of university students in carrying out scientific research activities, encouraging innovation, so as to stimulate students' creative potential, so that students' knowledge and practice can be closely integrated, so as to achieve success and usefulness. At the same time, colleges and universities should also improve the corresponding open system to ensure that these laboratory resources can be fully utilized by students engaged in project research, exercise their hands-on ability to use advanced equipment, improve the scientific and technological content of their entrepreneurial projects, and play a laboratory platform. The education and service functions should provide the necessary technical support for students' innovation and entrepreneurship.

Project-driven is the core of application-oriented talent innovation and entrepreneurship education. The active participation of teachers and students is the foundation for realizing the goal of innovation and entrepreneurship education. In the innovation and entrepreneurship education, teachers play an important role in organizing and guiding. Although in the field of innovation and entrepreneurship education for college students, major universities have basically completed the establishment and improvement of the corresponding innovation and entrepreneurship curriculum system, but innovation and entrepreneurship are not just "paper talk." At the same time, we should set up University Students' entrepreneurship centers and a street, organize more students to experience entrepreneurship, create scientific and technological companies and student supermarkets which are operated and managed by students independently, so that students can experience the whole process of entrepreneurship in practice, and effectively cultivate students' entrepreneurship and practical ability. Therefore, in the process of innovation and entrepreneurship education in senior high schools, we should pay attention to the teaching and cohesion of various disciplines, and guide all students to participate.

4. Conclusions

We should strengthen the cultivation of the spirit of innovation. In the process of college teaching, in the context of project-driven, the innovation and entrepreneurship education for students should be combined with the students' hobbies and interests, pay attention to the individualized development of students, adopt scientific and reasonable teaching methods, and improve students' practical ability. The requirements of the college students' innovation and entrepreneurship plan meet the requirements of the times. In the process of project implementation, they should start from the students' interest and hobbies, pay attention to the application of scientific research methods, and highlight the purpose of practical training. We should broaden our horizons of disciplines and focus on teamwork spirit. Secondly, in the process of guiding practice, we should pay attention to the application of scientific teaching methods, highlight the purpose of practical training. Finally, schools should do a good job in organizing and coordinating work, broaden students' scientific horizons, establish innovative consciousness of team cooperation, and cultivate modern high-quality talents that meet the needs of social development.

Acknowledgement

Fund Project: The Year of 2017 for Education Science in Shaanxi Province in the 13th Five-Year Plan (SGH17H221); Study on Practical Education System of Innovation and Entrepreneurship in Local Colleges and Universities under New Situation

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