

# **Analysis on the Problems and Countermeasures of Innovation and Entrepreneurship Education in Higher Vocational Colleges from the Perspective of New Situation**

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**Keywords:** Higher Vocational Colleges, Innovative Entrepreneurship, Education, Upgrade Strategy

**Abstract:** Innovation and Entrepreneurship Education is the Product of the Promotion of Knowledge Economy and Plays an Important Role in the Teaching Reform of Colleges and Universities. under the New Round of Scientific and Technological Revolution and Industrial Merger, Innovation and Entrepreneurship Education Has Become the Main Way for Higher Vocational Colleges to Carry out Entrepreneurship Courses. from the Perspective of the New Situation, This Paper First Analyzes the Basic Content of Innovation and Entrepreneurship Education in Higher Vocational Colleges, Further Analyzes the Existing Problems, and Then Proposes Improvement Countermeasures and Suggestions, in Order to Promote the Healthy Development of Innovation and Entrepreneurship Education in Higher Vocational Colleges.

## **1. Introduction**

### **1.1 Literature Review**

With the rapid development of economy, the status of innovation and entrepreneurship education has been greatly improved in higher vocational colleges, which has become the main way of education reform in higher vocational colleges. Therefore, Li Xiaohong studied the problems faced in the development of innovation and entrepreneurship education in higher vocational colleges. And related strategies for existing problems (Li, 2012). On the basis of studying the current situation of higher vocational education, Han Hong et al. carried out an in-depth analysis of the existing problems and proposed corresponding solutions to provide reference for the research and practice of innovation and entrepreneurship education in higher vocational colleges (Han and Lu, 2017). Liu Yongfeng pointed out that there are still many problems in the current innovation and entrepreneurship education in higher vocational colleges, and propose corresponding solutions (Liu and Xiang, 2018). Fan Weiyan pointed out that the innovation and entrepreneurship of higher vocational colleges has weak base incubating ability and weak teachers. Combined with these problems, it puts forward the establishment of a systematic science curriculum system and the creation of professional teachers and other solutions to promote the innovation and entrepreneurship of higher vocational colleges. Further development of teaching (Fan and Wang, 2015).

### **1.2 Purpose of Research**

At present, innovation and entrepreneurship education plays an important role in the teaching process of higher vocational colleges. It is a key part of efficient human capital development and national economic development. At the same time, higher vocational colleges are highly valued by the education sector because they have strong interaction with the society. Among them, in the "Government Report" in 2019, the vocational colleges were systematically elaborated, pointing out that higher vocational colleges are a relatively independent system and an important part of the education field. This shows the importance of education in higher vocational colleges. However, in the process of practical teaching, when higher vocational colleges carry out innovative and entrepreneurial teaching, due to the lack of professional teams of teachers and the unclear positioning of innovation and entrepreneurship education, the teaching process is not effective. Therefore, it is of great significance to study the upgrading strategy of innovation and

entrepreneurship education in higher vocational colleges.

## **2. Main Contents of Innovation and Entrepreneurship Education in Higher Vocational Colleges from the Perspective of New Situation**

The connotation of innovation and entrepreneurship education means that in the process of teaching students, it is necessary to demonstrate the characteristics of respecting innovation and publicizing individualized education. Among them, the education work of higher vocational colleges has strong interaction with economic and social development. Specifically, in higher vocational colleges as an important base for talent training, teaching content and teaching methods will have an important impact on students' comprehensive literacy and comprehensive ability proposals, as well as promoting social and economic development (Lin, 2016). Therefore, integrating innovation and entrepreneurship into the education of higher vocational colleges, and transmitting entrepreneurial ability and innovative knowledge to students can enhance students' social competitiveness. Specifically, from the perspective of the new situation, the innovation and entrepreneurship education of higher vocational colleges mainly includes the following aspects:

First, the awareness of innovation and entrepreneurship education. The so-called awareness of innovation and entrepreneurship education mainly includes knowledge, meaning and other aspects. This paper uses the broad concept of consciousness to further study the awareness of innovation and entrepreneurship education in higher vocational colleges (Zhang, 2016). For colleges and universities, innovation and entrepreneurship is to help students correctly understand innovation and entrepreneurship by using the existing teaching resources and conditions of the school, to enhance students' understanding of innovation and entrepreneurship, to appease the fear of students in the process of innovation and entrepreneurship, and then to raise high Vocational college students entrepreneurial passion.

Second, innovation and entrepreneurship education knowledge. Knowledge is the sum of the exploration of the material and spiritual world of human society, and it is the effective premise and foundation for all educational activities. Therefore, higher vocational colleges carry out innovation and entrepreneurship education, and the teaching knowledge is transmitted to students mainly in the following three aspects. One is to pass on the general knowledge related to innovative entrepreneurship to students (Mo et al., 2017). The main reason for this phenomenon is that innovation and entrepreneurship activities are a relatively complex teaching activity, which not only requires students to have strong theoretical knowledge, but also requires students to find innovative points in complex social production activities, with organizational and coordination capabilities. , as well as knowledge of business etiquette (Kang., 2017). The second is to transfer the theoretical knowledge that students need to start a business, including production technology, marketing and management, and financial and legal knowledge. The third is to convey to students the knowledge of the crisis and challenges that entrepreneurs need to face. Because innovation and entrepreneurship itself is a kind of uncertainty exploration for the future field, it is challenging, and it is full of uncertain factors in the process of exploration, so it is a test of the psychological quality of entrepreneurs. Therefore, in order to help students better start their own businesses, it is necessary for higher vocational colleges to convey potential crisis awareness to students.

Third, the ability to innovate and practice. Innovative entrepreneurial practice ability refers to the comprehensive quality that students demonstrate after completing a goal or task. The strength of this quality will be related to the effective development of innovative entrepreneurship teaching activities. Therefore, colleges and universities need to improve students' practical ability when carrying out innovation and entrepreneurship education. Among them, students in higher vocational colleges are good at reflecting on themselves and often analyze their own deficiencies in the process of reflection. This practice unintentionally enhances their practical ability. At the same time, students in higher vocational colleges can have effective ability to grasp business opportunities, change, change, and change in an increasingly complex social environment. Finally, higher vocational colleges have a strong ability to withstand stress. In the actual innovation and entrepreneurial activities, college students are inseparable from outside support, but among these

support forces, there are also factors that will interfere with the effective development of students' innovation and entrepreneurship activities, so this requires students to have strong resistance to stress. When encountering difficulties, we can remain calm and calmly respond to ensure the effective development of innovative and entrepreneurial activities.

### **3. Problems in Innovation and Entrepreneurship Education in Higher Vocational Colleges from the Perspective of New Situation**

#### **3.1 Unclear Positioning**

Innovative entrepreneurship education is mainly to train students to have entrepreneurial awareness and to effectively solve the employment problems of college students. Among them, innovation and entrepreneurship education mainly includes the cultivation of students' professional ability and comprehensive ability. However, at this stage, the orientation of innovation and entrepreneurship education in higher vocational colleges is still not very clear. Even the goal of setting up innovative and entrepreneurial employment in colleges and universities is to rapidly develop students into entrepreneurs. This kind of cultivation of seedlings is not only not conducive to cultivating students' entrepreneurial awareness, but also has a great negative impact on students' education. In addition, teachers in higher vocational colleges simply understand innovation and entrepreneurship education as the opening of teaching courses, which is to carry out innovation and entrepreneurship education, and do not pay attention to the cultivation of students' practical ability. Finally, in the actual teaching process, teachers and schools did not combine innovation consciousness and entrepreneurship education. They did not apply innovation consciousness in the process of entrepreneurship education, and it was difficult to play the true role of innovation and entrepreneurship education.

#### **3.2 Teachers' Teaching Ability Needs to Be Improved**

Innovative entrepreneurship education requires a high-quality teaching team, requiring teachers not only to have the professional and entrepreneurial professionalism, but also to have the ability to practice entrepreneurship, and then to comprehensively train students. However, at present, there is a lack of professional innovation and entrepreneurship teachers in higher vocational colleges, which makes it difficult to achieve the true goal of innovation and entrepreneurship education in the actual teaching process. At present, the main teachers of innovation and entrepreneurship are still mainly teachers of ideological and political education, lacking entrepreneurial experience. In the end, students are unable to obtain professional innovation and entrepreneurial knowledge in the specific teaching process, and their ability to innovate and innovate has not been improved.

#### **3.3 Innovation and Entrepreneurship Education is Based on Theoretical Teaching**

In the integration of innovation and entrepreneurship in higher vocational colleges, classroom teaching is still the main teaching method, lack of professional practice and practical training. Students' access to innovative and entrepreneurial knowledge is still in the form of classroom teaching, academic reports, etc., and it is difficult to improve their practical ability, which leads to students' enthusiasm for learning innovative and entrepreneurial education. In addition, the current innovative and entrepreneurial teaching model still adopts the traditional teaching mode, and the teachers still occupy the dominant position in the classroom, ignoring the student's subject status. In the actual teaching process, students still focus on listening, which greatly reduces the initiative of students, and ultimately leads to lack of enthusiasm for students.

### **4. The improvement path of innovation and entrepreneurship education in higher vocational colleges from the perspective of new situation**

#### **4.1 Clear Teaching Objectives**

At present, the goal of innovation and entrepreneurship in higher vocational colleges is not clear,

which affects the effect of entrepreneurship employment teaching to a certain extent. In order to improve this situation, higher vocational colleges should clarify the goal of innovation and entrepreneurship as soon as possible. Specifically, higher vocational colleges should actively respond to the policies promulgated by the state, continuously improve and innovate innovative and entrepreneurial education organizations, and formulate effective teaching plans to provide a good environment and atmosphere for innovation and entrepreneurship. At the same time, higher vocational colleges should continue to deepen teaching reform and develop innovative educational models.

#### **4.2 Pay Attention to Practical Teaching**

When carrying out innovation and entrepreneurship education, colleges and universities need to pay more attention to practical teaching on the basis of theoretical teaching. First of all, students should pay attention to the construction of practice and entrepreneurship teaching bases, and strengthen students' practical teaching. At the same time, the school should also strengthen the cultivation of students' awareness of innovation and entrepreneurship, and guide students to prepare for the preparatory work of innovation and entrepreneurship. In addition, the school should invest more manpower for the entrepreneurial base, realize effective management of the base, provide a good teaching environment for students' practical activities, and truly enhance students' ability of innovation and entrepreneurship.

#### **4.3 Establish the Correct Sense of Innovation and Entrepreneurship**

The relevant regulations on innovation and entrepreneurship are at the end of the last century. In recent years, with the rapid development of social economy, the old innovation and entrepreneurship education can no longer meet the current teaching needs. Therefore, in order to achieve better teaching results, colleges and universities should continue to develop and improve relevant laws and regulations, apply Internet technology to college students' innovation and entrepreneurship education, and carry out real innovation and entrepreneurship education activities. At the same time, the school should also open courses related to innovation and entrepreneurship, invite entrepreneurial experts to teach, further enhance students' enthusiasm for entrepreneurship, and achieve a coordinated development of practical and entrepreneurial capabilities.

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