

Research on the Path of Innovation and Entrepreneurship Promotion through the Integration of Production and Education under the Threshold of Talent Supply side Reform

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Abstract: The reform of the talent structure in colleges and universities is an important factor in the upgrading of regional industries and the development of regional economy. However, due to the lack of research on the inner mechanism of innovation and entrepreneurship talents training, it lacks systematic social support and lacks the motivation for sustainable development. On the basis of the mechanism between supply-side structural reform and the analysis of the transformation of talent structure, this paper puts forward the dilemma of reforming talent structure based on the lack of specialization on the supply side and participation on the demand side. We will promote innovation and entrepreneurship, promote the development of people's talents, promote the co-construction of "production, research and innovation", ensure that innovation and entrepreneurship meet the needs of industrial development, and ensure the seamless integration of innovation of entrepreneurship and regional resources.

1. Introduction

With the adjustment and upgrading of industrial structure, the structure of talent training must be closely connected with the market and respond to it. Colleges and universities from the perspective of market demand, the supply and demand based on equilibrium theory, puts forward the talent structure reform in the service of local economic development, on the one hand, to achieve the goals of talents cultivation in colleges and universities and the establishment of entrepreneurial employment system, on the other hand, enrich and deepen the theory of innovation practice, for the real economy, technology innovation, the coordinated development of human resources for upgrading industries provide a theoretical basis.

At present, with the adjustment of industrial structure, the talent structure also needs to undergo unprecedented changes. The standards and ideas of talent cultivation in universities are also impacted by the economic and social reform. The primary function of higher education is to cultivate useful talents for the society and serve the social development. The adjustment of industrial structure will inevitably change the demand for talents. How to appropriately adjust the contradiction between talent supply and industrial demand from the aspect of talent supply side is an urgent task facing colleges and universities [1].

2. The Necessity of Talent Structure Adjustment under the Background of Supply-side Reform

The driving force of economic development is the promotion of industrial technology, and talents are the foundation and guarantee of industrial development. With the economic transformation and global industrial structure adjustment, traditional industries are developing in depth, and emerging industries and an open and inclusive innovation environment place higher requirements on talents ^[2]. If practice is the only criterion to test the truth, then the market and enterprises are the important criteria to test the quality of talent training. Talent and the market can't

fully integrate the current universities, industry and talent bonding of a series of problems is a huge challenge for colleges and universities, colleges and universities personnel how to in the process of industrial upgrading, based on the industrial development and regional economic development as the guidance, appropriate adjust the personnel training structure is related to the quality and effect of industrial development.

3. Main Problems in the Implementation of Innovation and Entrepreneurship Education

First, innovation and entrepreneurship education itself is not an isolated education system, but a product of integration with professional education under the complete education system of colleges and universities. However, in the trend of innovation and entrepreneurship education, many colleges and universities divide them into individuals and separate them from professional and vocational education, which is completely contrary to the concept of innovation and entrepreneurship education.

Second, relevant teachers engaged in innovation and entrepreneurship education are lack of innovation quality and related awareness and knowledge reserve in the field of entrepreneurship and entrepreneurship education. Some teachers have been transformed from professional teachers, and their educational concept is still in their own major, lacking the integration concept of specialty and innovation and entrepreneurship.

Third, the cultivation of innovative and entrepreneurial talents in colleges and universities is out of line with practice. Although the regulations and rules related to innovation and entrepreneurship have been introduced constantly, innovation and entrepreneurship education in colleges and universities is just a form, or some adjustments have been made in the local curriculum system, or some innovation and entrepreneurship activities have been organized, which shows that the school attaches great importance to the training of entrepreneurship and entrepreneurship talents. The goal, structure and level of talent cultivation are the leading principles of higher education, and the supporting curriculum system responding to the upper guiding principles is the foundation of this system. Innovation and entrepreneurship education itself is not isolated from the major, so the establishment of its curriculum system and the setting of practical and experimental links are not isolated. In the process of cultivating innovative and entrepreneurial talents, we must always grasp the connection and difference between their goals, methods and majors. Only with a sound innovation and entrepreneurship ecosystem can we say that universities have indeed cultivated students with innovative spirit.

Fourthly, the innovation and entrepreneurship mechanism of colleges and universities is not perfect, and its synergy with enterprise development is weak. The barriers to talent cultivation still exist in colleges and universities, which account for a large proportion of independent efforts. There is a shortage of practice platforms for innovation and entrepreneurship, as well as “foreign assistance” and expert guidance. In the final analysis, the unsound innovation mechanism of colleges and universities is caused by the unsound cooperation mechanism between colleges and universities. Enterprises and universities lack the common interests of cooperation, and colleges and universities can hardly use enterprises' favorable resources to serve talents cultivation ^[3].

4. The Way for Colleges and Enterprises to Promote the Enhancement of Talents' Innovation and Entrepreneurship Ability

Colleges and universities take the lead in attracting enterprises to enter the education, school-enterprise joint construction, school-enterprise collaborative management, and corporate mentor participation system to create a system for enhancing the innovation and entrepreneurship of college students, including the teacher team's dual-creative skills improvement system and professional entrepreneurship integration curriculum. System, dual innovation training and innovation and entrepreneurship support system, production and education integration to create innovative entrepreneurship training platform ^[4].

First, in terms of the construction of the teaching staff, teachers should be encouraged to obtain

the “double teacher” professional qualifications, and at the same time, seek more business instructors to join the teaching team, and jointly study the talent training objectives, training programs, and curriculum systems. The entry of enterprises will effectively improve the level of information teaching. The teachers and teams of colleges and universities form an organization that guarantees the mutual protection of theory and practice, which can greatly enhance the competitiveness and creativity of the teacher team.

Second, professional courses and vocational courses, innovation and entrepreneurship courses should be deeply integrated, based on entrepreneurial interests, to create innovative entrepreneurship curriculum packages, the course package is divided into three levels, namely, innovation basis and practice simulation, entrepreneurial competition, entrepreneurial incubation. The foundation of innovation is mainly equipped with innovative and entrepreneurial foundation courses, including innovation cases, sand table simulation, business operation, curriculum training, etc.; innovation competition is to provide students with opportunities for innovation through various college students' innovation competitions held by universities and provincial education departments. Participate in the competition with the instructor team to train innovative courage and thinking ability; entrepreneurial incubation is to turn the innovation and entrepreneurial thinking of the optimal competition team into a possibility, and the enterprise participates in the whole project operation, which is the real project.

Third, the dual innovation training and innovation and entrepreneurship support system requires the intervention and cooperation in the administrative field of colleges and universities. At the same time, it is necessary to strengthen communication with enterprises and government departments, grasp the direction and goals of social development, improve the personnel training system, and strive to obtain government Support for innovative and entrepreneurial projects, and develop standards for the implementation of school-enterprise cooperation in innovation and entrepreneurship education.

Fourth, the integration of production and education creates an innovative and entrepreneurial training platform. In the process of co-construction of talents and universities, enterprises and enterprises should not neglect the integration of resources. If enterprises need to develop, they need to be equipped with advanced laboratories and reserve advanced technical talents, which can be shared with colleges and universities. Through the cooperation between schools and enterprises, the establishment of corporate practice and training bases in colleges and universities, the efficient use of corporate resources and government support, talent development will take root. Through the construction of experimental bases and innovation platforms, the achievements of colleges and universities will be rapidly transformed into productive forces, the ability of technological upgrading of enterprises will be accelerated, the level of high-quality talents will be fully served to serve the society, and the goal of building enterprises and universities will be achieved. Optimizing the optimal configuration of resources has had a major impact.

5. Conclusions

Under the background of supply-side reform, the development of university personnel training and the integration of production and education should be the first priority in the service of regional economy and service industry enterprises. The talent supply that satisfies the social requirements is the goal of talent training in colleges and universities. It is of great significance to increase the influence of universities in the field of talent supply.

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