

# **Research on Long-term Mechanism of School-Enterprise Collaborative Education for Innovation and Entrepreneurship Education in Applied Colleges and Universities**

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**Keywords:** applied colleges and universities; innovation and entrepreneurship education; school-enterprise cooperative education; long-term mechanism

**Abstract:** With the development of China's economy and social progress, innovation and entrepreneurship has become a national strategy and the theme of the times. Applied colleges and universities, as an important base for cultivating innovative and entrepreneurial talents, how to establish a long-term mechanism of school-enterprise collaborative education has become a problem to be solved at present. This paper analyzes the current situation of innovation and entrepreneurship education in applied colleges and universities. It discusses the importance and necessity of establishing a long-term mechanism of school-enterprise collaborative education. It also puts forward specific implementation strategies in terms of talent cultivation mode, school-enterprise cooperation mechanism, innovation and entrepreneurship curriculum system, and teacher team construction, etc. The aim is to provide reference and inspiration for the development of innovation and entrepreneurship education in applied colleges and universities.

## **1. Introduction**

With the development of China's economy and social progress, innovation and entrepreneurship has become a national strategy and the theme of the times. Applied colleges and universities, as an important base for cultivating innovative and entrepreneurial talents, must adapt to the needs of the times and strengthen the research and exploration of innovation and entrepreneurship education. At present, innovation and entrepreneurship education in applied colleges and universities is characterized by problems such as single educational content, insufficient practical teaching, and lack of innovation and entrepreneurship experience in the teaching team, which makes it difficult to meet the social demand for innovation and entrepreneurship talents. Therefore, the establishment of a long-term mechanism of school-enterprise collaborative education is an important direction for the reform of innovation and entrepreneurship education in applied colleges and universities.

## **2. Importance and necessity of establishing long-term mechanism of school-enterprise collaborative education**

### **2.1 It is important to establish a long-term mechanism of school-enterprise cooperative education**

As an important base for cultivating innovative and entrepreneurial talents, the mission of applied colleges and universities is to meet the social demand for professional and technical talents, and to promote economic development and innovation drive. However, there are still some challenges and problems in the current innovation and entrepreneurship education in applied colleges and universities, such as single educational content, insufficient practical teaching and lack of innovation and entrepreneurship experience in the teaching team. Therefore, it is particularly important to establish a long-term mechanism for school-enterprise collaborative education. First of all, the mechanism of school-enterprise collaborative education helps to narrow the gap between theory and practice. Through cooperation with enterprises, schools can introduce actual cases into the classroom, so that students can be exposed to real work scenarios and problems, and cultivate practical operation

ability and problem solving ability. At the same time, students can also understand the needs of enterprises and market changes, and adapt to the requirements of career development in advance. Secondly, the school-enterprise collaborative education mechanism is conducive to the enhancement of students' employment competitiveness. By establishing a close cooperative relationship with enterprises, students can get more internship and employment opportunities. At the same time, the school can adjust the curriculum according to the needs of enterprises and provide the skills and knowledge required by the market, so that the students can be more competitive and meet the needs of the employment market<sup>[1]</sup>.

## **2.2 The necessity of establishing a long-term mechanism for collaborative education between schools and enterprises**

At present, innovation and entrepreneurship has become a national strategy and the theme of the times, which puts forward higher requirements for innovation and entrepreneurship education in colleges and universities. As an important position for cultivating innovative and entrepreneurial talents, applied colleges and universities need to work closely with enterprises to explore the effective path of innovation and entrepreneurship education. Therefore, it is imperative to establish a long-term mechanism for collaborative education between schools and enterprises. First of all, the close cooperation between schools and enterprises can effectively bridge the gap between classroom teaching and practice. Innovation and entrepreneurship education needs to focus on the cultivation of practice and practical ability, and enterprises, as the place of practice, provide students with the opportunity to exercise. Through school-enterprise cooperation, students can learn and accumulate experience in a real entrepreneurial environment, so as to better adapt to future work challenges. Secondly, the long-term mechanism of school-enterprise collaborative education can promote the integration of production, learning and research. The cooperation between schools and enterprises can jointly carry out scientific research projects and technological innovation, and promote the transformation and application of scientific and technological achievements. This is not only conducive to the improvement of students' professional ability, but also helps the innovation and development of enterprises, forming a benign interactive relationship<sup>[2]</sup>.

## **3. Specific implementation strategies for the establishment of long-term mechanism of school-enterprise collaborative education**

### **3.1 Establish the talent training mode of integration of industry, academia and research**

In recent years, with the rapid changes in society and the continuous progress of science and technology, colleges and universities are faced with the important task of cultivating innovative talents to meet the needs of the times. In order to better meet the needs of enterprises for talents, schools should cooperate with enterprises to establish an integrated talent cultivation mode of industry-university-research. This will help realize the benign interaction among schools, enterprises, and research institutions through school-enterprise cooperation. Additionally, it will provide more practice opportunities for students and improve their practical operation ability and problem-solving ability. First of all, schools can formulate the corresponding curriculum system according to the needs of enterprises. Through in-depth docking and communication with enterprises, schools can learn the specific requirements and needs of enterprises for talents. Schools can combine these needs to adjust and optimize the existing curriculum and add some professional courses and practical projects that are closely related to enterprises. In this way, students will be able to better understand and adapt to the work requirements of enterprises in the process of learning and improve their professional skills and competitiveness. Secondly, schools can introduce actual cases of enterprises into classroom teaching. By establishing cooperative relationships with enterprises, schools can invite experts and experienced employees from enterprises to campus to conduct teaching activities in the form of lectures and workshops. Representatives of enterprises can share their problems and solutions encountered in actual work, providing students with real cases and practical experience. Students can better understand and apply what they have learned and enhance their problem-solving ability through

interaction with enterprises. In addition, schools can cooperate with enterprises to build laboratories, engineering centers and other industry-university-research bases to provide students with more practical opportunities. By investing in the construction of laboratories and engineering centers with enterprises, the school can provide students with a more realistic environment for innovation and entrepreneurship. Students can participate in actual scientific research projects and technological innovations, and work with enterprise professionals to conduct practical operations and experimental research. In this way, students can have direct contact with the most cutting-edge technology and industry dynamics, and improve their practical ability and innovative thinking.

### **3.2 Establish a stable school-enterprise cooperation mechanism**

It is of great significance for schools to establish stable cooperative relationships with enterprises and sign long-term school-enterprise cooperation agreements to provide students with stable practice and employment opportunities. Through in-depth cooperation with enterprises, schools can better meet the needs of enterprises and cultivate innovative talents who can adapt to the development of the times. First of all, schools and enterprises can jointly carry out research on topics. Through close cooperation with enterprises, schools can obtain the latest industry trends and technology needs. Schools can organize teachers and student teams to carry out research projects with enterprises to solve the problems of enterprises in technology and innovation. This can not only promote the scientific research level of teachers and students, but also provide innovative solutions for enterprises, realizing a win-win situation. Secondly, schools and enterprises can jointly develop new products. With the continuous progress of science and technology and rapid changes in the market, enterprises need to constantly launch new products to meet consumer demand. Schools can utilize their own research resources and innovation capabilities to cooperate with enterprises in product development and improvement. Schools can provide professional knowledge and technical support, while enterprises can provide market demand and practical experience, both sides work together to transform innovative ideas into actual products, realizing the organic combination of production, learning and research. In addition, schools and enterprises can also cooperate with each other in talent cultivation. Schools can adjust the curriculum according to the needs and requirements of enterprises and add professional courses and practical projects related to enterprises. Through cooperation with enterprises, schools can provide students with more practical opportunities so that they can better understand and adapt to the working environment and requirements of enterprises. At the same time, schools can work together with enterprises to carry out vocational training and internship programs to provide students with more employment opportunities and a platform for career development, so as to enhance their competitiveness and employability. Finally, exchanges and cooperation between schools and enterprises can also promote the sharing of knowledge and technology. Schools can provide enterprises with the latest academic research results and technological advances, while enterprises can provide schools with actual industry experience and market demand. Through the exchange and cooperation between the two sides, the dissemination of knowledge and the generation of innovation can be promoted, and the common development of schools and enterprises can be promoted<sup>[3]</sup>.

### **3.3 Establishment of Innovation and Entrepreneurship Curriculum System**

Schools should establish a perfect innovation and entrepreneurship curriculum system, provide students with rich innovation and entrepreneurship courses, and cultivate students' innovative thinking and entrepreneurial spirit. Schools can invite entrepreneurs, investors and other professionals to give lectures in schools to provide more opportunities for students to practice innovation and entrepreneurship. First, schools can introduce students to the basic concepts, theories and methods of innovation and entrepreneurship by offering an introductory course on innovation and entrepreneurship to guide students' knowledge and understanding of innovation and entrepreneurship. The course can explore the meaning of innovation, the cultivation of innovative thinking, and the challenges and opportunities that may be encountered in the process of innovation to help students establish a basic framework for innovation and entrepreneurship. Second, schools can set up innovation and entrepreneurship practice courses to provide students with specific practice

opportunities. These practical courses can include market research, business model design, creative design, etc., so that students can personally participate in all aspects of innovation and entrepreneurship. At the same time, the school can cooperate with enterprises to carry out practical projects, so that students can exercise their innovative and practical abilities in a real business environment. In addition, schools can invite entrepreneurs, investors and other successful entrepreneurs to come to school to teach and share their entrepreneurial experiences and stories. These professionals can explain the fundamentals of entrepreneurship and the key elements of success, inspire students' passion for innovation and entrepreneurship, and provide specific guidance and advice. Students can learn practical entrepreneurial operation skills and experience from them, so as to better prepare themselves for their own entrepreneurial journey. In addition, schools can organize innovation and entrepreneurship competitions or entrepreneurship project incubation to provide more opportunities and platforms for students who are willing to be innovative and entrepreneurial. By participating in competitions or project incubation, students can apply theoretical knowledge to actual entrepreneurial cases and exercise innovative thinking, teamwork and project management skills. At the same time, schools should actively dock with social resources and establish a cooperative network for innovation and entrepreneurship education. It establishes cooperative relationships with scientific research institutions, incubators, venture capital institutions, etc., shares resources and information, and provides students with broader innovation and entrepreneurship platforms and opportunities. Schools can also organize students to visit enterprises and participate in entrepreneurship exchange activities, so that students can better understand the actual operation of innovation and entrepreneurship and market demand.

### **3.4 Strengthening the Teacher Team**

In order to strengthen the innovation and entrepreneurship education in schools and cultivate students' innovative thinking and entrepreneurial ability, schools should pay attention to the construction of the teaching team and introduce a group of teachers with innovation and entrepreneurship experience. First of all, schools can enrich the teaching team by recruiting teachers with innovation and entrepreneurship background and practical experience. These teachers can be people who have founded businesses or participated in entrepreneurial projects. They have rich practical experience and industry insights and can teach students practical knowledge and skills of innovation and entrepreneurship. They can also share their own entrepreneurial stories with students to inspire their passion for innovation and entrepreneurship and provide practical guidance and advice. Secondly, schools can carry out teacher training to improve teachers' education and teaching level and innovation and entrepreneurship ability. The training can include theoretical knowledge of innovation and entrepreneurship, case analysis, teaching methods and other aspects to help teachers better understand and apply the core concepts and methods of innovation and entrepreneurship education. Teachers can also participate in innovation and entrepreneurship practical training courses and get personally involved in innovation and entrepreneurship projects to improve their practical ability and professionalism. Again, schools can encourage teachers to participate in innovation and entrepreneurship research and project practice to stimulate their innovation and entrepreneurship potential. Schools can set up teachers' innovation and entrepreneurship projects, support teachers to carry out innovation and entrepreneurship-related research and projects, and provide teachers with platforms and resources for innovation and entrepreneurship practice. Through their own practical experience and achievements, teachers can better guide students and teach practical innovation and entrepreneurship knowledge and skills. Finally, schools can also establish a teacher exchange platform to promote experience sharing and cooperation among teachers. Schools can organize teachers' symposiums, experience exchange meetings and other activities on a regular basis, so that teachers can learn and learn from each other and form a synergy in innovation and entrepreneurship education. At the same time, schools can also invite innovation and entrepreneurship experts at home and abroad to give lectures or seminars in schools, build bridges of communication with professionals, and broaden teachers' horizons and ideas.

#### **4. Conclusion**

By analyzing the current situation of innovation and entrepreneurship education in applied colleges and universities, this paper discusses the importance and necessity of establishing a long-term mechanism of school-enterprise collaborative education, and puts forward specific implementation strategies in terms of talent cultivation mode, school-enterprise cooperation mechanism, innovation and entrepreneurship curriculum system, and teacher team construction. Only by establishing a perfect long-term mechanism of school-enterprise collaborative education can we truly realize the development of innovation and entrepreneurship education and cultivate more innovative and entrepreneurial talents for the society.

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