

Combination of Innovation Education and Professional Education in Colleges and Universities

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Abstract: With the rapid development of society, it is required that contemporary college students not only have excellent professional qualities, but also possess the innovative consciousness of proactiveness to conform to the development of knowledge-based economy. The purpose of this paper is to expound the relationship between innovation, entrepreneurship, innovation education and professional education, to develop long-term entrepreneurial education development strategy to strengthen the integration between entrepreneurship education and professional education, build the growth platform for entrepreneurial education teachers, and gradually form characteristics of the entrepreneurial education system.

1. Introduction

In China, entrepreneurship education in colleges and universities has been advocated by individual scholars, individual schools scattered practice gradually become the requirements of the government, the community's appeal and the direction of college and degree education. However, compared with the foreign entrepreneurship education, entrepreneurship education in China is still in the stage of enlightenment. It is not only a requirement to further accelerate the development of entrepreneurial education in our country into a scientific, rapid and healthy development track, but also to expand the concept of higher education in China, strengthen the connotation construction of higher education, and better play the role of higher education theory. Therefore, entrepreneurship education should be regarded as the key content in the reform and development of university education and teaching. How to better implement entrepreneurship education in colleges and universities, improve the ability of innovation and entrepreneurship in colleges and universities, this is a practical problem that can not be avoided in front of education authorities and college educators. Therefore, it is of great theoretical and practical significance to study the innovation mode of entrepreneurship education and professional education in colleges and universities. Theoretically speaking, it has become a new way to cultivate college students' entrepreneurial awareness, entrepreneurial thinking, entrepreneurial skills and other entrepreneurial qualities, and ultimately enable learners to have a certain entrepreneurial ability of entrepreneurship education has become a university to enhance innovation capability, promote national regional economic growth and technology Change, enhance the competitiveness of the key. Hailed as the third passport education, entrepreneurship education has been given and academic education, vocational education is equally important position. How to strengthen the deep integration of entrepreneurship education and professional education, explore the theoretical framework of its fusion innovation model, is an important topic of common concern in academia has a very important theoretical significance.

2. Investigation on the Integration of Entrepreneurship Education and Professional Education

The survey shows that 47.8% of teachers believe that professional education is very important, the key to student job search is the effect of professional education; 41.2% of teachers believe that entrepreneurship education and professional education there is a certain correlation, but not all the professional penetration of entrepreneurship education; and 11% of teachers believe that entrepreneurship education as long as the training seminars are sufficient. The relationship between entrepreneurship education and professional education, 42.6% of the students that there is a certain

relevance, 33.5% of the students that little relationship, 16.4% of the students that basically no relationship, only 7.5% of students think between the two Strong correlation. From the relevant literature and survey the situation, the majority of colleges and universities in the teaching materials used by the Ministry of Education to prepare the "entrepreneurial basis" tutorial, there are 28.3% of the college business textbooks to KAB (understand business) 4.8% of the colleges and universities are self-teaching materials. In general, the current business education materials are mainly through the appropriate teaching materials, and professional materials in the infiltration of the entrepreneurial content of only 1.26%.

41% of colleges and universities have neither full-time teachers, nor part-time teachers; 34% of the college entrepreneurship education teachers from the school of employment staff, student staff, college teachers, (Including entrepreneurial success, venture capitalists, business managers); only 25% of the colleges and universities have full-time teachers.

Hunan University of 2011 graduates of less than 0.5% of the proportion of independent entrepreneurship, the national 2011 university graduates of their own business ratio of 1.6%, while Europe and the United States is about 20% to 30%. Survey shows that 86.7% of college students believe that the lack of entrepreneurial practical experience and ability is one of the most difficult problems of college student entrepreneurship. According to the survey, the proportion of entrepreneurs who want to start a business is less than 23%, whether in the Pioneer Park or inside and outside the business incubation base. Less than 10% of students participate in the business practice.

3. The Integration of Entrepreneurship Education and Professional Education in Colleges

The construction of teaching materials for entrepreneurship education is lagging behind, mainly as follows: on one hand, the contents are limited and lack of systematic and integrative, there is no perfect discipline system, the introduction of heavy traces, low-level repetition of the phenomenon is serious; Characteristics of the case less. On the other hand, colleges and universities because of financial and material resources and experts of their own business experience and other aspects of the limitations of the professional teaching materials in the penetration of entrepreneurship education content is also facing greater difficulties.

It is the Key to the Successful Implementation of Entrepreneurship Education in Colleges and Universities. At present, there are not enough teachers in the entrepreneurship education, the shortage of full-time teachers, and the lack of comprehensive talents such as psychology, economics, business management and other professional backgrounds. In addition, entrepreneurship education is a very practical subject, not only requires teachers to teach a rich theoretical basis of knowledge and strong teaching skills should have solid entrepreneurial practice guidance. At present, the lack of dual-qualified talents is not only one of the main reasons for the separation of professional education and entrepreneurship education, especially the knowledge of entrepreneurship and entrepreneurial experience.

The Construction of Practice Education Platform is an Important Way to Deepen the Combination of Entrepreneurship Education and Professional Education in Colleges and Universities. At present, on the one hand, the practice platform of entrepreneurship education in colleges and universities is lacking. Whether it is university students' entrepreneurship park founded by local governments or high-tech zones, or incubation bases set up by colleges and universities, the scale is for university students who are willing to carry out entrepreneurial experience. Words are a drop in the bucket. On the other hand, the practice of professional education platform is not optimistic, the market economy, enterprises consider their own profits and production safety, standardized management and many other factors, unwilling to accept college students short-term practice and professional practice, let alone college students The enterprise's production, operation and management of a full range of entrepreneurial experience.

4. Path Selection of the Combination of Entrepreneurship Education and Professional Education

First, we must change the concept of a single professional education, fully aware of the importance of entrepreneurship education. Entrepreneurship education is to cultivate entrepreneurial talent as the goal of education, is to educate students how to embark on the community, so that students through entrepreneurship education with self-entrepreneurial spirit, skills, self-development ability to adapt to social employment concepts and psychological quality. Professional education is generated with the differentiation of disciplines and professional division, it is to meet the human or social tools and practical needs. The purpose of professional education is to impart professional knowledge and skills training for students to participate in social practice as soon as possible to prepare.

Secondly, we must profoundly understand the dialectical relationship between entrepreneurship education and professional education, and establish the educational philosophy of integrating the two. Entrepreneurship education is not a new content outside professional education, but the deepening and specificization of professional education is the era of professional education requirements and content. It is of great significance to help the contemporary college students to establish their entrepreneurial consciousness, to cultivate their entrepreneurial spirit and to improve the knowledge structure of undergraduates by infiltrating the entrepreneurial education idea into the professional education process.

Integrating Entrepreneurship Education into Personnel Training Program. China's current entrepreneurship education curriculum is not included in the personnel training program, entrepreneurship education courses have not been included in the conventional teaching plan, is considered in the formal education. In addition, the use of extra-curricular time, amateur education belongs to the CYL committee or student work department responsible for the work. This practice makes the loss of professional education entrepreneurship education this strong reliance, resulting in the enthusiasm of students to venture more than enough. Entrepreneurship education, as an interdisciplinary and professional emerging course, the current foundation and status is still relatively weak, but it is a systematic project. Therefore, we need to establish a comprehensive concept of entrepreneurship education, the entrepreneurial education into professional training programs, to cultivate the entrepreneurial spirit of the entrepreneurial spirit of the \$ entrepreneurial skills as a talent training objectives, through to the training program design and personnel training. The whole process of the implementation of the program so that entrepreneurial talent training personnel training system in colleges and universities an important part of an important mode of personnel training.

To transform the concept and understanding of the combination of entrepreneurship education and professional education to improve the ability and quality of college students, we must do practical education work from the curriculum structure and teaching content. On the one hand, we should penetrate entrepreneurship education in professional education, strengthen the integration of entrepreneurial courses and professional courses, and build a comprehensive curriculum system according to the knowledge structure that professionals must possess. In this way, both the effective use of classroom resources, expanding the application of professional education, but also saves time and optimize the teaching content. On the other hand, teachers of professional courses should change the teaching methods, the entrepreneurial spirit training throughout the classroom teaching the whole process, through a variety of different forms of teaching to develop students to find and solve problems. The course content can be set to increase the comprehensive course, open the interdisciplinary edge disciplines courses, broaden the knowledge of students, students play a non-intellectual factors; entrepreneurship education courses and various forms of seminars, students management skills. The original career guidance courses offered in the fourth year were set up as a group of entrepreneurship education courses throughout the university for four years to impart entrepreneurial knowledge and entrepreneurial skills to further stimulate students' interest in learning and cultivate their innovative spirit and entrepreneurial awareness.

Strengthen the Construction of Teaching Staff, Cultivate and Integrate High Quality Teachers. Schools should give full attention to entrepreneurship education faculty building, not in the understanding of the professional education and entrepreneurship education separated. At present, most colleges and universities do not have a dedicated entrepreneurial education teachers, schools should be more teachers to participate in domestic and foreign entrepreneurship in the field of academic exchanges and research conditions, at the same time, some key teachers at home and abroad with excellent business education model of schools or colleges Training. Entrepreneurship education requires teachers to have a strong practical ability, and this is the current weakness of our university teachers. In order to compensate for this deficiency, you can hire some successful entrepreneurs from the outside, entrepreneur, technical innovation experts, to the school as a part-time teachers or visiting professor for students to teach entrepreneurship education experience, demonstration cases of successful teaching and the establishment of expert library And the business case library. In addition, teachers can also be arranged to the appropriate business and sector attachment learning to improve their entrepreneurial ability.

5. Conclusion

Entrepreneurship education and professional education is an integral part of the entire higher education activities, the purpose is to cultivate a spirit of innovation and entrepreneurial ability of high-quality talent. There is no absolute distinction between entrepreneurship education and professional education, professional education is the foundation entrepreneurship education is the practice, although the two can not replace each other, but can be mutually reinforcing each other. We should entrepreneurship education and professional education combine in the professional education in the comprehensive penetration of entrepreneurship education, reinforce the basis of professional knowledge of students and improves students' comprehensive quality and entrepreneurial ability. The integration of entrepreneurship education and professional education is the requirement of the progress and development of higher education. It is also an important measure to promote the training of high - level talents and the inevitable choice of higher education reform.

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