

# Innovation and Entrepreneurship Education Reform for Nursing Undergraduates in Double Creation Era

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**Abstract.** Innovation and entrepreneurship are innovations and entrepreneurial activities based on product innovation, technological innovation or business model innovation, market innovation, management innovation, channel innovation, and organizational innovation. Innovation and entrepreneurship education is a new education model to cultivate students' entrepreneurial awareness and entrepreneurial quality. This article analyzes the current problems of innovation and entrepreneurship education in the nursing profession in China, and puts forward some suggestions on the reform and innovation of college students' innovation and entrepreneurship education model, in order to improve students' innovative ability and entrepreneurial ability, and cultivate high-quality, high-quality nursing professionals.

## Introduction

In recent years, with the expansion of the scale of enrollment expansion in higher education, the number of nursing graduates has also shown a dramatic increase, gradually shifting from the original shortage to the balance of supply and demand. In order to better strengthen the professionalism of nursing students, help them correctly plan their careers, and maintain the stability of the nursing team, the author read a lot of information, and in-depth thinking and analysis of innovation and entrepreneurship in the nursing profession. In 2015, the Chinese government clearly put forward the basic requirements for colleges and universities to carry out entrepreneurship education in an all-round way. The college students' entrepreneurial ability was taken as an important criterion for judging the overall quality of college students, and was included in the credits. From a long-term perspective, cultivating college students' entrepreneurial abilities will help strengthen students' adaptability to society and improve the pressure on employment in society. In view of the current direction of the development of nursing professional entrepreneurship, innovation and entrepreneurship education is a new education model to cultivate students' entrepreneurial awareness and entrepreneurial quality. The innovative spirit of contemporary college students is a necessary trend in the development of education. It is to strengthen the prerequisites for students' employment competitiveness in the future. This article starts with an analysis of the current issues of innovation and entrepreneurship education in the nursing profession in China, and puts forward several effective suggestions and insights on the application and reform of the innovation and entrepreneurship curriculum.

## Problems in current innovation and entrepreneurship education for undergraduate nursing students

Starting late, compared to some developed countries abroad, China's innovative entrepreneurship practice courses started late, and the lack of a sound scientific system and a perfect system has, to a large extent, limited the pace of entrepreneurship for college students. At present, with the informatization and internationalization of the nursing industry and the constant high-speed development of the current market economy in China, the demand for innovation and entrepreneurship of the professional talents for graduates in the nursing industry is also continuously diversified and multi-directional. In order to meet the current market demand for compound talents and to develop more talented personnel, China's education sector has also been vigorously promoting the development of entrepreneurship education in universities. In 2016, all

universities and colleges were required to have innovation and entrepreneurship education. The practical courses provide great convenience and opportunities for the undergraduates in the nursing specialty. Although China's innovation and entrepreneurship education started relatively late, it has also developed rapidly with the support of relevant policies.

With the increase of population and ageing of our country, the opening up of the second-child policy is again putting enormous pressure on families and society. The demand for care for the elderly, baby care, and community health care is increasing. The development of China's nursing career has created tremendous challenges, but it has also given nursing graduates a broad market and good prospects and space for entrepreneurial employment development. Family care for infants and young children is still the main form of infant and child education in China. However, with the rapid socio-economic development and the current income level, the work and living rhythm of young parents continues to accelerate, and spare time is decreasing. The continuous improvement of the content and requirements of home care, the contradiction between the two, provides opportunities and markets for the development of market and social services for infants and young children home care. First of all, for the personnel of the innovation and entrepreneurship sector, most of them are not fully aware of the content of innovation and entrepreneurship, and there are great differences and differences in understanding. This directly leads to ineffectiveness of entrepreneurial education, and students' emphasis on the curriculum not high enough; in addition, there is the quality and ability of the teacher of entrepreneurial practice teaching itself is not strong, coupled with the lack of practical teaching materials, inadequate quality teaching resources, often in the teaching process, there will be no sense of compliance, there is no typical Cases, there is no strong theoretical basis for students to guide and guide.

The direction of innovation and entrepreneurship lacks scientificity. At present, the understanding of entrepreneurship in many colleges and universities in our country is still too backward. It does not follow the footsteps of the era. It is believed that the major task of college students is the professional curriculum. As long as nursing students learn professional knowledge, they can find a hospital internship after graduation, which is the best result. Innovation and entrepreneurship education has no substantive significance for the cultivation of student ability, so it does not want to spend a lot of energy venture innovation above. It is precisely because of this that colleges and universities in the innovation and entrepreneurship education did not in-depth conduct entrepreneurship practice teaching, it is naturally difficult to obtain good results, but also limited the cultivation of students' entrepreneurial ability. Moreover, many schools believe that the innovative entrepreneurial model is difficult to improve students' ability in a short period of time. Training "elite talents" as the focus of education and ignoring the cultivation of entrepreneurship education will enable students to participate without much time and effort to entrepreneurial projects, it greatly limits the cultivation of students' entrepreneurial ability.

As universities continue to expand their enrollments, there are millions of college graduates each year, with limited posts and near-infinite human resources. As more and more college graduates cannot find a suitable job after graduation, they have to stay home. The resumes that are cast out are like sinking into the sea, and employment is frequently frustrated. Under such a tense situation, the government has issued a series of policies to care for students' entrepreneurship. This new approach has brought new hope to college students who are unemployed. Entrepreneurship is an effective way to realize their ideals.

### **Key points for the application of innovation and entrepreneurship curriculum reform for nursing students**

Reform the curriculum and use the teaching materials. Teachers of nursing majors can consider the practical ability and actual application of the original professional textbooks, change the teaching structure of the original textbooks, and link the knowledge system into a network, a network, a framework, a solid framework, and can be filled more efficiently new knowledge. Using some ingenious methods of using materials, teachers can also encourage teachers to write teaching cases and professional knowledge guidance materials. They can provide a basis for reference in future

courses or clinical practice.

Strengthen the construction of the teaching staff. The nursing professional teachers must not only have a solid professional knowledge of nursing, but also have strong capabilities in practice. The nursing specialty school can regularly strengthen the regular training for nursing professional teachers, and can carry out some vocational training and clinical professional practice training. You can also cooperate with some internship units to carry out cooperative learning in other subjects, bring back the rich practical experience and professional skills of the cooperation unit to the campus, bring new knowledge to other professional teachers, and conduct professional subject discussion sessions. study Exchange. Case teaching method is used for nursing professional teaching. General teaching is based on the knowledge syllabus of the nursing curriculum. It cannot be separated from the teaching materials in combination with the actual situation. Every knowledge point finds a suitable case to explain knowledge points.

Trinity education based on the theory of the theory, practice, and actual combat on the basis of the Internet The use of the Trinity model requires the teacher to do the entrepreneurial guidance: a comprehensive strategy of theory, practice, and actual combat. Use this model to effectively improve students' entrepreneurial ability. Under the background of "Internet+", the theoretical teaching can no longer be confined to classroom education. Students can interact with teachers on the Internet and will be free from time and space limitations to communicate and learn, thus achieving efficient learning. And can also search for information on the Internet, self-study; in the process of practice, teachers can communicate with the relevant cooperative units, allow students to practice training, you can answer some of the aspects of nursing through the network. Finding problems and solving problems in the process of practice; and organizing some practical training courses to allow students to truly feel the overall operation of the enterprise through practice in all enterprises, and continuously improve their own innovation capabilities in practice.

Improve the professional qualities of the teacher. Only when the overall quality of the teacher is improved can students learn the knowledge while educating the students. Schools can ask nursing professionals to develop knowledge in other fields, such as psychology, sociology, and philosophy, in addition to improving their own professional knowledge, and to make teachers a professional, all-round teacher. When teaching professional courses, you can ingeniously inspire students' sense of innovation and slowly transform this consciousness into innovative ability. During the lecture, you can find a new perspective of lectures. Teachers can develop students' vision and thinking with their own unique understanding, and can also effectively solve students' questions. The teacher's teaching ability is strong enough to be taught indirectly through teaching.

### **The Reform Measures of Innovative Undertaking Courses for Nursing Undergraduates**

First of all, because students have different levels of understanding of entrepreneurial knowledge and different expectations in the future, in practice education should be based on the characteristics of the students and individualized education. In terms of theory, schools should scientifically design knowledge and rationally arrange knowledge distribution and time cuts. Enable students to understand entrepreneurship knowledge to the greatest extent possible. In practice, teachers should use more scientific methods to effectively stimulate students' enthusiasm for practical learning and fully tap their potential, so as to effectively improve their entrepreneurial ability. In the process of learning, students are trained to diversify their thinking modes, so that they can learn to think about issues from different aspects, they can have a clearer understanding of their own personality characteristics, give full play to their own strengths, and effectively improve themselves under the guidance of their teachers. Entrepreneurial ability.

Students should take the initiative to strengthen their own training. For college graduates in a new era, only professional skills with a higher professional level cannot meet the needs of society for talents and even composite talents. Nursing students should make full use of the amateurs time, more participation in some of the community activities and extracurricular activities organized by universities, etc., to explore their potential and tap their own potential, while not only confining themselves to studying professional textbooks but also not relying too much on teachers'

knowledge in the classroom. Learn to acquire knowledge from various sources, such as relatives, friends, networks, and friends, etc. Use the Internet to learn about news, expand your knowledge, participate in more innovative and entrepreneurial seminars, build your own independent thinking skills, and inspire their passion for innovation and entrepreneurship. In addition, do not stick to the old ideas, encourage students to think, be good at finding problems, update ideas, and not fear that their ideas are contrary to common sense and dare to prove their ideas through practice. This is of great significance to their innovative entrepreneurial thinking.

It is also possible to use the grades of students as a node to divide students into different practical stages and design different course contents. Undergraduate nursing is basically a four-year system, and entrepreneurship education needs to be conducted according to different grades during the practice education. For example, at the beginning of the school year, more guidance education can be provided from the student's ideology and consciousness to help students adjust their learning styles and habits, and lay a good foundation for future entrepreneurship training. In the sophomore year and junior year, we will strengthen the development of new educational technologies, extend the scope of education, and improve teaching achievements and teaching capabilities. Facing the society and market, expanding the business scope of innovative technologies, enhancing innovative teaching capabilities, and providing innovative information, guidance, technical assistance, and market research services for the technological innovation of related companies. Strengthen communication with government functional departments, use network services to promote the results of entrepreneurial experience, and promote it as an important part of the innovation system. Utilizing the role of liaison as a link, participating in all kinds of food science and technology service systems, strengthening the socialization of entrepreneurial institutions' network service systems, and better serving emerging companies, urging innovative institutions to play a more efficient role in the development of innovation and entrepreneurship .

## Summary

The reform of teaching model of nursing specialty in colleges and universities lies in innovation. We should focus on the fundamental interests of society, markets, schools and students, take the opportunity of “mass entrepreneurship and innovation”, strive to pursue breakthroughs in innovation and entrepreneurship education reform, and improve students’ double-invented skills. This will become the trend and focus of the education reform of the double-education education in the future nursing specialty. Through the above analysis, it can be understood that the innovative teaching of the nursing profession is of great significance. In the development of nursing in the future, teachers and students must follow the rhythm of the times and be more innovative and practiced under the leadership of the teacher, striving to become a fully-developed innovative nursing talent. Introducing new concepts of nursing, improving and perfecting nursing methods, formulating standards for nursing safety management, regulating nursing behaviors and other measures to control nursing quality can effectively improve the effectiveness of nursing, reduce the incidence of adverse events, and improve the satisfaction of the serviced person. Degree, improve service quality.

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