

Research on the Application of Project Management Model in Innovation and Entrepreneurship Education in Higher Vocational Colleges

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Keywords: Project management mode, Higher vocational colleges, Innovation education for entrepreneurship, Teaching application

Abstract: With the development of global economic integration, more and more people begin to recognize the importance of knowledge innovation for economic development, and with the intensification of national economic competition, the impact of talent on competitive advantage has also begun to receive attention. In the process of supporting the innovation and entrepreneurship education in Higher Vocational colleges, our government constantly promulgates relevant policies, focusing on providing innovative and entrepreneurship talents for the country. Although the innovation and entrepreneurship education of higher vocational college students is also widely developed in the process of development, there are still some problems in the training of innovative and entrepreneurship education in higher vocational colleges.

1. Introduction

In the process of cultivating students' innovation and entrepreneurship ability in Higher Vocational Colleges in China, practice is an important teaching link to improve students' innovation and entrepreneurship ability. Only by grasping the reform of practice teaching, building practical teaching of professional courses with the help of project management mode, and constantly deepening and improving the level of innovation and entrepreneurship education in higher vocational colleges, can we better serve the innovation and entrepreneurship education in Higher Vocational Colleges . At present, although the higher vocational colleges in our country will integrate project management mode into the teaching process, there are still some problems in the application of management mode that the students in higher vocational colleges are not good at mastering the knowledge of innovation and entrepreneurship education. Therefore, it is more necessary for our educators to analyze and integrate the application of project management mode in Higher Vocational innovation and entrepreneurship education, so as to enhance the root cause. The level of innovation and entrepreneurship ability of students in Higher Vocational colleges.

2. Definition of related concepts

2.1. Innovation and Entrepreneurship Education

Innovation and entrepreneurship education was originally started in the United States. In 1947, New Venture Business Management was first launched in Harvard Business School in the United States. It can be said that it was the first course in innovation and entrepreneurship education in the world. However, the social and economic environment at that time did not make innovation and entrepreneurship education curriculum have a greater use. In the 1980s, the global economy continued to decline, which made the employment pressure of the whole world increasing. So every country thought that there was no innovation and entrepreneurship education to promote development thoroughly at that time. Moreover, the innovation and entrepreneurship education at that time belonged to different educational connotations. Under this development background, the relationship between the two was gradually close, while in our country, the innovation and entrepreneurship education belonged to different educational connotations. Innovation education has always been regarded as the foundation and core force of entrepreneurship education, so

innovation and entrepreneurship education as a fusion concept began to take root in China.

The so-called innovation and entrepreneurship in the process of development and cultivation, its focus is to develop students' creative thinking mode, which can stimulate students' innovative desire to give students courage to innovate boldly. Students need to develop their own innovative spirit in the process of imagination and imagination, so as to form the habit of reverse thinking and divergent thinking, dare to innovate. Breaking through the shackles of traditional ideas and relying on certain practical skills, students in higher vocational colleges can have more new ideas in technological innovation and application. The purpose of innovation and entrepreneurship education is to cultivate talents with the basic qualities of entrepreneurship and innovative thinking mode for our society. Therefore, in the process of carrying out innovation and entrepreneurship education, it is not only for students in Higher Vocational Colleges to have innovative consciousness and spirit, but also for the whole society to carry out innovation and entrepreneurship on the basis of innovation and entrepreneurship ability. Training education, this kind of training education mode can be adapted to those who are preparing for entrepreneurship, and can also train the innovative thinking and innovative ability of those who have already started their own businesses, making innovative entrepreneurship education a practical and meaningful educational content.

2.2. Project Management

The earliest application of project management is to realize the corresponding resource planning through the construction of systematic theory and method, which also originated from the western developed countries. Since the 1980s, our country began to introduce the concept of project management into the field of construction projects. In the application process of this field, our experts and scholars realized the application effect of project management theory to the development of various fields. So some experts and scholars introduced the concept of project management into the process of innovation and entrepreneurship education by introducing the advanced theory of project management. The combination of concept and innovation and entrepreneurship education makes it possible to have effective management and service in the process of education from planning process to summary process. In the process of further reform and promotion of the implementation of traditional teaching management, innovation and entrepreneurship education can also be systematically operated by means of project management mode. On the basis of optimizing the allocation of resources, The innovation and entrepreneurship education system in higher vocational colleges will become more standard and normative, so that the innovation and entrepreneurship education in China will be better developed.

3. The Current Situation of Innovation and Entrepreneurship Education in Higher Vocational Education in China

3.1. Initial formation of the basic concept of innovation and Entrepreneurship Education

At present, with the deepening of our understanding of innovation and entrepreneurship education, the concept of innovation and entrepreneurship education in higher vocational colleges has a new direction of development. In recent years, with the development of the government's policy on innovation and entrepreneurship education in Colleges and universities, the importance of innovation and entrepreneurship education in Colleges and universities has been continuously enhanced, which directly stimulates students' enthusiasm for innovation and entrepreneurship. Many higher vocational colleges will set up corresponding incubation bases for innovation and entrepreneurship in the process of encouraging students to carry out innovation and entrepreneurship, but students have no idea how to carry out innovation and entrepreneurship after the development of innovation and entrepreneurship education. Although some students are interested in innovation and entrepreneurship education, they also hope that they can make use of innovation and entrepreneurship education in schools for their own future. Employment provides a new direction of development, but its overall number is still small. In the process of carrying out

innovation and entrepreneurship education in Higher Vocational colleges, the focus of innovation and entrepreneurship education has always been on entrepreneurship activities, excessively guiding students to try entrepreneurship, but in terms of classroom content, it has not infiltrated more innovative consciousness teaching for students, so that some students have formed a focus on innovation and entrepreneurship awareness, but this basic principle Reading is only a preliminary formation, and there is no clear practical measures to stimulate students to find problems in the classroom and solve them after class.

3.2. The organization and management system of innovation and entrepreneurship education has been established and operated.

In the process of constructing the relevant functional departments of Higher Vocational Colleges in China, many colleges have established entrepreneurship colleges one after another. The entrepreneurship colleges should not only shoulder the responsibility of creating the campus culture atmosphere for the school in the popularization of innovation and entrepreneurship education, but also carry out the specialized education courses of innovation and entrepreneurship education in order to enable students to have the development of innovation and entrepreneurship education. Cheng Zhong has more initiative in innovation and entrepreneurship. On the other hand, through organizing and coordinating the training of start-up enterprises, we should guide students to practice innovation and entrepreneurship, so that students can have certain basic abilities in the process of building entrepreneurship projects, and ultimately enhance the success rate of college students' entrepreneurship. At present, for Higher Vocational Colleges in our country, the establishment of entrepreneurship college is to gather resources from all sides to provide students with a more perfect theory of innovation and entrepreneurship education, and has certain application results in campus innovation and entrepreneurship activities such as college entrepreneurship contest. Many students' entrepreneurship projects have been realized with the support of the school, and have been gradually implemented in the trial operation process. Profit now, for our higher vocational colleges, not only means that the organizational management system of innovation and entrepreneurship education has been preliminarily built, but also for some students who want to start a business but dare not start a business.

3.3. Formulating working methods to support innovation and Entrepreneurship Education

At present, in the process of innovation and entrepreneurship education in Higher Vocational colleges, the importance of this education course for cultivating high-quality entrepreneurship talents has been preliminarily realized, which makes more and more teachers begin to devote themselves to innovation and entrepreneurship education. Innovation and entrepreneurship education in the annual assessment content of college teachers also occupies a certain proportion of teachers' assessment, not only to assess higher vocational colleges. Students' innovative entrepreneurship course teaching situation, but also to the university's innovative entrepreneurship team whether there is a positive guidance of the examination, more to the current innovative entrepreneurship competition situation of a comprehensive assessment. Therefore, in the process of encouraging students to innovate and start their own businesses in Higher Vocational colleges, many higher vocational colleges are supporting young teachers to declare innovative and start-up projects. Some students are brave enough to participate in innovative and start-up learning and practice. Schools will also increase their scores in comprehensive quality, and schools will actively issue preferential support for innovative and start-up given by the government and schools. The policy provides the corresponding policy guarantee and financial support for some teachers who participate in innovation and entrepreneurship, which fully reflects that our country has invested more support in the work of innovation and entrepreneurship education, and urges our country to formulate the working methods to support innovation and entrepreneurship education, and to develop the concept of innovation and Entrepreneurship from teachers.

4. Problems in Innovation and Entrepreneurship Education in Higher Vocational Colleges

4.1. There are deviations in the basic concepts of innovation and Entrepreneurship Education

At present, after innovation and entrepreneurship has become the national development strategy in China, innovation and entrepreneurship courses are generally offered in Higher Vocational colleges, but there are certain cognitive misunderstandings between teachers and students in the process of implementation. Many students are participating in the process of innovation and entrepreneurship education in Higher Vocational colleges, and find that the concept of innovation and entrepreneurship education is not mature, and the higher vocational colleges recognize innovation and entrepreneurship education. Relatively narrow-minded, teachers pay more attention to entrepreneurship in the teaching guidance of students, thus ignoring the guidance of innovative entrepreneurship content, which makes entrepreneurship have certain limitations. If entrepreneurship project loses innovation, it will inevitably be affected in the process of development. Moreover, in the process of developing entrepreneurship basic courses and career guidance courses in Higher Vocational colleges, students' curriculum education is often interpreted as stimulating students' enthusiasm in employment and entrepreneurship. In the follow-up guidance for students, it is relatively weak. Under the background of a snake in the tail, students' entrepreneurship project technology content is not high, so the success rate of entrepreneurship will be low.

4.2. The curriculum system of innovation and entrepreneurship education is incomplete

It can be said that innovation and entrepreneurship education itself bears the important mission of personnel training in China, so higher vocational colleges must set up a comprehensive curriculum system to train and educate students. At present, the curriculum of innovation and entrepreneurship in higher vocational colleges is usually a semester in terms of time arrangement, and it is carried out at the stage when students are on the verge of employment. Students suddenly begin to carry out innovation and entrepreneurship education before they are on the verge of employment. This will make students face more passion and panic in employment. On the contrary, it will make students lack theoretical and practical knowledge of innovation and entrepreneurship education. Interest, for students in innovation and entrepreneurship ability training effect is also relatively limited. At present, students' acceptance of innovation and entrepreneurship courses is diversified, so they are often more confused about their future choices after learning the courses. This shows that teachers of innovation and entrepreneurship education have relatively poor pertinence in teaching. They have not clearly recognized students' needs for innovation and entrepreneurship courses, and can not run the innovation and entrepreneurship courses through the whole University period. Only when students are confused, can they fall into a more confused state because of the difference between entrepreneurship ideas and employment in real society.

4.3. The immature mode of innovation and Entrepreneurship Education

At present, through the analysis of the innovative entrepreneurship education model in Higher Vocational colleges, we can clearly see that there are some conflicts between the practice of entrepreneurship education and other professional courses in Higher Vocational colleges, and some colleges will customize the corresponding innovative entrepreneurship education model according to the professional characteristics of different majors, but in the process of carrying out the model in stages, although innovative entrepreneurship education has already existed. Through the whole stage of education, but higher vocational colleges can not integrate the knowledge content of innovation and Entrepreneurship with the advanced concept of project management into the teaching process of professional courses. They lack the idea of innovation and entrepreneurship education as the main idea of students' innovation and entrepreneurship education. To a large extent, students will go on long without definite ideas of innovation and entrepreneurship education. Period of innovation and entrepreneurship education, so that there are various types of loopholes in the process of innovation and entrepreneurship education, which directly affects the Vocational College

Students' learning and future development of innovation and entrepreneurship education.

5. Application of Project Management Model in Innovation and Entrepreneurship Education in Higher Vocational Colleges

5.1. Define the Training Objectives of Innovation and Entrepreneurship Education in Higher Vocational Colleges

For higher vocational colleges, innovation and entrepreneurship education has become a part of the talent training plan. Therefore, the development of innovation and entrepreneurship education in higher vocational colleges should train students to build a solid foundation of innovation and entrepreneurship knowledge and perfect thinking structure, so that students' learning ability and learning habits can be significantly improved, and students can be trained to be tough. Through cultivating students' unique thinking mode and the ability to judge and grasp opportunities, students can effectively enhance their team spirit and cooperation ability in the process of innovation and entrepreneurship education, and enhance their social competitiveness. And for some students with strong innovation ability, higher vocational colleges can also infiltrate the knowledge of industry laws and regulations for students' innovation and entrepreneurship education by setting up professional innovation education courses, and cultivate students' entrepreneurship, so that students' comprehensive quality and ability can be developed. On the other hand, higher vocational colleges also need to guide the development of students' entrepreneurship projects, and give more help and support in the process of project practice, through this means to improve the success rate of students' innovative entrepreneurship projects in Higher Vocational colleges.

5.2. Further improving the subject system and curriculum system of innovative entrepreneurship education

In the course of the development of innovation and entrepreneurship education in our country, there is a direct connection between the specialization construction of various disciplines and the development of innovation and entrepreneurship education. Therefore, higher vocational colleges must also highlight their own characteristics of running a school in the construction of discipline and specialty. In this era of mass entrepreneurship and innovation, higher vocational colleges need to continuously deliver social production mode changes and innovations. Only by grasping the demand orientation of the market for talents, can higher vocational colleges specialize in disciplines and optimize the integration of disciplines, and enhance the knowledge structure and professional skills of students in Higher Vocational colleges, so as to make the development of innovation and entrepreneurship education more professional. It can meet the needs of professional students, grasp every link of education and teaching, integrate the spirit and concept of innovation and entrepreneurship education in the process of learning and practice of students' basic courses, provide more targeted guidance and training for students' innovation and entrepreneurship, and effectively improve students' entrepreneurial practice skills.

5.3. Promoting the Development of Theory and Practice Education of Innovation and Entrepreneurship Education

In the process of the development of innovation and entrepreneurship education in China, the stimulation of students' enthusiasm for innovation and entrepreneurship and the cultivation of innovative thinking are the long-term development goals of innovation and entrepreneurship education in Higher Vocational colleges. Only by effectively guiding students to construct the spirit of innovation and entrepreneurship, can students grow into excellent talents more in line with social needs in the process of development. Therefore, in the process of developing innovative entrepreneurship education curriculum in Higher Vocational colleges, innovative entrepreneurship education can be practically carried out in two aspects: theoretical education and practical education. In the process of developing innovative entrepreneurship education, we should not only apply innovative entrepreneurship education to different needs of different educational objects, but also

further improve the construction of knowledge system of subject innovation and entrepreneurship, so as to make it more effective. Good to promote the improvement of teaching quality. In the course of innovation and entrepreneurship in Higher Vocational colleges, besides stimulating the consciousness of entrepreneurship, we also need to promote students' ability of innovation and entrepreneurship. In the course development of innovation and entrepreneurship in Higher Vocational colleges, we should constantly integrate the existing theory of innovation and entrepreneurship quality education, integrate it with the practice of innovation and entrepreneurship, and make higher vocational colleges learn through scientific curriculum arrangement. Students can achieve twice the result with half the effort in the process of teaching development.

6. Conclusion

In the course of the development of innovation and entrepreneurship education in China, the stimulation of students' enthusiasm for innovation and entrepreneurship and the cultivation of innovative and entrepreneurship thinking are the long-term development goals of innovation and entrepreneurship education in Higher Vocational colleges. Only by effectively guiding students to construct the spirit of innovation and entrepreneurship, can students grow into excellent talents more in line with social needs in the process of development. In the course of innovation and entrepreneurship in Higher Vocational colleges, besides stimulating the consciousness of entrepreneurship, we also need to promote students' ability of innovation and entrepreneurship. In the course development of innovation and entrepreneurship in Higher Vocational colleges, we should constantly integrate the existing theory of innovation and entrepreneurship quality education, integrate it with the practice of innovation and entrepreneurship, and make higher vocational colleges learn through scientific curriculum arrangement. Students can achieve twice the result with half the effort in the process of teaching development.

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