

## Study on the Reflection and Model Construction of Innovation and Entrepreneurship Education on Colleges

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**Abstract:** Innovative entrepreneurship education now becomes an important driving force for promoting national development and promoting social progress and is also the trend and direction of China's higher education reform and development. In recent years, with the continuous development and progress of our society, the scale and number of colleges in China have also been expanding, and the number of enrolled students and graduates have also shown a sharp upward trend, which has greatly promoted my education. The development of the business to a large extent put a lot of pressure on employment. In this context, China's colleges have provided innovative and entrepreneurial education to ensure that colleges cultivate more high-quality comprehensive talents for the society. At present, although the innovation and entrepreneurship in China's colleges has been implemented for some time, there are still some shortcomings and problems. The effective implementation and development of innovation and entrepreneurship education is an issue that universities need to focus on. This paper analyzes and reflects on the current situation of innovation and entrepreneurship education in colleges and analyzes the model construction of higher vocational innovation and entrepreneurship education.

### 1. Introduction

China's colleges vigorously promote innovation and entrepreneurship education, and actively encourage students to start their own businesses. It is an important measure to serve the construction of an innovative country and achieve the goal of strengthening the country with human resources. It is an important way to deepen the reform of higher education and cultivate students' innovative spirit and practical ability. Implement important measures to promote employment through entrepreneurship and promote full employment of graduates. At present, China's innovation and entrepreneurship education is still in its infancy, and there are many problems. How to actively explore the new mode of innovation and entrepreneurship education on the basis of understanding the core connotation and current situation of innovation and entrepreneurship education is an important issue that needs to be urgently solved under the new situation.

### 2. Core Content of Innovation and Entrepreneurship Education

At present, China has entered a crucial period of comprehensively building a well-off society and a period of deepening reform and opening up and accelerating the transformation of economic development mode. The situation highlights the importance and urgency of improving the overall quality of the people and cultivating innovative and entrepreneurial talents. At the 7th meeting of the Central Finance and Economics Leading Group held in August 2014, General Secretary Xi Jinping emphasized: "The innovation drive is essentially a talent drive. In order to accelerate the formation of an innovative talent with great scale, innovative spirit and risk. Teams should focus on using, attracting, and cultivating. "The innovation and entrepreneurship education in colleges is still far behind the new requirements of steady growth, restructuring, reform, and benefiting people's livelihood, especially in talents. The short-board effect in the training work has become more apparent. Therefore, strengthening college students' innovation and entrepreneurship education,

improving their innovative spirit, entrepreneurial awareness and entrepreneurial ability, and encouraging them to carry out innovation and entrepreneurship practice are the realistic requirements for the school to serve the country to transform the economic development mode and build an innovative country and a strong human resource.

In recent years, college students' innovation and entrepreneurship education has become a hot word in the field of higher education. Many colleges across the country are improving the innovation and entrepreneurship education organization system, improving the infrastructure of innovation and entrepreneurship education, carrying out innovation and entrepreneurship education and extracurricular activities, and increasing investment in innovation and entrepreneurship. He has made many efforts and explorations and achieved certain results. But on the whole, we are not paying much attention to the innovation and entrepreneurship education of college students. The connotation and essence of innovation and entrepreneurship education are still not deep and impervious. Either the survival-based entrepreneurship with low technical content and mechanically copying the traditional “business-consumption” relationship is regarded as the result of innovation and entrepreneurship education; or simply understand innovation as “scientific and technological innovation”, ignoring ideological innovation and consciousness innovation. It is considered that entrepreneurship is a matter of management discipline or engineering, and has nothing to do with its own discipline. Innovation and entrepreneurship education is simply to open several entrepreneurial classes, carry out several innovation and entrepreneurial activities or competitions, and has nothing to do with professional teaching, so that innovation and entrepreneurship education is separated from Professional education, knowledge education.

So, what is the core connotation of innovation and entrepreneurship education? I believe that innovation and entrepreneurship education is not a “life-saving grass” for employment, an “incubator” for earning money, nor an “identifier” for student value. Its essence is a solid foundation for all students and a solid foundation for their sustainable development. Basic quality education cannot simply calculate how many innovative and entrepreneurial activities students have participated in, how much scientific research has been carried out, how many innovations or entrepreneurial projects have been undertaken, how much entrepreneurial funds have been acquired, or whether these indicators are used as a frame of reference for measuring student development. The core connotation should be to build a modern higher education model that is oriented towards cultivating top-notch innovation and entrepreneurial talents. It will guide teachers and students to constantly update and sublimate educational concepts, deepen education and teaching reform, and closely integrate talent cultivation, scientific research, and social services. We will realize the transformation from focusing on knowledge transfer to paying more attention to ability and quality training, strengthening the cultivation of students' innovative entrepreneurship spirit, innovation and entrepreneurship awareness and innovation and entrepreneurship, and effectively improving the quality of talent training.

### **3. Characteristics of Innovative Entrepreneurship Education**

Innovation and entrepreneurship education is still in the development stage in China. It is an emerging education model that breaks the formalization and mechanization of the traditional education model, making education more flexible and rich. Studying the characteristics of innovation and entrepreneurship education has a positive impact on the reflection of innovation and entrepreneurship education in colleges and the construction of models. Innovation and entrepreneurship education has the following characteristics.

In China, innovation and entrepreneurship education is still in its infancy, and its development history has been more than ten years. Therefore, innovation and entrepreneurship education is an emerging teaching concept in the new century, and it has not formed a sufficient perfection even in the world. Educational theory system. However, innovation and entrepreneurship education pays more attention to the future development. It is precisely because of its advanced nature that innovation and entrepreneurship education also puts more stringent demands on the future society. According to the guidelines for building an innovative country, innovation and entrepreneurship

education is more like a kind of Forward-thinking and advanced educational concepts and methods.

In the traditional education mode, education is more focused on teaching, while ignoring practice. In today's social development situation, society has higher requirements for the practical ability of talents. Therefore, the traditional education model is already difficult to meet the needs of modern society. Development needs. Practice in innovation and entrepreneurship education is the core content. In practice activities, students can more realistically feel the process, methods and difficulties of innovation and entrepreneurship, so as to better face and adapt to the road development of the future. A lot of knowledge can't be mastered and understood from books. Only in practice can we truly grasp and comprehend through continuous accumulation and exercise. Practice can be said to be a prominent feature in innovation and entrepreneurship education. It is precisely because of its practical characteristics that it can effectively cultivate students' practical ability and operational ability. Innovation and entrepreneurship education has broken the rigidity of the traditional education model. It does not have a uniform teaching model. It is more about choosing different teaching methods according to different time, place and teaching objects. Innovative and entrepreneurial education is a teaching activity that is guided by the market and aims to improve the comprehensive ability of students. The market will change with the continuous changes, and the innovation and entrepreneurship education model will also change. Therefore, innovation and entrepreneurship education has strong flexibility in the teaching process, breaking the traditional teaching mode, adopting flexible and interesting teaching methods, and making the teaching effect better.

#### **4. Problems in the Innovation and Entrepreneurship Education in Colleges**

Nowadays, most colleges in China are actively carrying out innovation and entrepreneurship education, and have also launched innovative entrepreneurship education courses. However, in reality, colleges do not pay much attention to innovation and entrepreneurship education. The reason why most colleges carry out innovation and entrepreneurship education is not because they recognize the value and importance of innovation and entrepreneurship education, but only conform to the development trend of curriculum reform. Therefore, many colleges' innovative and entrepreneurial education courses still stay in the theoretical foundation course. There are also some colleges that focus more on professional education, thus lacking the promotion and implementation of innovation and entrepreneurship education, so that many students in colleges have not taken the entrepreneurship education curriculum.

As China's innovation and entrepreneurship education is still in the development stage, its curriculum system is still not perfect and sound, and there is no curriculum system that forms a complete chain covering innovation and entrepreneurship. For example, in some universities, the courses offered by their innovation and entrepreneurship education are rich in quantity, but there is no correlation between the courses, and there is not enough depth and breadth in the course content. There are also some colleges whose innovation and entrepreneurship courses are too monotonous, basically staying at the level of theoretical courses, and lacking courses in practical activities. The main purpose of innovation and entrepreneurship education is to cultivate students' innovative ability and entrepreneurial ability. If there is a lack of practical courses in the curriculum, it will directly affect the quality and efficiency of innovation and entrepreneurship education.

The implementation of innovation and entrepreneurship education also puts forward higher requirements for teachers. It not only requires teachers to have good professional knowledge and teaching level, but also requires teachers to have a comprehensive understanding and mastery of the concept and core of innovation and entrepreneurship education. Only in this way can we Better implementation of innovation and entrepreneurship education. As far as the current innovation and entrepreneurship education faculty is concerned, the professionalism, comprehensive quality and comprehensive ability of teachers need to be improved. Even the innovation and entrepreneurship education of colleges is taught by administrative and teaching assistants in the form of part-time courses. This will greatly affect the effective development of innovation and entrepreneurship education in colleges. The weak faculty is also an important issue in the development of innovation

and entrepreneurship education in colleges.

## **5. Countermeasures for Strengthening the Implementation of Innovation and Entrepreneurship Education**

Secondary vocational colleges should recognize the importance and value of innovation and entrepreneurship education in terms of ideas, and provide relevant institutional support and financial support for innovation and entrepreneurship education, so as to promote innovation and entrepreneurship education in an orderly manner. Colleges should change the concept of education and ideas, and must recognize the urgency and necessity of innovation and entrepreneurship education, and at the same time fully coordinate the internal relationship between innovation and entrepreneurship education, quality education and professional education. For the development of innovation and entrepreneurship education, colleges should constantly explore the cultivation rules and training mode of entrepreneurial talents, and infiltrate innovation and entrepreneurship education into education reform, and then promote innovation and entrepreneurship education throughout the whole process of talent cultivation. In addition, colleges should strengthen the promotion and implementation of innovation and entrepreneurship education. For example, school websites, radio broadcasts, books and newspapers, etc. can be used to publicize the value and necessity of innovation and entrepreneurship education, so as to enhance the awareness of college students' innovation and entrepreneurship education.

In order to better cultivate students' entrepreneurial ability and innovation consciousness and promote students' better development in future professional positions, colleges should effectively integrate innovation and entrepreneurship education into professional education and quality education plans, and establish multi-level Innovative entrepreneurship education curriculum system. This can promote the professional education of students to be more substantive and practical, and at the same time promote the innovation and entrepreneurship education more targeted and normative. Combining professional education with innovation and entrepreneurship education can better improve students' practical ability to apply professional knowledge, so that students' entrepreneurial direction can be clear and clear. In addition, in order to promote innovation and entrepreneurship education to achieve better results, colleges should focus on establishing a diversified and open teaching evaluation standard in the education system. Through effective teaching evaluation, students and teachers can make the teaching and learning clear and comprehensive. Inadequacies and achievements.

In order to cultivate students' innovative entrepreneurship and ability, their teachers not only need to have a professional level of knowledge and teaching, but also need to have good entrepreneurial spirit and entrepreneurial ability. Only then can teachers become role models for students and thus become more Promote students to a more comprehensive training. Therefore, as the leader of innovation and entrepreneurship education is the implementer, teachers need to be able to keep up with the pace of development of the times, extract information and resources from all aspects, master reasonable and scientific teaching methods in time, and be brave in innovation and reform of teaching courses and teaching plans. . In this regard, colleges should effectively strengthen the training of teachers for innovation and entrepreneurship education. For example, through regular organization of teacher training and education, and the recruitment of off-campus professional innovation and entrepreneurship education instructors, etc., to promote high-quality, diversified innovation and entrepreneurship education teachers. Construction. In addition, colleges should actively encourage teachers to carry out job training in enterprises and institutions, and actively participate in the innovation and entrepreneurship practice activities in the social industry, in order to enhance the professional quality of teachers' innovation and entrepreneurship.

## **6. Model Construction of Innovation and Entrepreneurship Education in Universities**

Innovative entrepreneurship education is a long-term systematic education project, which has important educational value and role. In order to better promote the orderly and effective

development of innovation and entrepreneurship education in colleges, it is necessary to combine the actual teaching situation of colleges and the characteristics of students. Construct a reasonable, scientific and systematic innovation and entrepreneurship education model. A reasonable education model can promote the direction of innovation and entrepreneurship education more clearly, and the purpose is more clear, so as to promote the effective cultivation of college students' innovative ability and entrepreneurial ability under the innovation and entrepreneurship education. The following are three innovative entrepreneurship education models based on the differences in innovative entrepreneurial education objects and the actual teaching situation of colleges.

The mode of cooperation between government, industry, academia and research institutes refers to the innovative and entrepreneurial education model in which the government, enterprises, scientific research institutions and other universities cooperate with each other. Innovation and entrepreneurship education is not a single subject education. Its goal is to train more innovative and entrepreneurial talents for the society, promote employment through entrepreneurship, and promote the continuous progress of our society. Therefore, innovation and entrepreneurship education relies on universities to conduct in-depth and comprehensive education, and through cooperation with enterprises, governments, scientific research institutions, etc., students can be better trained. In the mode of cooperation between government, industry, academia and research institutes, colleges are the core subjects of innovation and entrepreneurship education. Through teaching, students are encouraged to master basic knowledge and skills, laying a foundation for future entrepreneurial development. The government is mainly engaged in innovation and entrepreneurship in the cooperation model. Education provides policy and financial support, promotes innovation and entrepreneurship education under favorable conditions; and enterprises play a platform for internship, practice, employment, etc. in the cooperation mode, thereby promoting students' practical ability and entrepreneurial ability. Effective promotion. The cooperation model of government, industry, research and research can effectively promote the innovation, standardization and system of innovation and entrepreneurship education. Therefore, universities, enterprises, governments and other organizations or departments should strive to build a cooperation model, and then provide knowledge flow and capital flow for college students' innovation and entrepreneurship. Information flow and other conditions support.

Nowadays, the demand for professional and technical talents in the society is constantly expanding. As far as the current professional level of graduates is concerned, although many graduates have full knowledge of professional-related knowledge and skills, they are in actual professional positions. However, it is impossible to carry out flexible and effective practice. Therefore, in order to better cultivate students' practical ability, college innovation and entrepreneurship education should establish an education model related to professional practice, that is, professional practice mode. In different colleges, different professions have different positions, and the knowledge and skills are different. Only college students have good application ability and practical operation ability to further realize innovation and entrepreneurship. For example, colleges can cooperate with corresponding enterprises according to different professional characteristics, and provide support for students to carry out entrepreneurial practice activities during their school days. In addition, colleges can also create professional simulation companies, units, factories, etc. according to the professional and practical needs of students, in order to increase students' practical experience. The comprehensive model emphasizes the systematic nature of innovation and entrepreneurship education. It is based on a comprehensive model for all students and various majors in the university. It covers a number of innovative entrepreneurship education systems including curriculum training, entrepreneurial practice and base platform. The purpose of the comprehensive model is to enhance students' sense of innovation and entrepreneurial ability, so as to lay a good foundation for students' future entrepreneurial development. First of all, in terms of course training, it can be divided into three levels of course training according to the actual learning situation of students: one is the basic theory course of innovation and entrepreneurship; the second is the practice course of innovation and entrepreneurship; the third is the interest and expertise in innovation and entrepreneurship. A targeted course offered by students. Secondly, in terms of

entrepreneurial practice, colleges can regularly organize activities such as entrepreneurship seminars, entrepreneurship exchanges, entrepreneurship training, entrepreneurship internships, etc., in order to cultivate students' professional practice ability and entrepreneurial ability. Finally, as far as the base platform is concerned, universities should increase support for innovation and entrepreneurship education, and provide sufficient equipment and entrepreneurial platforms for students' innovation and entrepreneurship education. Through comprehensive innovation and entrepreneurship education from all aspects, students can be more comprehensive and substantively cultivated and promoted in innovation and entrepreneurship education, which is of great significance and significance for students' future employment and development.

The internal motivation factors of college students' active entrepreneurship are different. Some college students simply pursue economic interests, while some college students start their own business in order to fulfill their dreams and other value goals. College teachers can use questionnaires to understand the reasons why college students actively learn innovative entrepreneurship courses, and use this as a basis for group division and targeted teaching for different groups. For example, for students with strong entrepreneurial awareness, teachers can focus on entrepreneurship. Training of relevant knowledge and abilities, improving the ability and level of entrepreneurial practice of these students; educating college students with no entrepreneurial awareness on theoretical knowledge of entrepreneurship, so that college students can truly understand the hardships of entrepreneurship and the high risks of entrepreneurship, and guide these college students to cherish Not easy job opportunities, work harder to do your job.

Colleges should build a platform for exchanges of innovation and entrepreneurship education with other universities, and learn from and learn from the successful experiences and failures of college innovation and entrepreneurship education. Colleges should comprehensively build a modernized innovation and entrepreneurship education system from different aspects such as curriculum content reform, expansion of practice bases, and emphasis on teachers. Colleges should strictly incorporate innovation and entrepreneurship education into the overall education system of colleges in accordance with relevant regulations. According to the grades and ages of college students, different stages of education should be carried out to realize the gradual improvement of the level of knowledge and practice of college students' innovation and entrepreneurship. Colleges should actively innovate the mode of school-enterprise cooperation, provide more opportunities for college students to practice in-depth study of enterprises, and universities should also promote intra- and extra-school propaganda of innovation and entrepreneurship, expand the source of funds for entrepreneurial practice education bases, and solve the construction of entrepreneurship practice education bases. The status quo of insufficient funds.

There are great differences between the innovation and entrepreneurship policies of college students in different provinces and cities in China. For example, there are capitalization and technical support for university students' entrepreneurial incubation bases and entrepreneurial parks in Hubei Province, which can build bridges and ties for cooperation between government, universities and well-known enterprises, and increase entrepreneurial incubation. The number and scale of bases and entrepreneurial parks provide a more powerful entrepreneurial platform for college students. Relevant government departments should strengthen exchanges with other regions' college students' innovation and entrepreneurship work, learn from the entrepreneurial work modes of college students in different regions, and verify and practicable measures. Based on the reality of college students' innovation and entrepreneurship, they should explore a more appropriate book. The road to college students' entrepreneurship in the regional situation. Relevant government departments should improve the support and training of college students' entrepreneurship, and provide free public employment and talent service institutions entrepreneurship guidance services for college students, such as college students' entrepreneurial policy consultation, entrepreneurial risk assessment and loan financing, etc., to improve the convenience of college students' innovation and entrepreneurship. Sex.

## 7. Conclusion

Innovative entrepreneurship education is a particularly important educational course in college education. It is not only a kind of learning education for college students, but more importantly, it is a guide to the future development of college students. Under the guidance and training of innovation and entrepreneurship education, students can form a good sense of innovation, innovative thinking, and innovative ability, so as to promote good entrepreneurial ability and get good development in the future. Therefore, in terms of the shortcomings and problems existing in the innovation and entrepreneurship education in colleges, colleges should analyze and summarize them effectively, and further improve and adjust the existing innovation and entrepreneurship education model, and promote the effective implementation of innovation and entrepreneurship education in colleges. The construction of an innovative entrepreneurship education model should focus on cultivating students' comprehensive abilities and ensure that the development of innovative entrepreneurship education can meet the development needs of students.

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