

Exploration on the Practice of Innovation and Entrepreneurship Education in Colleges with Professional Background

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Abstract: Entrepreneurship is an important means to provide jobs and increase market vitality. Unlike foreign countries, several important revolutions have been carried out together. Relatively speaking, the market may be somewhat laborious. At the same time, the main group of innovative entrepreneurship, College students, do not have a comprehensive and complete understanding of innovative entrepreneurship. Moreover, at present, according to the demand of the market, the "Internet +" innovation industry proposed is designed to make use of the Internet to innovate and integrate traditional industries, explore more industry lines that are more in line with the new era, provide more employment opportunities for the market, increase the vitality of our market and promote the trend of national innovation and entrepreneurship.

1. Introduction

In recent years, the world economy has been in a downturn. In order to expand domestic demand, improve the structure of domestic economic development, improve the quality of economic growth and tap the innovation and entrepreneurship vitality of market competitors, the state has issued a series of policies and measures to support college students' innovation and entrepreneurship, and universities' innovation and entrepreneurship education reform since March 2015. In the Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities, the General Office of the State Council points out that deepening the reform of innovation and entrepreneurship education in Colleges and universities is an urgent need for the state to implement the strategy of innovation-driven development and promote the upgrading of economic quality and efficiency. It emphasizes that relevant departments should speed up the formulation of supporting policies conducive to Internet entrepreneurship. After nearly a year and a half of rapid development, the number of entrepreneurship projects and Entrepreneurship of college students has shown blowout growth. Entrepreneurship of college students is more innovative than social entrepreneurship. Especially in the era of "Internet +", we can integrate the Internet and other industries including traditional industries by using the information communication technology and computer hardware and software technology. Although students learn computer, marketing, business management and other knowledge in school, however, due to the lack of social experience of college students, it is inevitable to have problems such as material needs, money, fame and wealth, risk and income balance in the course of entrepreneurship, so it is necessary for colleges and universities to explore the combination of "Internet +" innovation and entrepreneurship education and moral education in Colleges and universities. The management mechanism of moral education in Colleges and universities is aimed at promoting "Internet +" double creation education.

2. Current Situation of Innovation and Entrepreneurship Education in Major Domestic Universities

Compared with developed countries, China's innovation and entrepreneurship education started late, has not yet formed a complete discipline system and professional settings, and the proportion

of university graduates entrepreneurship is low. At the same time, due to various reasons, major universities in China do not attach enough importance to innovation and entrepreneurship, or external conditions restrictions, so that innovation and entrepreneurship education activities can not be carried out efficiently. The main problems are as follows.

1) Insufficient comprehensive understanding of innovation and entrepreneurship education in Colleges and Universities

The key of innovation and entrepreneurship education lies in the cultivation of College Students' innovation consciousness and entrepreneurship consciousness. However, the leaders, teachers and students of many colleges and universities do not have a good understanding of innovation and entrepreneurship education. School leaders equate innovation and entrepreneurship education with general education. They believe that innovation and entrepreneurship education is to cultivate students' ability to start enterprises, not to guide students to start their own businesses. Most teachers only pay attention to the professors of professional courses, but ignore the professors of innovative entrepreneurship education courses. They think that innovative entrepreneurship education courses are only auxiliary courses to help students find jobs. Moreover, after graduation, most college students only want to get a job, but do not want to provide work for others. Learning or not learning innovative entrepreneurship education courses is irrelevant. These cognitive deviations illustrate the weak ideological awareness of innovation and entrepreneurship education in Colleges and universities.

2) The teaching method is single and the content is one-sided.

At present, the content of innovation and entrepreneurship education in Colleges and universities is generally narrow, "mainly reflected in the curriculum system setting does not reflect the cultivation of innovation and entrepreneurship ability, innovation and entrepreneurship curriculum can not be closely integrated with professional courses, does not really incorporate innovation and entrepreneurship education into the training objectives and training programs, only falls on paper, not really implemented, and education, teaching and scientific research. Production needs to be seriously disjointed. Lack of entrepreneurship training and entrepreneurial practice training, lack of interactive experience training methods and means, students need to strengthen the learning process of practical innovation.

3) The teaching system and mechanism of innovation and entrepreneurship are not perfect enough

Innovation and entrepreneurship education in Colleges and universities in China started late, and the teaching content and teaching methods are still in the process of exploration. The entrepreneurship education in Colleges and universities lacks systematicness and integrity. The fragmentation of teaching contents and methods leads to discontinuity of teaching process. The vast majority of students can not solve practical problems only by attending some entrepreneurship seminars or entrepreneurship competitions to acquire entrepreneurship knowledge. According to the relevant regulations of the Ministry of Education, colleges and universities have opened corresponding courses of innovation and entrepreneurship education, and incorporated them into public compulsory courses and elective courses. However, the theoretical teaching course is limited to some basic knowledge of entrepreneurship, but few practical courses are offered after the basic course. For example, basic courses such as "Introduction to Entrepreneurship", "Basic Theory of Entrepreneurship" and "Entrepreneurship Counseling" are offered, while courses such as "Legal Basis of Entrepreneurship", "Case Study of Entrepreneurship", "Management" and "Marketing" are not offered. The teaching curriculum, time and content of the school seldom adjust constantly according to the teaching situation and the changing law of the market. For example, entrepreneurship training course is mainly SYB, SIYB, KAB training; Innovative entrepreneurship design competition is mainly attended by college students. For practical activities, it mainly organizes students to participate in Entrepreneurship training, innovative entrepreneurship design contest, innovative entrepreneurship training program for college students, Business Incubation Park project incubation, etc. The discontinuity of teaching process leads to the lack of close integration between theoretical teaching and practical activities.

3. The Necessity of Strengthening the Research on Innovation and Entrepreneurship Education in Colleges and Universities

1) National policies strongly support "Internet +" innovation and entrepreneurship, and domestic universities should keep pace with them.

Under the new normal economic situation, the growth rate of GDP has slowed down, the growth of traditional industries is weak, and the role of promoting employment is gradually weakening. On March 11, 2015, the General Office of the State Council issued the Guiding Opinions on Developing Public Creative Space and Promoting Public Innovation and Entrepreneurship, which clearly put forward the plan of promoting the implementation of College Students' entrepreneurship leadership, and encouraged universities to develop and offer innovative entrepreneurship education courses. The formal announcement of the State Council's Guiding Opinions on actively promoting the "Internet + action" indicates that China's "Internet +" strategy has entered the stage of full implementation, and Internet technology will profoundly change the current economic form and mode of service, and spawn more new economic growth points. In 2015, the Ministry of Education launched the first China Internet + innovation and entrepreneurship competition for university students, aiming at deepening the comprehensive reform of higher education, stimulating the creativity of university students and promoting the formation of the "Internet +" new format.

2) Innovation and entrepreneurship education in Colleges and universities helps to set up the teaching mechanism of moral education

Through the "Internet +" innovation and entrepreneurship education for college students, on the one hand, it can enable students to master Internet technology, and make use of Internet technology to change the traditional way of operation and service, and give birth to new growth points of enterprises. On the other hand, it can enable college students to form a basic methodology system so that college students can understand the operational logic of business society. After the practice of "Internet +" innovation and entrepreneurship, college students can also improve their understanding and understanding through their own thinking and feedback in order to help students understand the boring theories in the process of moral education. Under the guidance of teachers, it can help college students form correct world outlook and outlook on life. Therefore, innovation and entrepreneurship education is a catalyst for moral education to produce better results.

"Internet +" innovation and entrepreneurship education and moral education have mutual influence and complement each other. Moral education has promoted the continuous development of double creation education. Conversely, "Internet +" innovation and entrepreneurship education has promoted the moral education through the double practice of "Internet +" by college students.

3) Promoting the rapid reform and development of innovation and Entrepreneurship

At present, with the support of various policies of the state and local governments, the space for universities to create is constantly emerging. Taking Tianjin as an example, 51 Zhongchuang Universities of 48 universities have been put into normal operation. The idea of young entrepreneurs can be realized in the space of public creation. Various new modes and formats are constantly emerging in the space of public creation. At present, the support effect of dual-venture activities on traditional industries has initially appeared. At the same time, a large number of excellent projects and teams have been deposited in the space of public innovation in universities. How to make students and teams who are starting businesses improve their competitiveness in the fierce competition and stimulate more students' enthusiasm for double innovation, and at the same time further expand the support effect of double innovation on traditional industries, it is necessary for universities to reform the traditional education of innovation and entrepreneurship.

4. Specific Measures to Improve the Innovation and Entrepreneurship Education System in Colleges and Universities

"Innovative talents refer to those who have innovative spirit, innovative consciousness, innovative thinking, innovative ability and can achieve innovative results; while entrepreneurs are those who know certain professional skills, possess the qualities of innovation, organizational

communication, entrepreneurs, are good at discovering business opportunities and conducting business activities through creative production or business activities and obtain benefits. Under the background of "Internet +", through innovation and entrepreneurship education, college students have "innovative spirit, innovative consciousness, innovative thinking" and "innovative ability", and even become "entrepreneurial talents". It is undoubtedly of great significance to help them smoothly walk out of ivory tower and integrate into society and maintain the development of socialism with Chinese characteristics and even with Chinese characteristics. Institutions of higher learning should actively practice and try to explore ideas, methods and measures to adapt to the new situation on the basis of existing experience.

1) High-level leaders in Colleges and universities attach importance to innovation and entrepreneurship, and create a suitable environment for their development.

The emergence of innovation and entrepreneurship education thought is first of all due to the emancipation of educators' minds and the innovation of their concepts. Only when educators dare to renew their ideas and encourage students to engage in innovative and entrepreneurial activities, can we create an innovative and entrepreneurial university. Since the 1980s, Bill Gates's Microsoft myth, Silicon Valley's miracle, and so on, have all been entrepreneurship activities with scientific and technological innovation, which has led to economic development and also brought resources and power to create an innovative country. Therefore, the entrepreneurship of university teachers and students with scientific and technological innovation needs the whole school to act together, and can not rely solely on some leaders, some teachers, a small group.

The school insists on the innovation and entrepreneurship education for all students, and integrates it into the whole process of personnel training. In recent years, colleges and universities have incorporated the employment guidance curriculum into the personnel training system, and carried out a series of employment guidance activities. Through a series of measures, students are required to actively carry out scientific research projects and subject competitions, skills competitions, innovative entrepreneurship competitions, "Challenge Cup" extracurricular academic and technological works competitions. Build creative cultural activities and student associations with high quality, science and technology, knowledge and wisdom; build a free, democratic, open, innovative and technological humanistic campus; set up a special research fund for college students, vigorously support their scientific research and academic activities, and encourage students to introduce successful enterprises through their own efforts, through lectures, exchanges, competitions, etc. And other activities to build a bridge between students and enterprises.

2) Establishment of Innovation and Entrepreneurship Education Institutions and Innovation and Entrepreneurship Incubation Bases in Universities

The school has set up a leading group for innovation and entrepreneurship education, which is composed of leaders of the Party and government, supervisors, relevant functional departments and heads of various teaching units. It is responsible for the specific organization, guidance, supervision, coordination and implementation of innovation and entrepreneurship education in the whole school. It has decision-making power on major matters involving overall planning, policies and recognition in promoting innovation and entrepreneurship education and is responsible for the whole school. Innovation and entrepreneurship education work and the lower innovation and entrepreneurship education organizations or groups carry out macro-management and monitoring.

3) Make full use of the Internet to explore more creative ideas and practical activities

Contemporary youth pursue the display of self-worth, and the high openness and wide participation of the network provide a platform for them to show themselves. The "guest" culture represented by blogs, podcasts, flashers, Wiki and creators has further deepened the network culture, and its individualization, diversification and diversification are more obvious. However, the current practice of innovation and entrepreneurship education in China still relies on the "Challenge Cup" and entrepreneurship design competitions, and the participation is not high. Some colleges and universities have launched the innovation and entrepreneurship education training and practice plan related to Internet + related to this situation, which provides a good foundation for expanding innovation and entrepreneurship education. The practice of innovation and entrepreneurship should

be combined with the needs of network innovation which has been constantly developed, and with the requirements of realizing students' self-worth, actively induce students to exert their innovative and creative abilities, fully guide and encourage them to participate in the practice of innovation and entrepreneurship.

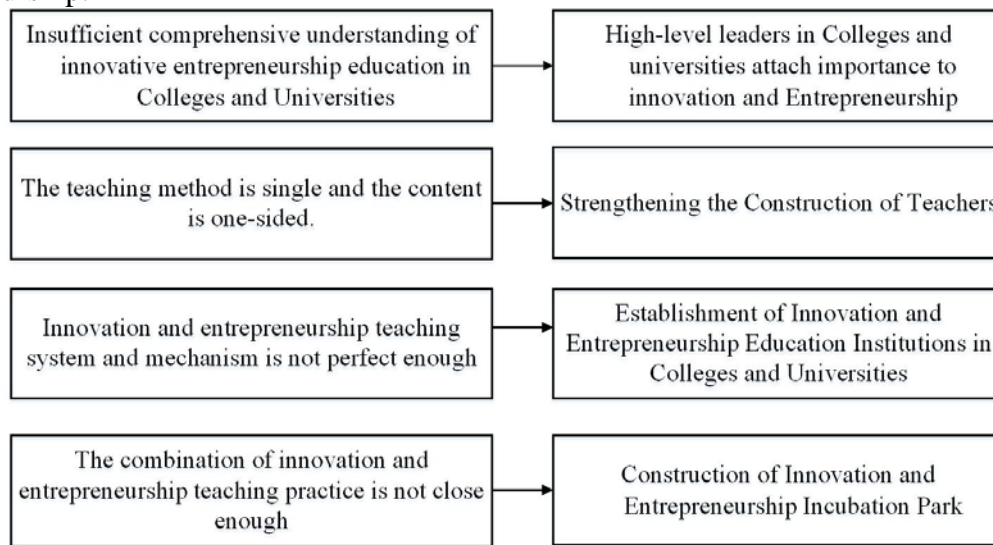


Figure 1 The Solution Model of Innovation and Entrepreneurship in Colleges and Universities

4) Joint training inside and outside school to build a platform for innovation and entrepreneurship practice

If university teachers want to be able to cultivate talents that meet the needs of the society, they must first be the talents needed by the industry development, and their knowledge in professional knowledge must meet the needs of the industry knowledge. Therefore, in the cultivation of innovative and entrepreneurial talents in universities, the teachers provided by the school must be excellent and have the ability of independent innovation in science and technology, but often the teachers in the school are in the scientific and technological attack. The ability of Guan is very strong, but often industry knowledge, but entrepreneurial ability is limited. Therefore, we should integrate school resources and extramural resources, employ excellent teachers and extramural entrepreneurs as instructors, combine theory with practice, create an atmosphere and environment for innovation and entrepreneurship, and lay a solid foundation for the cultivation of innovative and entrepreneurial talents. In the process of development, colleges and universities need to distribute a large amount of knowledge and conditions together on the training of teachers and external tutors. However, knowledge and conditions are the process of accumulation. At the time of the development of innovative science and technology industrial parks in schools, social companies are stationed on campuses. Teachers in schools can serve as consultant guidance for companies. Professionals and excellent entrepreneurs in companies can serve as enterprise tutors for personnel training. In order to truly combine the school tutors and enterprise tutors, build a benign education platform.

5. Conclusion

Innovation and entrepreneurship in the professional context requires cooperation between students, teachers and society. Teachers should first strengthen their own management, improve their teaching level, give students the best teaching content, so that students can have a preliminary understanding of innovation and entrepreneurship. Students also need to strengthen their own construction, earnestly practice while learning relevant knowledge, and think about how to combine their professional knowledge with innovation and entrepreneurship to produce a new system and creativity. The society also needs to give more support and encouragement to innovation and entrepreneurship, help many entrepreneurs overcome difficulties, improve the quality of innovation and entrepreneurship, and stimulate market vitality.

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