

## **Analysis on the Transitional Development of Entrepreneurship Education in Colleges and Universities in the Age of Mass Creation**

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**Keywords:** Entrepreneurship education; Social transformation; Talent training

**Abstract:** The Eighteenth National Congress of the Communist Party of China redeployed entrepreneurship and employment. Colleges and universities are required to actively carry out teaching reform. Innovation and entrepreneurship education in universities should closely grasp the law of talent growth and take students' intrinsic needs as the traction. It is an urgent need for the comprehensive reform of colleges and universities to stimulate the creativity of hundreds of millions of people, cultivate all kinds of young innovative talents and innovative teams, and promote the expansion of employment in Colleges and universities. Entrepreneurship education is not only endowed with the function of promoting the all-round development of human beings, but also placed on the rich connotations of enhancing the research ability of college students and daring to innovate and willing to start a business. The key to solving entrepreneurial education in colleges and universities is how to adapt and meet the needs of local economic and social transformation. Innovation and entrepreneurship education is a major university education reform based on the scientific analysis of China's social and economic structure, and is an inevitable requirement for the development of the socialist market economy to a certain stage. Colleges and universities should combine the training of professional talents with the innovation and entrepreneurship education to build a hierarchical and classified entrepreneurial education system.

### **1. Introduction**

The Eighteenth National Congress of the Communist Party of China redeployed entrepreneurship and employment. Colleges and universities are required to actively carry out teaching reform and combine professional training with innovation and entrepreneurship education [1]. Vigorously promoting the comprehensive reform of higher education and promoting high-quality entrepreneurship and employment of college graduates is the only way to adapt to the strategic adjustment of China's economic structure, realize mass entrepreneurship and innovation [2]. Innovation and entrepreneurship education aims at cultivating talents with the basic qualities and creative qualities of innovation and entrepreneurship. Focus on Training College Students' innovative entrepreneurial consciousness, innovative entrepreneurial spirit and innovative entrepreneurial ability [3]. University innovation and entrepreneurship education should closely grasp the law of talent growth, take the students' internal needs as the traction, and based on the concept of all-round development, guide students to cultivate themselves with morality and strengthen their ideals and beliefs [4]. With China's entry into the era of mass creation, under the great promotion of college education reform and the promotion of college graduates' employment rate and employment quality, China's college entrepreneurship education has become a strategic adjustment of China's economic structure [5]. Encouraging hundreds of millions of people to create vitality, cultivating all kinds of young innovative talents and innovative teams, and driving colleges to expand employment is an urgent requirement for comprehensive reform of colleges and universities.

The economic and social development under the new normal will inevitably ignite innovation drive with "reform". With the implementation of the innovation-driven development strategy, innovation and entrepreneurship education will inevitably become a breakthrough in promoting comprehensive reform of higher education, especially education and teaching reform [6]. College education plays an extremely important role in China's education system and is an indispensable

and important component. In the education of colleges and universities, college entrepreneurship education is the foundation of the university education system [7]. Colleges and universities should actively implement the party's guiding principles, establish a scientific educational philosophy and establish the fundamental tasks of the people. We should optimize the structure of professional education and improve the quality of our own education. Developing innovation and entrepreneurship education is not only the historical mission entrusted to universities by the Party and the state, but also an important measure to deepen the reform of Higher Education under the new situation [8]. In practice, in the process of pursuing entrepreneurship education system construction, some universities have achieved good results through curriculum reform and school-running characteristics agglomeration in accordance with the local economic development model and its needs [9]. With the continuous implementation of higher education reform in China, the transformation and development of entrepreneurship education in Colleges and universities in the era of mass creation is imperative, and has become an urgent problem to be solved by all walks of life in today's society.

## 2. Materials and Methods

Entrepreneurship education in colleges and universities in China has entered a diversified and multi-level development, from exploration to comprehensive and in-depth development. In the pursuit of the innovation and entrepreneurship specialization system, some colleges and universities take entrepreneurial education as a breakthrough based on local economic and social development needs and cultural resources [10]. In the process of the development of entrepreneurship education in colleges and universities in China, many colleges and universities have formulated a system in line with their own colleges and universities in accordance with the local social and economic development. Colleges and universities are mainly to cultivate self-employed entrepreneurs. However, there are some drawbacks, which make it difficult to maintain a high degree of connection with students' professional development in the future. Therefore, colleges and universities should actively change the concept of entrepreneurship education and take post entrepreneurship as the orientation. Some university managers believe that there is no or close connection between innovation and entrepreneurship education and professional education and teaching. Universities should take innovation and entrepreneurship education as the focus of education and teaching reform, and implement systematic education and teaching plans by building a scientific curriculum system. Most of the entrepreneurship education courses in Colleges and universities are elective courses, which belong to the second class. The courses are not systematic and lack of coherence. There is a shortage of professional teachers who can be competent for entrepreneurship teaching. Entrepreneurship education has not only been given the function of promoting people's all-round development, but also has been enriched in improving the research ability of college students and the courage to innovate and be willing to start a business.

Since the establishment and maintenance of social relations requires certain emotional and spiritual support, if entrepreneurs have effective social relations, this is also an emotional guarantee for entrepreneurial activities, thereby improving their entrepreneurial performance. Table 1 shows the results of empirical analysis of entrepreneurial policies and entrepreneurial strategies.

Table 1 Empirical analysis of entrepreneurial policies and entrepreneurial strategies

variable	Scale expansion	International expansion
Entrepreneurial funding	0.061	0.082
Entrepreneurship Education	0.052	0.046
Entrepreneurial environment	0.031	0.247
Economic Types	0.416	0.235

The focus of efficient entrepreneurship should be to meet the needs of local social and economic development. According to the characteristics of local social and economic development, the school-running characteristics and ideas of different types of efficient entrepreneurship education should be formulated. There are great differences between College Students' development intentions

and professional orientations. Colleges and universities should actively change the pattern of entrepreneurship education. Guiding students to consciously infiltrate the concept, knowledge and skills of entrepreneurship education into professional courses and teaching practice. At the University stage, students' lack of funds and immature self-awareness inevitably lead to cognitive biases in innovation and entrepreneurship activities. College entrepreneurship education focuses on how to adapt to and meet the needs of local economic and social transformation. According to the different types of colleges and universities, the concept of running a school and the characteristics of running a school, to develop a comprehensive innovation talent model with proficiency in professional knowledge and entrepreneurial ability. For the entrepreneurial education in China's colleges and universities, it is still necessary to further optimize the resource mix and actively explore the entrepreneurial education model that combines local culture, tradition and economic development.

### 3. Result Analysis and Discussion

With the development of new technology and the opening of market environment, innovation and entrepreneurship are moving from the elite to the public. Entrepreneurship education must be geared to all students. Focus on cultivating students' innovative consciousness and spirit, stimulate students' enthusiasm for innovation and entrepreneurial spirit. In the process of entrepreneurship education in Colleges and universities, teachers need to carefully consider the learning needs and personality characteristics of each student. In the process of teaching, we need to incorporate some similar subject knowledge. Teachers are also a crucial factor in innovation and entrepreneurship education. Universities should allocate high-quality teachers with professional knowledge and skills, strengthen the teaching force of innovation and entrepreneurship education, and promote the virtuous circle of entrepreneurship education system. We should improve the supporting mechanism of entrepreneurship education in Colleges and universities, and establish a system and policy in line with students' entrepreneurship development in accordance with their training objectives. It is necessary to actively create a business platform to provide extracurricular practice venues for teachers and students. While promoting the improvement of teachers' teaching level, we will effectively enhance the effectiveness of innovation and entrepreneurship education. You can study abroad with advanced college entrepreneurial education institutions or institutions, send personnel to study abroad, and also introduce advanced foreign entrepreneurial education concepts and educational models.

Establish a risk index system for innovative and entrepreneurial teams, and use AHP to evaluate risks. Construct a judgment matrix of weights. The relationship between the weight value and the evaluation value data is shown in the figure. The relationship between financial position risk weight value and evaluation value data is shown in Figure 1.

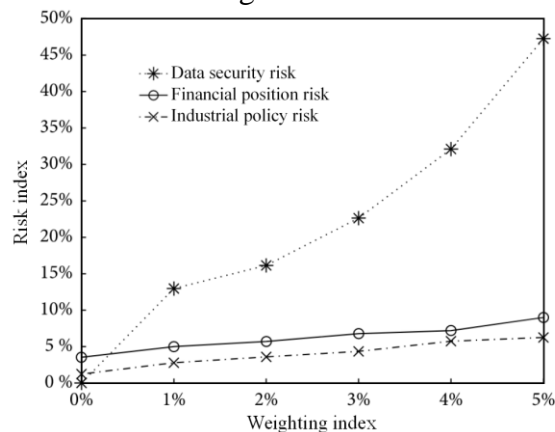


Fig.1. Data relationship between weight values and evaluation values

There are still a lot of problems in the development of entrepreneurship education, which need to be faced and overcome positively by colleges and universities. The ecosystem of entrepreneurship

education refers to the various factors in the implementation of entrepreneurship education as an organic whole with a certain relevance, in which the professional students are also the core elements of the system. Some universities have made some progress in innovation and entrepreneurship education. Teachers' teaching level has been improved, and students' participation has also been improved. Breakthroughs have been made in practical entrepreneurship activities. It is necessary to adjust the structure of disciplines, specialties and curricula, and reform the mode of personnel training. Explore and enrich the entrepreneurial education resources of various professional courses. Construct a combination of course modules that are progressive, organic, and flexible. The degree of relevance between entrepreneurship education and entrepreneurship education is not high enough, and even a serious disconnection phenomenon has adversely affected the development of students' professional direction. Entrepreneurial industries are different and require entrepreneurs and college entrepreneurship institutions to continue to deepen. Fully understand each individual's entrepreneurial innovation spirit and ideas, and then develop a road to compound their own entrepreneurial development.

#### **4. Conclusion**

Innovation and entrepreneurship education is a major university education reform based on the scientific analysis of China's social and economic structure, and is an inevitable requirement for the development of the socialist market economy to a certain stage. I hope that it will attract the attention of the education department of colleges and universities. Therefore, we realize the importance of entrepreneurship education in colleges and universities in the university education system, and comprehensively reform the entrepreneurship education in colleges and universities. We have a new understanding of the development of entrepreneurship education in colleges and universities. In the era of cultural emergence, it is necessary to maintain the inheritance, internalization and renewal of campus entrepreneurship culture. Form a unique innovative thinking and institutional support in the long-term practice of entrepreneurship education. Innovation and entrepreneurship education in Colleges and universities should be based on key factors such as society, capital, teachers and students. In the construction of entrepreneurship culture, colleges and universities can build entrepreneurship culture with different regional styles and characteristics relying on local industrial characteristics and cultural resources. Schools need to invest more in this kind of campus culture to ensure that they do not deviate from it in terms of resources and systems. Colleges and universities should combine professional training with innovation and entrepreneurship education to build a hierarchical and classified entrepreneurship education system. To optimize the structure of professional education and improve the quality of innovation and entrepreneurship education.

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