

Study on the Innovation and Entrepreneurship Education Model of College Students Based on Project-driven

Heng Wang

School of Electronics and Information Engineering, Jingchu University of Technology, Jingmen, 448000, China

wanghengwh@126.com

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Abstract: The innovation and entrepreneurship education as one of the key indicators of evaluation of college students training quality, to carry out innovation and entrepreneurship education of college students, to cultivate the entrepreneurial spirit and the practice ability of college students in the new period, make it in a complex environment with life skills is important. Starting from the importance of implementing innovation and entrepreneurship education in colleges and universities, this paper puts forward a series of methods to optimize innovation and entrepreneurship education in colleges and universities through the existing problems of innovation and entrepreneurship education in colleges and universities.

1. Introduction

The concept in our country since 1990s to innovative entrepreneurship education, as a new concept of education innovation and entrepreneurship education, not only for China to cultivate excellent talents to inject new vitality, but also provide some support and reference for solving the employment problem of College students. Innovation and entrepreneurship education is a new educational concept and mode to meet the needs of social and national development. It has important practical significance for improving the employment rate and promoting the development of talents. In addition, the innovation and entrepreneurship education for all students, the innovation and entrepreneurship education and professional education training integration education mode, through changing the traditional education thought, set up to meet the social development of the education system, strengthen students' innovative consciousness and ability, so as to enhance the quality and level of higher education.

2. The importance of innovation and entrepreneurship education in Colleges and Universities

As an inexhaustible motive force for the development of a country, the outstanding contribution of science and technology to the development of the country can not be ignored. At present, the essence of competition among countries is the competition of science and technology and talents. Therefore, our country wants to improve the international competitiveness, we must do a good job training, and constantly improve the level of science and technology. Innovation and entrepreneurship education is to meet the needs of the development of university students and adapt to the development of the country and society. Based on the increasingly severe employment situation, most college students can not find a satisfactory job after graduation. If the problem of employment can not be solved, the majority of students will find other ways of survival, at this time, entrepreneurship education is the need of its dominant. A small company has been established for a period of time to promote its development. This is a process of growing and upgrading, and it is also the best way for college students to achieve their personal ideals. Therefore, carrying out innovation and entrepreneurship education in Colleges and universities can guide students to different fields, innovate with special

perspectives and ideas, and promote themselves to get the best development. In the new situation of promoting scientific and technological innovation in China, the cultivation of innovative and high level college students in Colleges and universities has become an important content of scientific and technological innovation. Innovation and entrepreneurship education for college students not only can fully tap the potential of college students, but also has great significance for reforming the mode of talent training and solving the problem of College Students' employment.

3. The problems of innovation and entrepreneurship education in Colleges and Universities

At present, most universities have opened entrepreneurship education curriculum innovation, and entrepreneurship education in Colleges and universities is still in business education outside the formal education, most schools offer entrepreneurship courses number less, some entrepreneurial content show students did not establish a curriculum system to improve the elective courses, elective courses in the form of. There is a lack of sufficient attention in the level of teaching management, and there have been some problems, such as the lack of reasonable curriculum setting and the poor comprehensive ability of the subject. In addition, some schools have no unified entrepreneurship courses teaching materials, curriculum design from the needs of society, market and other factors, the majority of the entrepreneurship courses principle and method of state enterprises, the group mainly lack of explanation and students related to small business entrepreneurship, survival and development of the road, course guidance is not open ideal. There are two independent systems and lack of effective penetration effect. Most of the entrepreneurship courses in most schools are part of career planning, employment guidance and so on. There is no corresponding entrepreneurship curriculum and system curriculum group, and the training of creativity and creativity is an important part of the mainstream education system in Colleges and universities. At the same time, the lack of teachers is also the main reason that restricts the implementation of entrepreneurship education in Chinese universities. The lack of teachers can make entrepreneurship education fail to form a complete teaching system. Most of the teachers engaged in Entrepreneurship Education in our country are teachers in management and student employment. These teachers lack theoretical knowledge and experience about entrepreneurial system, and fail to achieve the desired teaching effect. At the same time, some teachers who have carried out entrepreneurship education have a serious lack of entrepreneurial concept and practical ability, which can not effectively carry out the education of the students. The achievements of innovative and entrepreneurial education can not be effectively converted, which affects the enthusiasm and creativity of students to a certain extent. In recent years, the scale of innovation and entrepreneurship education in most universities is expanding. However, entrepreneurship education is short of production, teaching and research. At present, college students venture funds as a major source of self financing, self financing but generally only a small amount, in addition, some college students' own experience and the background is relatively weak, the national implementation of the policy of financial support for college students' lack of entrepreneurship, professional financing channels has become an important problem to hinder entrepreneurship resistance.

4. Innovation and entrepreneurship education strategy based on project driven

4.1 Increasing investment in education funds

Innovative and entrepreneurial education, as a practical course, needs to invest appropriate funds to promote the successful development of the curriculum. Based on this, the education department clearly stipulates that the provincial educational administrative departments should coordinate with the relevant departments, and strive for the support and attention of the local government and society. Through the two channels of Finance and society, angel funds, graduates' venture capital and so on are set up to support college students to carry out entrepreneurship education. On this basis, universities, enterprises and the society can join forces, set up venture funds to support college

students' entrepreneurship, and provide services for students from aspects of venture capital, training and policy guidance. In addition, we should strengthen the guidance services of one dragon, such as university graduates' policy inquiry, entrepreneurship training, small loans and so on. In addition, we should guide college students to adapt to the local economy and society in the direction of entrepreneurship and form choice, and strive for wide support and attention of all sectors of the society as far as possible. Local government departments and colleges and universities can create and gradually improve small investment and fast acting business incubator or incubator base, and provide a series of policy support to ensure that they have legitimate rights and interests.

4.2 Building a platform for innovation and Entrepreneurship Education

The innovation and entrepreneurship education platform, which is based on the project channel, mainly consists of setting up educational theme, resource platform and so on. At the same time, we should make full use of the existing funds in the school to set up the entrepreneurial practice base, so that students can get to know the most advanced scientific research achievements and production facilities as early as possible, and can also admit some students to participate in the research. We should set up entrepreneurship Park or entrepreneurship center in Colleges and universities, further standardize the evaluation process of entrepreneurial projects, choose the best entrepreneurial projects, carry out business activities, and provide corresponding financial and advisory services for college students. At the same time, the content in the school student entrepreneurship center and set up a street, more students entrepreneurial experience, created by the students to carry out the operation and management of technology companies, supermarkets and other student entities, let students experience the whole process of entrepreneurship in practice, effectively cultivate students' entrepreneurial spirit and Practice ability. Practice research shows that establishing some entrepreneurial practice bases in Colleges and universities can effectively play its unique demonstration and radiation role, and provide an important platform for college students to carry out entrepreneurial practice training and practical training.

4.3 Establishing a cooperative mechanism for entrepreneurship education among colleges and Universities

Combining innovation and entrepreneurship education with ideological and political education and employment education, we can ensure that entrepreneurship education is fully integrated into university talents training and create an integrated education mode through the efforts of the school employment guidance center and educational administration department. With the help of regular seminars, colleges and universities combine political education, entrepreneurship education and other contents, accumulate rich experience of communication, explore innovative and entrepreneurial education methods, in order to provide some references for entrepreneurship education in Colleges and universities. On this basis, a cooperative mechanism of entrepreneurship education between universities is established, relying on effective sharing platform of entrepreneurial teachers and service information, so as to achieve the purpose of fully using and integrating educational resources. For example: in 2009, Global Entrepreneurship Week China autonomous participation Organizing Committee more than 50 domestic university entrepreneurship class "campus tour project. The entrepreneurship classroom is carried out in the campus, initially establishing the coordination mechanism of the national entrepreneurship education, giving full support for the rational development and integration of entrepreneurial education resources.

4.4 Improving the curriculum system of innovation and Entrepreneurship

Colleges and universities through the following aspects of continuous improvement of education curriculum system: on the one hand, innovation and entrepreneurship courses can be classified into compulsory or elective courses, students must achieve full time; on the other hand, can absorb the most advanced educational theory at home and abroad, and constantly update the course content, to ensure that the innovation and entrepreneurship curriculum with the times. We must pay attention to education, theoretical knowledge courses should be combined with practice, not only includes the

basic knowledge of innovation and entrepreneurship, innovation and entrepreneurship education also includes professional knowledge, and aided analysis of classic cases, let students actively participate in innovation and entrepreneurship simulation courses to enhance students' professional skills and practical ability.

4.5 Pay attention to the training of teachers' entrepreneurial consciousness and ability

Teachers who start entrepreneurship education are not only excellent academic or double teacher education, but also have solid theoretical knowledge, rich teaching experience and positive exploration spirit. Therefore, colleges and universities should train a high level of education team through a series of effective methods. On the one hand, colleges and universities should cultivate teachers' awareness of entrepreneurship and create the best platform for entrepreneurship, on the other hand, introduce some part-time teachers with rich entrepreneurial knowledge and practical experience to form a diversified teaching team for entrepreneurship education. In the conference on entrepreneurship education, our education department pointed out: "professional education must penetrate and carry out the idea of innovation and entrepreneurship education, focusing on Cultivating College Students' practical ability and innovative thinking. When carrying out teaching courses in the classroom, a series of classical cases are analyzed in the teaching of theoretical knowledge, and the abstract theoretical knowledge is decomposed into specific cases, so as to facilitate the absorption of theoretical knowledge. At the same time, in practical teaching, it purposefully penetrated. From the very beginning, entrepreneurship education was involved in education, and a reasonable educational goal was made, which made an important contribution to better carry out innovation and entrepreneurship education.

5. Summary

In a word, colleges and universities, as an important place to cultivate excellent talents in the state and society, bear the responsibility of cultivating excellent talents. Based on the importance of innovation and entrepreneurship education in Colleges and universities, based on a comprehensive analysis of the problems in innovation and entrepreneurship education in Colleges and universities, this paper puts forward specific strategies for investment and training teachers, in order to cultivate talents needed by the society.

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