

The Necessity and Effective Strategies of Innovation and Entrepreneurship Education

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Abstract: Innovation and entrepreneurship education are discussed in terms of their necessity and effective strategies. A discussion of the necessity of innovation and entrepreneurship education in colleges and universities is provided in this paper. Based on the current state of innovation and entrepreneurship education for college students, this paper examines the most effective strategy for innovation and entrepreneurship education in colleges and universities in the new era. The subsequent articles focus primarily on the renewal of innovation and entrepreneurship education concepts in colleges and universities and the establishment of high-quality innovation and entrepreneurship education teams in colleges and universities. Establish a comprehensive evaluation system, and pay attention to the scientific integration of ideological and political education and corporate culture into the actual education of these five points to analyze, wishing the new era of innovation and entrepreneurship education in colleges and universities will enhance the level and effect of modest contributions.

1. Introduction

In recent years, Chinese college students have faced increasing competition after graduation due to changes in the market economy environment. To reduce the difficulty of entrepreneurship and employment for college students in the new era and cultivate more innovative and creative talents for the future development of China and society, colleges and universities must prioritize the implementation of comprehensive innovation and entrepreneurship education in conjunction with the ideological characteristics of students. Consequently, if colleges and universities can ensure the effectiveness and quality of innovation and entrepreneurship education, the entrepreneurial pressure of college students will be alleviated and the Chinese economy will be rejuvenated. Additionally, provide a stronger impetus for the steady development of the Chinese economy and society.

2. The Necessity of Innovating and Entrepreneurship Education in Colleges and Universities

First, in the innovative society and the information age, it is necessary to focus on cultivating talents with strong innovative and entrepreneurial capabilities to meet higher education requirements and economic and social development for colleges and universities. Specifically, colleges and universities should deepen quality education, and students' professional quality, innovation, and entrepreneurial abilities should be improved. Based on the effective strengthening of students' innovative spirit and entrepreneurial awareness help them realize the efficient transformation of entrepreneurial thinking into entrepreneurial behavior. Second, innovation and entrepreneurship education is also an integral part of quality education, and it is a key premise for the quality of "innovation" to be fully implemented in college education. For college students, it is more beneficial to maximize their vitality and liveliness and guide and encourage them to explore and innovate to become the main force for innovation and entrepreneurship in the new era. Finally, in the Internet era, students in colleges and universities have more distinctive personalities and relatively stronger self-needs, which have very obvious commonalities with the characteristics of the times. Innovation and

entrepreneurship education can enable them to express themselves continuously while accumulating as much entrepreneurial knowledge as possible, enrich and enhance their own innovative and entrepreneurial skills subtly, and move towards the goal of growing into the compound talents that the country and society need in the future [1].

3. The Current Situation of Innovation and Entrepreneurship Education for College Students

After receiving innovation and entrepreneurship education, the majority of students will have an understanding of innovation and entrepreneurship. Moreover, there has been an increase in the number of college students who wish to start their own businesses in recent years. Although school policies and the social environment have changed, the overall situation has remained stable. Three main reasons can be identified as to why more and more college students are starting businesses and innovating.

First, the innovation and entrepreneurship education launched by colleges and universities for students is creating a supportive atmosphere for the ideas and behaviors of college students' innovation and entrepreneurship education. Let college students eliminate the tension and resistance to innovation and entrepreneurship, and let them psychologically agree that innovation and entrepreneurship are also a way to participate in employment. Even more, it can help them achieve their goals of self-realization. At the same time, since colleges and universities will provide students with practical and comprehensive theoretical guidance and resource support in innovation and entrepreneurship education, under the premise that college students have a clearer direction of innovation and entrepreneurship and a more solid backing, their entrepreneurial enthusiasm and enthusiasm will naturally increase. Second, the wave of social entrepreneurship and successful cases are also important reasons for college students' willingness to innovate and start businesses. Especially nowadays, the media are keen to report innovation and entrepreneurship cases, and society always praises entrepreneurs with small achievements. In addition, seeing classmates or teachers carrying out various innovative and entrepreneurial activities in school and even running small-scale stores, it is normal for college students to try to carry out innovative and entrepreneurial activities [2]. Third, college students have a wide range of ideas and are flexible in their thinking. Before beginning innovation and entrepreneurship, they will carefully consider the development and content of different industries and determine clear and definite entrepreneurial goals and expectations. College students possess such professional qualities primarily due to the innovation and entrepreneurship education and guidance colleges and universities provide, such as personnel statistics, business plans, and accounting books. When a large number of information resources are available through the Internet, a wide range of active ideas will emerge in an endless stream. Meanwhile, in the process of actually conducting innovation and entrepreneurship education in colleges and universities, they are also extremely vulnerable to various constraints and shackles. It is important to note that not every student is willing and able to participate in innovation and entrepreneurship. There is a significant challenge to achieving the right balance between educational theory and practice when innovation and entrepreneurship education are practiced in schools. It is also inevitable that the game between quantity and quality will be played when cooperating with forces outside the school.

On the road to innovation and entrepreneurship education for college students, there are countless opportunities for cost, sunk cost, and marginal cost tests, and there is never any way that can be obtained without paying. Therefore, it is very necessary for colleges and universities to comprehensively formulate and innovate educational strategies based on the current situation of college students' innovation and entrepreneurship, which is imperative to enhance the rate and success rate of college students' innovation and entrepreneurship [3].

4. Effective Strategies for Innovation and Entrepreneurship Education in Colleges and Universities in the New Era

4.1 Focus on Updating the Concept of Innovation and Entrepreneurship Education

For colleges and universities to cultivate high-quality technical talent, innovation and entrepreneurship, educators must integrate professional education. Take a comprehensive approach to macro policy, the school's strategic development goals, the training requirements for student's abilities and the talent needs of corporations. To provide a higher degree of assurance that students' innovative spirit and entrepreneurial abilities will be effectively improved, create a scientific and comprehensive innovation and entrepreneurship education system. At the same time, colleges and universities should also pay attention to the renewal and reform of the teaching mechanism, and based on integrating innovation and entrepreneurship knowledge into professional classrooms, provide guidance and assistance for students to establish a correct career, employment and entrepreneurship views. In addition, colleges and universities should also take the optimization of teaching design as the premise and combine the standards for measuring talents in the new era to promote the transformation of students into professional and professional talents. Starting from establishing a correct understanding of innovation and entrepreneurship education, lay a solid foundation for developing subsequent innovation and entrepreneurship activities [4].

4.2 The Construction of a High-quality Innovation and Entrepreneurship Education Team

Currently, many colleges and universities in China have relatively comprehensive innovation and entrepreneurship service systems, which aim to provide more efficient guidance and support for college students in various innovation and entrepreneurship education practices. Furthermore, if innovation and entrepreneurship education is to play a greater role, high-quality education team-building must also be included.

First of all, the essence of competition in various industries in the new era is the talent competition. Therefore, colleges and universities should pay attention to the absorption and reserve of talent for innovation and entrepreneurship education and set up generous salaries to attract talent. Specifically, colleges and universities should design a strict recruitment system based on the specific needs of innovation and entrepreneurship education. Candidates can only formally enter the education post after passing the assessment and meeting the professional ability, professional quality, moral level, and other comprehensive abilities[5].

Secondly, colleges and universities should provide an excellent internal backbone for potential teachers with opportunities to work in cooperative enterprises or social practices. In this way, through personal experience and the deep feeling of operating laws, spiritual culture, system norms, survival rules, etc., the weaker teaching practice guidance ability is improved compared with the theoretical knowledge teaching ability.

In addition, colleges and universities can also invite famous and authoritative entrepreneurs, management cadres, or technical backbones in the industry as part-time entrepreneurial mentors. Undertake the work of introducing and imparting cross-field knowledge, domestic and foreign industry trends, and industry frontier knowledge to students so that the school's innovation and entrepreneurship education team has been further enriched. Based on this, colleges and universities can also combine with the school's innovation and entrepreneurship teachers to create an "entrepreneurial mentor database", based on maximizing the strengths and advantages, cooperating in carrying out a variety of innovative and entrepreneurial practical activities, and then provide more opportunities and a bigger platform for training students' innovation and entrepreneurship awareness and ability [6].

4.3 The Establishment of a Comprehensive Evaluation System

Initially, the national and local governments should integrate the actual development situation, the concept and goal of innovation, and entrepreneurship education into the policies and norms that govern the evaluation of colleges and universities after reform and innovation are implemented. Colleges and universities should shift the focus of their operation and development from

strengthening equipment and infrastructure, increasing education funding, etc., to enhancing soft power, such as the overall reform effect, service quality, and innovative talent training. In this way, colleges and universities can establish a long-term policy-driven mechanism internally and provide more powerful support for reforming and deepening innovation and entrepreneurship education. Secondly, colleges and universities should establish good cooperation and connections with the government, enterprises and other relevant social organizations and follow the principles of practicality and systematicness to build and strengthen the construction of a multi-party mutual evaluation system. Based on the purpose of "promoting construction with evaluation, promoting reform with evaluation, and combining evaluation with the construction" as much as possible, the multi-party linkage mechanism will be further improved, and the existing defects and blind spots in innovation and entrepreneurship education will be further eliminated, and overall planning and coordinated advancement will be promoted. Finally, colleges and universities should take the actual school-running situation and the current strategic development goals as the basis, focus on the incentive action subject, process mechanism and effectiveness, and establish an incentive mechanism that meets the development and growth needs of the subject. And give full play to its important role in guiding all personnel participating in entrepreneurship and innovation education so that they can truly recognize and recognize the importance, synergy, and direction of reform to participate more actively in follow-up innovation and entrepreneurship education [7].

4.4 Emphasis on the Scientific Integration of Ideological and Political Education

It has been proven that ideological and political education and innovation and entrepreneurship education can be integrated effectively. Additionally, it can enhance the socialist and collectivist consciousness of college students, as it not only helps them establish and further consolidate the correct three views but also helps them keep their mission in mind, take their due responsibilities, and make the best choice when innovating or starting a business, or even facing important life events. In addition, after receiving ideological and political education, students can also realize that if they want to succeed in starting a business, society and the school must not ignore the support. At this time, innovation and entrepreneurship educators must "strike while the iron is hot", guide students to take on social responsibilities independently, and continuously enhance their sense of responsibility while learning to be grateful. As well as being able to keep up with the trend of social development, high-quality ideological and political education can also enable students to contribute to society through innovation and entrepreneurship. Moreover, they enjoy national support for their innovation and entrepreneurship and can also actively contribute to national development, thereby preventing them from going astray.

4.5 Infiltrate Corporate Culture into Practical Education

There is an inseparable close relationship between innovation and entrepreneurship education in colleges, universities, and social enterprises. From the perspective of an enterprise, on the one hand, it is an essential participant in students' innovation and entrepreneurship education and also the ultimate beneficiary after the development of innovation and entrepreneurship education. Therefore, enterprises must help colleges and universities formulate and improve talent training programs. Based on providing more funds, talents, and technical support as much as possible, create a practical teaching platform for students and undertake the corresponding theoretical knowledge teaching and practical guidance. In innovation and entrepreneurship education, colleges and universities should also pay attention to the full integration of corporate culture in the classroom.

While scientifically introducing corporate management concepts and rules, and regulations, students can connect with careers in advance and experience entrepreneurship in person. Accumulating experience in a learning environment that combines theory with practice can further improve the success rate of entrepreneurship [8].

5. Conclusion

Overall, although Chinese colleges and universities have actively responded to the policy of China

in recent years to reform innovation and entrepreneurship education, there is still considerable room for improvement in the education of innovation and entrepreneurship in most colleges and universities. In order to improve the quality of education further, colleges and universities must combine their current situation to overcome the current situation. As the Chinese economy develops, providing a better entrepreneurial environment for college students will play a greater role in contributing to its vigorous growth.

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