Problems and Countermeasures of Innovation and Entrepreneurship Education in Colleges and Universities

Liu Zhengkai Zhai Wenxia*

Hubei University of Science and Technology, Xianning Hubei, 437100, China

Abstract: The implementation of innovative entrepreneurship education can relieve the pressure of employment, enhance the ability of employment and improve the level of employment in practice, which is in line with the demand for innovative talents in the development of modern society. However, according to the development of educational activities in colleges and universities at present, the integration of innovation and entrepreneurship has not achieved the ideal application effect, so it is necessary to explore its existing problems and causes to analyze how to effectively improve the related problems. So that the level of education in colleges and universities can be further improved.

Keywords: universities; innovation and entrepreneurship; education; problems; countermeasures

Modern education needs to be adjusted with the change of social demand in the process of development, so as to ensure that the educational methods, educational means and educational system are in line with the social development situation, so as to ensure that the talents trained in colleges and universities can be well integrated into the social construction. In order to establish a more diversified education system, and according to the mass entrepreneurship and innovation content put forward in the 19th CPC National Congress report, colleges and universities need to pay attention to the integration of innovative entrepreneurship education (hereinafter referred to as mass entrepreneurship and innovation education), so as to obtain higher educational results.

<https://doi.org/10.47852/bonviewCETR2020010212>

This is an open access article published by the BON VIEW PUBLISHING PTE. under the Creative Commons Attributions License.

I. Analysis on the Characteristics of Innovation and Entrepreneurship Education in Colleges and Universities

In the past, the teaching of professional knowledge was the main part of college education, but this kind of education can not adapt to the increasingly fierce employment situation. Under this situation, innovative entrepreneurship education can effectively alleviate the employment pressure. To provide a new path for the future development of students. Nowadays, the continuous development and maturity of mass entrepreneurship and innovation education to a certain extent promote its gradual integration into the education system, mainly manifested in the integration of it into the talent training program in colleges and universities. At the same time, with the support of the relevant policy mechanism promulgated by our country, mass entrepreneurship and innovation education has been further carried out in colleges and universities, and the resources of innovative entrepreneurship education have been effectively summarized, and the improvement of mass entrepreneurship and innovation education curriculum has made the number of innovative entrepreneurs growing to a certain extent, plus entrepreneurial parks, incubators and other practical platforms for talents, which has greatly promoted the development of innovative entrepreneurship education^[1].

II. Analysis on the Main Idea of Innovation and Entrepreneurship Education in Colleges and Universities under the New Situation

First of all, innovative education is mainly in the process of cultivating students' innovative thinking ability so that they can automatically update the content of knowledge and make innovative changes to different things so as to achieve the purpose of creating new things. Through innovative education, students can be urged to conceptualize their innovative thinking patterns, which can promote creative things. Especially under the background of rapid development of modern science and technology, the characteristics of innovative education are more in line with the requirements of promoting the comprehensive and all-round development of talents, so that college students can adapt to the development opportunities brought by the era of knowledge economy. And use knowledge innovation to promote social progress.

Secondly, entrepreneurship education is mainly through the integration and utilization of existing educational resources to cultivate students' entrepreneurial ideas, entrepreneurial ability, so that students can effectively think and reason in the process of entrepreneurship, and entrepreneurship has a higher demand for the personal ability of talents. Therefore, in entrepreneurship education, we also pay more attention to the overall training of students, so that students have better ability in management, overall planning, leadership, innovation, social interaction and so on, so as to better achieve the goal of entrepreneurship.

The effective implementation of innovative entrepreneurship education can promote students to show stronger creative ability in social activities and bring new things of value to society. It can provide

higher social or economic value by reforming the original things or innovating the new things, so that college students can show the characteristics of comprehensive and innovative talents. It is necessary to systematically consider the cultivation of innovative entrepreneurial talents, establish a perfect education system to guide the training of talents, and then obtain the ideal mass entrepreneurship and innovation education results.

III. Analysis on the Main Stage of Innovation and Entrepreneurship Education in Colleges and Universities

First, the enlightenment stage, as the first stage of mass entrepreneurship and innovation education, is the basis of educational activities, in the general stage is mainly aimed at the situation of students to carry out general education. To enable students to understand the basic content of innovation and entrepreneurship, and to develop and cultivate students' innovative thinking, so that students can form good creative thinking. And the concept of mass entrepreneurship and innovation can have a deeper understanding, under the guidance of liberalization, innovation to form entrepreneurial ideas, for the smooth development of follow-up education activities to provide the basis.

Second, in the primary stage, it is the further cultivation of students' innovative and entrepreneurial ability to deepen the effect of mass entrepreneurship and innovation education. In this process, we mainly pay attention to the cultivation of students' thinking ability. Only by ensuring that students have excellent mass entrepreneurship and innovation thinking can they better practice the innovative conceptual content in practice. It can be said that the vitality of thinking is one of the important conditions to realize innovation and entrepreneurship, which urges students to create and practice the knowledge and imagination they have learned, and to meet the requirements of mass entrepreneurship and innovation education for the cultivation of students' thinking ability.

Third, in the intermediate stage, the innovation and entrepreneurship education in the intermediate stage needs to be integrated into the professional curriculum, so that the subject teaching activities can fully reflect the content and concept of mass entrepreneurship and innovation education. And the way of professional integration can also provide guidance for students' innovative development, and acquire more comprehensive, systematic and professional innovative entrepreneurial knowledge, improve students' ability to use professional knowledge, and give full play to their creative thinking ability to implement entrepreneurial projects.

Fourth, in the advanced stage, students carry out practical cultivation of entrepreneurial projects. Students analyze the feasibility of the entrepreneurial projects they put forward, judge whether they have practical value, and platforms to carry out entrepreneurial projects. Many practical platforms can provide some help for students' entrepreneurial projects. Entrepreneurship project is a display of students' innovative entrepreneurial thinking and ability. Students in the advanced stage usually have mastered the contents of innovative entrepreneurship education, so they can carry out self-validation

and entrepreneurial activities through practice^[2].

IV. Analysis of the Problems in Innovation and Entrepreneurship Education in Colleges and Universities

A. Problems with educational objectives

In mass entrepreneurship and innovation education, some colleges and universities mainly regard it as a method to solve the employment problem, but this situation does not accord with the content of cultivating high-quality innovative talents put forward by mass entrepreneurship and innovation idea. In the process of educational practice in colleges and universities, the single orientation educational goal limits its effect on the cultivation of talent education to a great extent, which is not conducive to excavating students' innovative quality ability, can not train students pertinently, can not promote students' individualized and innovative development in mass entrepreneurship and innovation education, and belongs to the part that needs to be improved in the setting of educational goal.

B. Problems of curriculum integration

According to the curriculum setup in colleges and universities, the proportion of innovative entrepreneurship education courses is very low, which also makes the educational effect in practice limited. Many professional contents can not make students understand and master well in less class hours. Reduce students' practical interest in the course. And in the innovation and entrepreneurship education, in addition to setting up a separate curriculum, it should also be integrated into the teaching activities of various disciplines, so that its educational ideas can have a subtle impact on students, so that whether students are interested in innovative entrepreneurship in future career planning. It can cultivate students' comprehensive quality and ability, and it can not effectively integrate with professional subjects, so that there is a big gap between the educational effect of mass entrepreneurship and innovation and the expectation.

C. Problems in the entrepreneurial environment

Although in the university innovation entrepreneurship education encourages the student to carry on the independent entrepreneurship to realize the self-worth enhancement, but in the actual situation the entrepreneurship condition insufficiency is the restriction student entrepreneurship project implementation main factor. Although the policy of promoting innovation in our society is increasing gradually, the overall environment still has a certain threshold for college students. At the same time, many policies, regulations and systems are not perfect enough to make students who have just entered the entrepreneurial environment easily face greater risk factors. And in colleges and universities, the amount of special funds entrepreneurship in colleges and universities is relatively small, which also leads students to face great pressure in the process of entrepreneurship. Most of them use small funds to start entrepreneurial projects. And this also limits the promotion of mass entrepreneurship and innovation education to some extent.

V. Analysis of Countermeasures to Strengthen the Existence of Entrepreneurship Education in Colleges and Universities

A. Set up the goal of innovation and entrepreneurship education

Cultivating people with innovative spirit, innovative thinking and innovative ability is one of the important functions of modern universities, and it is also the ultimate teaching goal of innovative entrepreneurship education in universities. Perfect the curriculum system of innovative entrepreneurship education, set up the goal of innovative entrepreneurship education, strengthen the practice of innovative entrepreneurship, improve the guidance service of students' entrepreneurship, and form a group of replicable and popularized results in practice. To discover, absorb, popularize and apply the good practices and good experiences of similar colleges and universities in time, to activate students' consciousness of innovation and entrepreneurship to promote employment, and to realize high quality development of innovation and entrepreneurship education, we must deepen our understanding of innovation and entrepreneurship education^[3].

B. Adjustment of Curriculum Structure

In college education, we should adjust the existing curriculum system according to the requirements of the talent training program, so that the "mass entrepreneurship and innovation" education can be effectively integrated, and the innovative and entrepreneurial teaching content should be reasonably set up to meet the educational requirements step by step. So that students can master and master the professional knowledge of innovation and entrepreneurship, it is also conducive to promoting the integration of mass entrepreneurship and innovation and professional knowledge, so that students can play the innovative thinking ability on the basis of their own major. To achieve the purpose of cultivating entrepreneurial projects. Moreover, the educational concept of "mass entrepreneurship and innovation" should be properly integrated into the professional curriculum, and the students should be trained according to the requirements and characteristics of each stage of innovative entrepreneurship education, so as to effectively integrate and utilize the educational resources of colleges and universities.

C. Optimizing the Innovation and Entrepreneurship Environment

Good practice conditions and entrepreneurial environment can speed up the cultivation of innovative talents, which also plays a good role in cultivating and incubating entrepreneurial projects. Therefore, colleges and universities should integrate educational resources and cooperate closely with social forces, so as to excavate more resources to provide students with a good environment for innovation and entrepreneurship, so that they can carry out entrepreneurial projects on a perfect practical platform. Such as the construction of entrepreneurship laboratory, the development of SYB courses training, the holding of innovative entrepreneurship competition, at the same time in the practice teaching link, colleges and universities can also "Internet +", "three innovations" and other related projects with practice, graduation design to create opportunities for students to learn and practice^[4].

Conclusion

Using mass entrepreneurship and innovation education in colleges and universities can effectively cultivate students' innovative spirit and entrepreneurial ability, which can promote the development potential of students, so as to cultivate high-quality talents who adapt to the development situation of modern society. And in the process of development students can be supported by mass entrepreneurship and innovation concept to continuously improve their self-worth. From the perspective of the concept, method, content and platform of mass entrepreneurship and innovation education in colleges and universities, there are still many shortcomings and parts that need to be improved under the influence of the inherent education system, which leads to the failure of mass entrepreneurship and innovation education to achieve the ideal goal. In view of this situation, this paper analyzes the essential characteristics and requirements of mass entrepreneurship and innovation education, and on this basis studies how to realize the overall innovation of mass entrepreneurship and innovation education in colleges and universities under the support of modern educational ideas and technology, so that the innovative entrepreneurship education can be effectively practiced and carried out.

Acknowledgements

This work is supported in part by Training Program of Hubei University of Science and Technology (No.2017--XC-011)

References

- [1] Wang Xin. A Study on the Problems and Countermeasures of Innovation and Entrepreneurship Education System in Colleges and Universities under the J]. of Internet Modern Vocational Education ,2018(16).
- [2] Yu Yu, Gu Fuzhen, Li Yan. An Analysis of the Dilemma and Countermeasures in the Construction of the Curriculum System of Innovation and Entrepreneurship Education in Colleges and Universities [J]. Human Resources Management ,2018(6).
- [3] Zhang Keyuan, Duan Zhuoer. Problems and Countermeasures —— Innovation and Entrepreneurship Education in Colleges and Universities from “Employment Entrepreneurship” to “Innovation and Entrepreneurship “[J].] Analysis Chinese and foreign entrepreneurs ,2019.
- [4] Fang Chao, Sheng Qifeng, Fei Ruibo. A Study on the Problems and Countermeasures of Innovation and Entrepreneurship Education in Local Colleges and Universities in J]. New Era Journal of Bengbu University (003):85-89.