

# Study and Practice of Innovation and Entrepreneurship Education in Vocational Colleges

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**Abstract.** This paper mainly studies the related content of innovation and entrepreneurship and innovation and entrepreneurship education in vocational colleges, analyzes the problems in current innovation and entrepreneurship, and proposes solutions for the government, vocational colleges and society, which is a vocational college. The development of innovative entrepreneurship activities and education provides reference and research cases, providing a basis for the government to formulate innovative and entrepreneurial policies.

## 1. Introduction

Innovation is the soul of social progress. Entrepreneurship is an important way to promote economic and social development and improve people's livelihood. Innovation and entrepreneurship are integrated and coexist. The cultivation of the ability of science and technology innovation and entrepreneurship of vocational students is a social demand that adapts to the development of regional economy. Innovative entrepreneurship education focuses on the stimulation of students' interest in learning, the cultivation of innovative spirit, the development of individuality and the improvement of practical ability. It is of great significance to improve students' comprehensive quality and broaden the employment path of students.

## 2. Problems of innovation and entrepreneurship education in vocational colleges

The state advocates the policy of "mass entrepreneurship and innovation" to encourage vocational college students from vocational colleges to change from looking for work to innovation and entrepreneurship. The innovation and entrepreneurship of vocational students has gradually become an important work actively carried out by vocational colleges. How to carry out research on innovation and entrepreneurship education in vocational colleges has become the research object and focus of many scholars. Although vocational colleges have invested more energy in innovation and entrepreneurship education, innovation and entrepreneurship education has also achieved rapid development. However, there are still some problems in the implementation of innovation and entrepreneurship education in vocational colleges. The problem is as follows.

### 2.1 The goal of innovation and entrepreneurship education in vocational colleges is not clear

Most vocational colleges are often eager for utilitarianism, do not pay attention to the goal of innovation and entrepreneurship education, lack clear design and planning, only one-sided pursuit of large and successful enterprises and entrepreneurs as the goal, too much pursuit of entrepreneurial idealization, Expectations are too high to start from reality, which has led to the innovation and entrepreneurship education of many vocational colleges to combat students' self-confidence and lack of depth and breadth of education.

### 2.2 Vocational college students have lower innovation value and low success rate

Vocational colleges are the main bearers of the training of senior vocational and technical skills. The new technological achievements have not entered the talent training system and curriculum system of

vocational colleges in time, and they have not used new technical knowledge to carry out innovation and entrepreneurship, and the quality of innovation and entrepreneurship. At the same time, some students lack the research spirit of hard work, perseverance, and knowledge accumulation. The technological content of innovative and entrepreneurial projects and the quality of innovative entrepreneurial projects are not high.

Some areas of innovation and entrepreneurship in vocational colleges are relatively narrow, with low technical content and added value. Many innovative entrepreneurial projects are generally concentrated in industries such as catering services, sales and service industries, and logistics services with low technical content and low added value.

### **2.3 The quality of innovation and entrepreneurship education in vocational colleges is not high**

At present, the categories and courses of innovative and entrepreneurial education courses offered by higher vocational colleges are very limited. The corresponding innovative and entrepreneurial education materials are still in the stage of exploration and development. The original content of the courses is less, and the analysis of typical innovation and entrepreneurship cases is not enough.

There is a serious shortage of teachers in innovation and entrepreneurship education in higher vocational colleges in China, and teachers in higher vocational colleges have not engaged in innovation and entrepreneurship activities, no innovation and entrepreneurial experience, lack of knowledge and professional training in innovation and entrepreneurship education, and no practical experience in innovation and entrepreneurship. .

Although all higher vocational colleges have begun to pay attention to innovation and entrepreneurship education, and also introduced many relevant policies and measures to encourage innovation and entrepreneurship education, but these are only staying in policy, and cannot be achieved in terms of site, equipment, capital and institutional support.

### **2.4 The ecosystem of innovation and entrepreneurship education is imperfect, and the integration of resources inside and outside the school is weak.**

Innovative entrepreneurship is a complex and complex social activity. It is a complete process of integration and interaction of various resources. Innovative entrepreneurship requires university students to be familiar with the internal management knowledge of the enterprise, as well as to be skilled in the integration and regulation of external resources, so that the external environmental elements must maintain close contact. These requirements are very unfamiliar or unskilled for college or just graduated college students. Just relying on the innovative and entrepreneurial knowledge learned in school can improve the ability and quality of innovative entrepreneurs to a certain extent, but it cannot solve the problem of entrepreneurs. Many practical problems encountered in innovation and entrepreneurship, the quality of innovation and entrepreneurship requires the accumulation of time and experience to improve.

## **3. Research and suggestions on the countermeasures of innovation and entrepreneurship education**

### **3.1 Building an innovative and entrepreneurial education system with Chinese characteristics**

The establishment of the innovation and entrepreneurship education system in vocational colleges requires the reconstruction of the original curriculum system and the reform of the original curriculum content. The innovation and entrepreneurship education curriculum is integrated into the talent training program, and the innovation and entrepreneurship education curriculum will be the teaching and professional curriculum are organically combined, focusing on the integration of the student learning process and the innovation and entrepreneurship process, focusing on the cultivation of innovation and entrepreneurship awareness throughout the learning process.

### **3.2 Spend the advantage of "Second Classroom" and lay the foundation for innovation and entrepreneurship for students' innovation and entrepreneurship**

The second class refers to educational activities outside the normal teaching activities, mainly various forms of volunteer activities, professional studios, college students and so on. The second class can improve the humanities quality and emotional intelligence of college students, giving students the opportunity to practice. The second classroom and daily teaching constitute the whole of innovation and entrepreneurship education in higher vocational colleges.

Use the second classroom to provide a popular and practical platform for innovation and entrepreneurship education, cultivate students' awareness of innovation and entrepreneurship, cultivate college students' innovative and entrepreneurial quality, provide innovative and entrepreneurial services for college students, and promote personalized development.

### **3.3 Multi-channel and multi-channel ways to increase the soft power of innovative entrepreneurial teachers**

In the existing teachers' team, many engineers and experts from the enterprise have transferred to the school. These teachers have real business experience and work experience. Through adequate research and mobilization, the school has established a teacher-based innovation and entrepreneurship dual-teacher faculty. Encourage teachers to participate in various trainings of enterprises, cooperative enterprise development projects or to work in enterprises, accumulate experience in innovation and entrepreneurship education, master successful cases and failure cases of innovation and entrepreneurship, learn enterprise management experience and organizational skills, and enrich teachers' practical experience and Experience, providing services to guide students in innovation and entrepreneurship.

By cooperating with enterprises, it is the most effective way to hire industry, enterprise related field experts, experienced managers, and successful entrepreneurs to conduct innovation and entrepreneurship guidance and training. Explore a variety of ways to hire industry and business experts to participate in innovation and entrepreneurship teaching.

The government, enterprises and deaf schools are jointly led by the government to form a platform for cooperation between enterprises and universities to provide policy support and financial support for long-term and stable cooperation between enterprises and universities.

### **3.4 Strengthening the government's function of innovation and entrepreneurship, and multi-agent participation in the construction of innovation and entrepreneurship**

#### *3.4.1 Government level*

When formulating various policies, the government needs to carry out in-depth innovation and entrepreneurship policy support, do a good job in top-level design of innovation and entrepreneurship, and timely introduce policies and measures related to innovation and entrepreneurship to ensure the sound development of innovation and entrepreneurship education and innovation and entrepreneurship.

The government can grant policy subsidies to innovative and entrepreneurial parks encourage enterprises with technical strength to participate in science and technology innovation and entrepreneurship education activities in higher vocational colleges, and provide relevant tax reduction and talent introduction for enterprises involved in science and technology innovation and entrepreneurship education activities in higher vocational colleges. In terms of policy incentives, enterprises are encouraged to participate in the innovation and entrepreneurship education of higher vocational colleges.

#### *3.4.2 Social level*

Improving the recognition and support of society for innovation and entrepreneurship cannot be separated from the support of society. Establish some innovation and entrepreneurship foundations or venture capital organizations. NGOs provide financial support and technical guidance for college

students' innovation and entrepreneurship, mobilize the enthusiasm of college students to start their own businesses, and encourage college students to actively participate in entrepreneurial practice.

Guide people to change the traditional concept of employment, form a situation in which the whole people pursue innovation and mass entrepreneurship, create a social atmosphere that understands entrepreneurship, tolerance failure, encourages entrepreneurship, reduces the social pressure of innovative entrepreneurs, strengthens the determination of innovative entrepreneurs, and strives to be a role model. Learning, improving your own abilities and laying a good foundation for innovation and entrepreneurial success.

#### *3.4.3 School-enterprise cooperation level*

Give full play to the professional and technological advantages of the region where the school is located, actively cooperate with the cooperative enterprises, and jointly build various dynamic information sharing technology and market. Taking full advantage of the advantages of cooperative enterprises' funds, technology and venues, higher vocational colleges combine the skills and talents of the schools, and the school-enterprise collaborates to carry out innovative and entrepreneurial education activities, so that students can learn both professional knowledge and business management. The experience enables students to keep abreast of market dynamics and cutting-edge technology. This ensures the sound development of school-enterprise cooperation and also serves the local economy better.

## **4. Summary**

Innovative and entrepreneurial education in higher vocational colleges requires the active participation, encouragement, capital and technical support of the government, society, higher vocational colleges, students and other parties, and actively responds to the call of the “public entrepreneurship and innovation” to better serve the regional economic development.

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