

Thoughts on Innovation and Entrepreneurship Education in Universities*

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Abstract—Innovative entrepreneurship education points out a clear direction for the scientific development of higher education and deepening the reform of education and teaching, and has important guiding significance for the development of education in colleges and universities. Through innovation and entrepreneurship education, colleges and universities develop the innovation and creative potential of college students, help college students achieve employment and entrepreneurship, and make more contributions to China's economic and social development. Innovative and entrepreneurial education in colleges and universities aims to cultivate students' innovative ability and entrepreneurial ability, and to cultivate pioneering individuals.

Keywords—college education; innovation and entrepreneurship; education reform; entrepreneurship education

I. INTRODUCTION

Innovative and entrepreneurial education in colleges and universities is conducive to reducing social employment pressure and reducing social structural contradictions. It is a way to enrich the people and strengthen the country. With China's economic development, social employment is facing greater pressure. The idea of mass entrepreneurship and innovation is conducive to the optimization of many aspects such as industry, enterprise and distribution. From the starting point of China's long-term education development goal, the teaching concept and mode of "innovation and entrepreneurship education" is a new education mode to improve the comprehensive quality of college students in China, which is of great significance to the development of college education.

II. REFLECTIONS ON THE REFORM OF TEACHING CONCEPT AND TEACHING MODE OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

Chinese college educators need to explore the inherent elements of innovation and entrepreneurship education and deepen the teaching reform of innovation and entrepreneurship education. Innovative and entrepreneurial education in colleges and universities has become an important topic for college educators. There are two ideas for the reform of the teaching philosophy and teaching model of

innovative entrepreneurship education in colleges and universities:

A. *Innovation and Entrepreneurship Education in Colleges and Universities Is the Teaching Philosophy of Entrepreneur Spirit Education*

Innovative and entrepreneurial education in colleges and universities is not only the education of technology and ability, but an entrepreneur spirit education. It can be used as a kind of consciousness and spirit training for students, to cultivate students' entrepreneurship, and combine innovation and entrepreneurship with their life ideals and goals.

Although with the development of economy in our country, the education in colleges and universities is diversified, but higher education is a systematic project. The core spirit of the university remains unchanged, and it still meets the needs of all-round human development and the healthy development of society. It is said that the innovation and entrepreneurship education of colleges and universities should be the overall design of the students' education model. Innovative and entrepreneurial education in colleges and universities involves not only "how to start a business", but also the improvement of comprehensive quality and the cultivation of professional spirit of college students with innovation ability as the core.

Innovative and entrepreneurial education in colleges and universities can not only cultivate students' entrepreneurial ability, but also enable more educates to take entrepreneurship and life development as a way of life. For the reform of the teaching philosophy and teaching mode of innovation and entrepreneurship education in colleges and universities, innovation and entrepreneurship education in colleges and universities can be said to be an entrepreneur spirit education.

B. *The Teaching Mode of Innovation and Entrepreneurship Education in Colleges and Universities Focuses on Practical Experience*

While improving the quality of education and teaching and the quality of personnel training, university educators should pay attention to the practical experience of the classroom, pay as much attention to the practical experience of the students as much as possible in the classroom teaching, and effectively improve the practical ability of the students.

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It is necessary to take practical experience as the teaching focus of innovation and entrepreneurship education.

Innovative and entrepreneurial education in colleges and universities should adhere to the principle of whole-oriented, professional-based, categorical training, and strengthen practice, emphasizing students' on-the-spot practice, and encouraging students' innovative practice activities in the process of cultivating their abilities. Let students experience the innovative and entrepreneurial practice activities, and finally make students become innovative talents that meet the needs of social development and needs.

III. PROBLEMS EXISTING IN INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

As the research on innovation and entrepreneurship education in China is still in its infancy, there are many problems, which are summarized as follows:

A. *The Discipline Construction of Innovation and Entrepreneurship Education in Colleges and Universities Is Not Perfect*

Nowadays, the construction of innovation and entrepreneurship in China's colleges and universities is very imperfect. Most of the innovation and entrepreneurship education in colleges and universities stays on the guidance level of the entrepreneurial plan competition. It can't cover all students, and it is difficult to comprehensively improve the overall quality of college students' entrepreneurship.

B. *The Curriculum of Innovation and Entrepreneurship Education in Most Colleges and Universities Is Still Being Explored*

At present, most colleges and universities in China do not arrange the teaching activities of innovation and entrepreneurship education in the first classroom and professional teaching. They rarely adopt the standardized classroom mode of innovation and entrepreneurship education. The theoretical courses of innovation and entrepreneurship offered by most universities are not perfect. Many general-purpose innovation and entrepreneurship theory courses have basically not been involved in the curriculum of innovation and entrepreneurship education in some universities.

C. *The Faculty of Innovation and Entrepreneurship Education in Chinese Universities Is Imperfect*

The concept of innovation and entrepreneurship education in colleges and universities needs to actively explore the elements of innovation and entrepreneurship. However, because China's innovation and entrepreneurship education is in its infancy, the faculty of innovation and entrepreneurship education in most universities is not perfect. What needs to be done is to strengthen the construction of teachers, so that the teachers standing in the front line can integrate the concept of innovation and entrepreneurship education into the various teaching curriculum systems that run through the students' classrooms, explore the elements of

innovation and entrepreneurship, and truly put innovation and entrepreneurship education into practice. The independent development of innovative and entrepreneurial teaching materials is also an effective breakthrough to deepen the reform of education and teaching in colleges and universities.

IV. SUGGESTIONS ON INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

In view of the above problems, for the reform of innovation and entrepreneurship education in colleges and universities, college educators in China bear major responsibilities and tasks. In order to further strengthen the reform of innovation and entrepreneurship education, the following suggestions can be taken:

A. *Designing a Reasonable Talent Cultivation Program for Innovation and Entrepreneurship Education*

In order to comprehensively improve students' ability of practice and innovation, and highlight the characteristics of innovation and entrepreneurship education, it is necessary to scientifically design and revise the talent cultivation program of innovation and entrepreneurship education, integrate innovation and entrepreneurship education into the talent training program and teaching plan, and embody the innovation and entrepreneurship education in the form of explicit curriculum.

B. *Building a Diversified Curriculum System for Innovation and Entrepreneurship Education*

Colleges and universities should take the concept of innovation and entrepreneurship education as the guide, and establish an innovative entrepreneurship education curriculum system that integrates with innovation and entrepreneurship education. It is necessary to establish a new teaching curriculum system for innovation and entrepreneurship education according to the requirements of innovation and entrepreneurship education, to realize the intersection, infiltration and integration of innovative and entrepreneurial education and professional disciplines. It is necessary to offer lectures and reports on innovation and entrepreneurship education in a targeted manner. Only by means of various means and methods, to develop scientifically a curriculum system for innovation and entrepreneurship education, innovation and entrepreneurship education can be truly put in place.

C. *Establishing a Diversified Teaching and Practice Base for Innovation and Entrepreneurship Education*

Establishing a diversified professional practice teaching system and practice base that is in line with innovation and entrepreneurship education is an important means to implement innovation and entrepreneurship education in colleges and universities. The professional practice teaching system of innovation and entrepreneurship education should be diversified and can be composed of project training, base practice and competition activities, so as to strengthen the

construction of comprehensive practice base and student science and technology culture entrepreneurship park. It can support teachers and students to carry out innovation and entrepreneurship practice, strengthen the support of entrepreneurial teams, or jointly organize the screening, support and exchange activities of entrepreneurial projects with relevant government departments, sign agreements with the Youth Venture Employment Foundation, and cultivate innovative practices base. School Innovation and Entrepreneurship Fund projects can be launched to support innovative entrepreneurship teams and corporate projects, and to organize school venture fund donations. Organize students' innovation and entrepreneurship project promotion, docking activities, entrepreneurial mentor meetings, provide cross-professional comprehensive employment and entrepreneurship practice training, project management and other training, strengthen innovation and entrepreneurship project training, create a variety of innovative entrepreneurship practice teaching system and Practice base.

Relying on the innovation and entrepreneurship training program, the construction and management of innovation and entrepreneurship training base should be strengthened to meet the individualized needs of innovative and entrepreneurial students. Through the construction of student science and technology culture and entrepreneurship park, strengthen the construction of school innovation and entrepreneurship training base, organize innovation and entrepreneurship practice activities, strengthen the unified management and collaborative organization of innovation and entrepreneurship competition, fund important competitions related to innovation and entrepreneurship education, and strictly implement the competition budget approval mechanism, and actively organize students to participate in various types of competitions, integrate high-quality educational resources outside the school, and create an atmosphere of innovation and entrepreneurship. Only in this way can students truly enhance their social responsibility and practical ability, and cultivate high-quality talents needed by the society.

D. Integrating Aesthetic Education into College Innovation and Entrepreneurship Education

During colleges and universities, it is a crucial period for students to form aesthetics and cultivate aesthetic ability. Colleges and universities pay attention to the professional education of students, attach importance to the development of students' ability of innovation and entrepreneurship, but also strengthen the aesthetic education of students, and integrate aesthetic education into the innovation and entrepreneurship education of today's colleges and universities.

College students are in the stage of forming the outlook on life and world outlook. At this time, the design period of perfection of life is being carried out. Our educators have an inescapable responsibility and obligation to conduct "beautiful education" for students in this critical period. At the moment when colleges and universities vigorously promote innovation and entrepreneurship education, integrating aesthetic education into innovation and

entrepreneurship education will have a vital role and significance for the planning and development of students' entire life. Aesthetic education is an educational thought, which governs the form of education to form a good educational result. Aesthetic education has the functions unmatched by other forms of education in cultivating students' innovative ability.

In the process of cultivating ability, deepen aesthetic education, develop students' artistic quality and aesthetic personality, emphasize feelings and understanding, and encourage innovation. Integrate aesthetic education into innovation and entrepreneurship education, so that students become innovative talents that meet social development and needs. While improving the quality of education and the quality of personnel training, college educators regard the improvement of students' artistic refinement and comprehensive quality as the overall goal of aesthetic education, taking the quality of art education as a breakthrough, focusing on classroom teaching and practical experience. In the classroom teaching, the students' aesthetic personality should be developed as much as possible, the students' practical experience should be emphasized, and the students' artistic talents should be improved.

Integrating aesthetic education into the concept of innovation and entrepreneurship education, and deeply understanding the integration of aesthetic education into innovation and entrepreneurship education is a further extension and deepening of college education.

V. CONCLUSION

In short, through the above methods and ways of innovation and entrepreneurship education reform, it can effectively enhance students' sense of innovation, improve the success rate of students' employment and entrepreneurship, and make students' sense of social responsibility continue to improve, and the results of school innovation and entrepreneurship education will continue to be enriched. The school's innovation and entrepreneurship education is not only conducive to promoting the all-round development of students, but also conducive to the transformation of teachers' educational concepts, and is more conducive to promoting the quality of talent training in China. Innovative and entrepreneurial education in colleges and universities needs to be explored constantly in practice and summarize the educational model of innovation and entrepreneurship that is in line with China's national conditions and with the characteristics of the times.

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