

Research on the Positioning of Innovation and Entrepreneurship Practical Education of University in Talent Cultivation

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Abstract: Under the background of universities promoting innovation and entrepreneurship education in China, this article analyzes the main problems existing in innovation and entrepreneurship education in universities. Through clarifying the meaning of innovation and entrepreneurship practical education, this article focuses on innovation and entrepreneurship practical education and the relationship between university education and innovation and entrepreneurship education, establishes the innovation and entrepreneurship practical education in the position of the education system in universities, explores development rules of innovation and entrepreneurship practical education, promotes the development of innovation and entrepreneurship education in universities.

1. Introduction

In China, the government actively promotes innovation and entrepreneurship activities, and innovation and entrepreneurship education plays an important role in university education ^[1]. Innovation and entrepreneurship education in universities usually starts from the conditions of universities themselves, and innovation and entrepreneurship talent cultivating is carried out on the basis of their original system. According to the talent cultivating system in universities, innovation and entrepreneurship education can be divided into theoretical education system and practical education system. However, the research on practical education system is still insufficient, mainly because the position of innovation and entrepreneurship practical education in talent cultivating is not clear, the content of practical education needs to be further determined, and the role of practical education in improving students' innovation and entrepreneurship abilities and qualities needs to be further clarified. Therefore, the research on the positioning of innovation and entrepreneurship practical education in talent cultivating is conducive to building a sound talent cultivating system and improving students' innovation and entrepreneurship qualities and abilities.

2. Main problems of innovation and entrepreneurship education

Innovation and entrepreneurship education is engaged in educational activities in two highly related aspects. Entrepreneurship education usually has micro and macro implications. From a micro perspective, entrepreneurship education is the education of operational planning, activities and processes. From a macro perspective, entrepreneurship education is about the quality education of starting a career and daring to explore.

In China, different types of universities have different characteristics. But all of the universities are facing some similar problems and challenges in the innovation and entrepreneurship education.

Firstly, innovation and entrepreneurship education is generally equated with entrepreneurship education or even employment education. The connotation of innovation and entrepreneurship education is oversimplified, resulting in fuzzy concepts and unclear educational boundaries. Secondly, skill training is taken as the core content in innovation and entrepreneurship education, which results in the focus deviation of innovation and entrepreneurship education. Thirdly, the main part of innovation and entrepreneurship education is in charge of multiple departments. The teaching management departments, student management departments and so on, all participate in innovation and entrepreneurship education activities from their own perspectives, resulting in the chaos of the main part of education. Finally, the forms of innovation and entrepreneurship education activities are mostly short-term activities. Systematic long-term education is rarely carried out, and the pursuit of short-term results is common.

To solve above the main problems existing in the process of education, this article from two aspects, the innovation and entrepreneurship of theory education and practical education, and mainly from the practical education, analysis the function and role of practical education in the innovation and entrepreneurship education. Based on the current situation of innovation and entrepreneurship education, this article analyzes the position of innovation and entrepreneurship practical education in talent cultivation in universities.

3. Positioning analysis of innovation and entrepreneurship practical education

3.1 Connotation of positioning of innovation and entrepreneurship practical education

From the perspective of content, innovation and entrepreneurship practical education mainly refers to the practical education in innovation and entrepreneurship education, which is also highly related to the practical education in the cultivation of talents. Since there is a unity of opposites between theory and practice, "theory combined with practice" certainly has a unity of the two, but the opposite of theory and practice must not be ignored. The theory and practice of innovation and entrepreneurship have their respective independent systems, which are closely related and different from each other ^[2]. Innovation and entrepreneurship education, especially practical education, is a teaching link that must be strengthened in universities. This kind of practical education focuses on the cultivation of students' thinking ability, innovation ability and practice ability, and is also the basic condition for students to carry out exploratory activities. Innovation and entrepreneurship practical education is different from professional practical education, which has a direct impact on improving students' ability and quality.

3.2 Positioning of innovation and entrepreneurship practical education in university education

3.2.1 Necessity of positioning innovation and entrepreneurship practical education

Innovation and entrepreneurship education is not a supplement to existing disciplines. In terms of education itself, innovation and entrepreneurship education is a relatively independent system. Innovation and entrepreneurship education is not a short-term tool to solve the problem of employment. However, the combination of innovation and entrepreneurship education and employment in China is bound to lead to innovation and entrepreneurship education oriented by the employment rate of college graduates and short-term results, which will lead to the dislocation of innovation and entrepreneurship education activities in the whole teaching system. As far as the current situation is concerned, a party of students have some deficiencies in the identification and determination of market risks, the ability to adapt to environmental changes, the comprehensive coordination of the relationship between enterprises, markets and majors, the management of systematic activities, the ability to continuously learn and apply knowledge, and the comprehensive quality. Especially in the aspect of the integration of knowledge and practice, the practical ability of innovation and entrepreneurship will directly affect the innovation and entrepreneurship activities of students. If the practical ability of innovation and entrepreneurship is insufficient, the probability of success of innovation and entrepreneurship will be reduced ^[3]. The creative activity itself is the

advanced activity in the educational activity, the positioning of innovation and entrepreneurship education must be clearly defined in undergraduate education.

3.2.2 Function positioning of innovation and entrepreneurship practical education

Firstly, the practical education of innovation and entrepreneurship plays a key role in undergraduate education. Scientific research is one of the basic functions of universities. From the perspective of innovation and entrepreneurship, more focused on the application level, so universities have better foundation and conditions for the transformation of scientific research results into innovation and entrepreneurship practice. The development strategies of the government have clearly pointed out that the strategic support for improving social productivity and overall national strength is scientific and technological innovation, which must be placed at the core of the country's overall development, and the innovation-driven development strategies have to be implemented. Therefore, we must realize in the innovation of entrepreneurship education should pay attention to the pioneering spirit of young students on the one hand, innovation and entrepreneurship consciousness and abilities, on the other hand is through innovation and entrepreneurship systems, innovation and entrepreneurship program of students through practice to carry out the innovative undertaking and make innovation achievements into actual productivity, business plan into a real start-ups. The main role of innovation and entrepreneurship practical education in the university education system is to promote the core function of scientific research results transformation, which also makes the university education fit the national strategies of innovation-driven development.

Secondly, innovation and entrepreneurship practical education is an important part in the university education system. At present, university education focuses on cultivating the all-round development of students, emphasizing knowledge, ability and quality, and highlighting the characteristics of applying what is learned to practice. In the traditional education system, practical education is usually a component of theoretical education rather than an independent education system. Because the logical systems of theoretical education and practical education are not completely consistent, the practical demands of innovation and entrepreneurship education cannot be met by relying on a single aspect. Innovation and entrepreneurship practical education is not a simple confirmatory practical activity, and the proportion of this kind of practical education in undergraduate education is not high. Therefore, innovative practical education is of great importance to the cultivation of students' innovative spirit, consciousness and ability.

Thirdly, practical education of innovation and entrepreneurship is at the center of innovation and entrepreneurship education. Innovation and entrepreneurship education is based on and transcends professional education. Innovation and entrepreneurship education mainly cultivates students' ability to discover and recognize opportunities, scientific cognition, continuous learning and comprehensive management, etc., which are the main contents of innovation and entrepreneurship practical education [4]. In essence, the practical education of innovation and entrepreneurship is a kind of education oriented to the comprehensive, high-quality and high-capacity development of people. It is the ultimate goal of university education to give full play to the potential of students and finally realize the unity of knowledge and practice of people.

4. Summary

To sum up, on the basis of a deep understanding of the nature of national innovation-driven development strategies, universities should give full play to their advantages in scientific and technological innovation and application. Following the basic rules of the development of university education and taking professional education as the foundation, we should explore the establishment of an institutionalized and long-term innovation and entrepreneurship education system, highlight the innovation and entrepreneurship practical education, refine the characteristics, explore innovation, accurately position, and give full play to the important role of university education in innovation-driven development. Universities need to continuously cultivate outstanding talents with innovative spirit and entrepreneurial ability and disseminate advanced ideas of innovation and entrepreneurship to the society.

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