

# Research on the Present Situation and Countermeasures of Innovation and Entrepreneurship Education in Private Colleges and Universities in Jilin Province

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**Abstract**—In 2015, premier Li Keqiang clearly put forward the development concept of “mass entrepreneurship and innovation” in the government work report. The deepening and implementation of the innovation and entrepreneurship education reform is to cultivate a group of high-quality talents who can adapt to the needs of the society with high degree of innovation and entrepreneurship. This paper conducts progressive research from the three levels of theory, practice and practical proof. Through the research on the theory of innovation and entrepreneurship education, the existing problems are identified and the solutions are proposed through analysis; the present situation of innovation and entrepreneurship education of private college and university students in Jilin Province is found. Through the survey and combined with the theory and real evidence, starting with the multiple aspects of setting up the scientific innovation entrepreneurship education concept, improving faculty, improving students' implementation capability, and building innovative and practice platform construction, etc., the feasibility path of innovation and entrepreneurship education in private colleges and universities in Jilin Province under the new situation is proposed, which is aimed to improve the quality of personnel training, and promote the comprehensive development of innovation and entrepreneurship education in private colleges and universities in Jilin Province.

**Keywords**—Private colleges and universities; Innovation and entrepreneurship; Education; Countermeasures

## I. INTRODUCTION

After the Premier Keqiang LI proposed the concept of economic development strategy, the concept of innovation and entrepreneurship has been greatly improved, which has also improved people's understanding of it and given it a new definition at the same time. Mass entrepreneurship, education goes first; mass innovation, culture comes first. And the success of entrepreneurship depends on innovative talents, while innovative education is the premise of innovative talents. With the development of economy and society, people have gradually increased their dependence on universities. Under such educational background, the role of innovation and entrepreneurship system in the current education system has

been continuously increasing, which not only can effectively deepen the educational development of private colleges and universities [1-3], but also can truly reflect the significance of modern education better.

## II. THEORIES RELATED TO INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

Based on "mass entrepreneurship and innovation", starting with the connotation of innovative education, colleges and universities give full play of their advantages, and organically combine traditional education with innovation and entrepreneurship education to create a unique business incubation base [4]. Private colleges and universities constantly study new modes of innovation and entrepreneurship education and invest them in student education. They continue to explore talents among students with innovative consciousness, focus on training, improve the overall level of higher education, and diversified orientation, thus better laying the foundation for students to start their own businesses in the future.

## III. ANALYSIS OF THE PRESENT SITUATION OF INNOVATION AND ENTREPRENEURSHIP IN PRIVATE COLLEGES AND UNIVERSITIES IN JILIN PROVINCE

The innovation and entrepreneurship education in private colleges and universities in Jilin Province is relatively inferior in experience and starting time. Moreover, the infrastructure has not reached the corresponding standards. The main existing problems are:

### A. Late start, and low starting point

Due to the short running time, the running conditions and faculty of private colleges and universities cannot be compared with those of regular colleges and universities, and their running funds and policies will be affected by other factors, leading to the slow development in the process of innovation and entrepreneurship education [5].

#### *B. Insufficient fund, policy and system guarantee*

Private colleges and universities in Jilin Province are still in the initial stage of innovation and entrepreneurship education, which has not formed a complete set of policies and systems, and lacks the guarantee of investment and corresponding policies, making the innovation and entrepreneurship education cannot be smoothly carried out.

#### *C. Insufficient innovation in educational forms and content*

With the increasing national recognition and the development of schools, there are still many problems in the educational form and innovative content. On the one hand, innovation and entrepreneurship education is mainly based on traditional methods, which restricts the development of education; on the other hand, the content of innovation and entrepreneurship education is mainly based on different types of policies [6], which lacks effective exchange and communication with students.

#### *D. Insufficient faculty*

In the process of innovation and entrepreneurship education, both the strength and number of teachers are relatively poor. Although some school teachers have higher education, they cannot get exercise in the government departments, which makes their knowledge structure unable to be combined with the actual theory, nor can be fully integrated with modern technology at the same time.

#### *E. Lack of practice platform*

There are big defects in fund and institutional guarantees, and it is impossible to establish a good practice platform. There is no comprehensive use of the incubation base construction on campus, while there is no learning at the off-campus practice base. In the process of learning, students often stay at the theoretical level and have no practical experience, which is also the main reason why innovation and entrepreneurship education cannot be substantially improved.

### IV. PROBLEMS EXISTING IN THE DEVELOPMENT OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES IN JILIN PROVINCE

#### *A. Lack of mature innovation and entrepreneurship education concept*

The private colleges and universities in Jilin Province lack understanding of innovation and entrepreneurship education, lack sound education modes, and they are still of the traditional mode of training qualified talents with the education mode that the research type has not yet been formed while the application type is not prominent. The courses offered are not professional enough, which makes the academic affairs office neither pay insufficient attention to them psychologically, nor complete assessment systems and measures are established.

#### *B. Lack of sound and innovative education system*

The innovation and entrepreneurship education in private colleges and universities in Jilin Province has no clear requirements on the teaching objectives or the setting of the

curriculum system. There is no assessment and corresponding guidance on teaching quality, and it is impossible to assess the knowledge mastered by students, and relevant construction on entrepreneurship education is ignored. The enthusiasm of students is also affected, which also restricts the development of innovation and entrepreneurship education.

#### *C. Lack of sound innovation and entrepreneurship education practice platform*

There is no complete teaching objectives and tasks, and the private colleges and universities mainly focus on training applied talents. Therefore, in the talent training process, the training of innovation and entrepreneurship practice ability construction should be strengthened. However, it was found in the actual research process that due to lack of funds and support from professionals, and lack of diversification of the base, the development of innovation and entrepreneurship education activities is restricted.

#### *D. Weak faculty*

Advisers who undertake the course of innovation and entrepreneurship education in most private colleges and universities in Jilin Province are mainly counselors. And most of the counselors do not have strong professional knowledge and management experience. When giving lectures, they mainly focus on theoretical teaching, which fails to stimulate students' interest in learning and meet the predetermined teaching requirements.

#### *E. Insufficient innovation and entrepreneurship of students*

College and university students lack the awareness of innovation and entrepreneurship, and their entrepreneurial knowledge is limited and their capacity structure is insufficient, which cannot bear the risks in the process of entrepreneurship; In addition, students have limited communication circles and lack of corresponding cultural atmosphere in schools, all of which have led to the fact that although some students have entrepreneurial interests, those who actually practice are very few.

### V. COUNTERMEASURES AND SUGGESTIONS ON THE DEVELOPMENT OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES IN JILIN PROVINCE

#### *A. Change the concept, and establish a scientific innovation and entrepreneurship education concept*

A scientific and effective management method and management philosophy should be established to provide effective assistance for national construction. In the process of implementing innovation and entrepreneurship education, we must clearly aware that quality education is the essence of achieving innovation and entrepreneurship education, and its core is "educating people", achieving the training of the comprehensive quality of students through the training of innovation consciousness and capability.

*B. Establish a sound and standardized innovation and entrepreneurship curriculum system*

*1) Make clear objectives that adapt to the innovation and entrepreneurship education in private colleges and universities in Jilin Province*

With the increasing improvement of the demand for high-quality talents of the society, in the process of formulating innovation and entrepreneurship education, colleges and universities must keep pace with the development of the times, aim at cultivating high-quality talents, and integrate discipline education with professional education, thus training a group of comprehensive talents who are proficient in their own professions with strong innovation capability.

*2) Set up the curriculum system from multiple angles and levels*

In the process of implementing innovation and entrepreneurship education, the curriculum system is the core to achieve and complete the process. In the current career development process, teaching models that suit to the modern development should be explored through the study of innovation and entrepreneurship education. At the same time, the division of theoretical and practical courses should be achieved according to the actual characteristics of different colleges and universities, thus establishing a sound curriculum system.

*C. Accelerate the establishment of a long-term and effective operating mechanism for innovation and entrepreneurship education*

*1) Establish and improve the education management platform*

Private colleges and universities in Jilin Province should establish a scientific and effective management system platform, and form a "multi-participation" innovation and entrepreneurial management mechanism, to effectively ensure the smooth development of innovation and entrepreneurship education, and achieve the maximum innovation and entrepreneurship education effect.

*2) Improve management evaluation mechanism*

Establish a sound scientific assessment and analysis system, and achieve comprehensive analysis and research on teaching attitudes, levels and methods through expert evaluation and student feedback. At the same time, corresponding research policies should be introduced to include the evaluation results into the teacher's salary range, thus making teachers improve their attention psychologically, so as to continuously improve the existing education methods and ensure the teaching quality.

*D. Strengthen the faculty construction for innovation and entrepreneurship education*

Firstly, introduce teachers with strong teaching ability, so as to effectively achieve effective planning and organization of innovation and entrepreneurship curriculum, and consider and evaluate the corresponding results. Secondly, employ teachers with better qualifications on campus to teach different modules such as "law, and psychology"; thirdly, select some young teachers to achieve training in education knowledge and skills,

thus improving their mastery of basic educational methods and skills, laying their position in education.

*E. Consolidate and expand the construction of innovation and entrepreneurship practice base*

*1) Scientifically and rationally use the innovation and entrepreneurship incubator base in colleges and universities*

In recent years, colleges and universities have paid increasing attention to students' innovation and entrepreneurial capabilities. Many private colleges and universities have also set up their own business incubation bases. However, there are still many problems in the initial stage of establishment, and there are great defects in both hardware facilities and software configuration. The practice bases should be scientifically and rationally used to make them really play a role in the operation effect.

*2) Expand the off-campus innovation and entrepreneurship education base*

Private colleges and universities in Jilin Province should integrate all resources and give full play to their unique advantages, and actively explore some new modes, such as industry-university-research cooperation, and school-enterprise cooperation. They should give full play to the advantages of various disciplines and majors in colleges and universities, and continue to actively look for the modes in line with their own development, train students in economic development zones and industrial parks, learn practical entrepreneurship knowledge, and truly provide off-campus practice bases for students.

*F. Build a social support system, and create a good innovation and entrepreneurship education environment*

*1) Integrate resources from all parties, and strengthen the cooperation between schools and enterprises*

Strengthen the cooperation between colleges and universities, governments, and enterprises, combine the distinctive disciplines in colleges and universities with local enterprises, give full play to the resource advantages of schools, seamlessly connect with enterprises, strengthen the cooperation between colleges and universities and enterprises, continuously explore new development modes, and accelerate the implementation of industry-university-research cooperation. Establish off-campus entrepreneurship practice base based on the on-campus business incubation base, and enhance students' entrepreneurial internship experience by virtue of the resource advantages of enterprises.

*2) Actively carry out international exchanges and cooperation*

Although the innovation and entrepreneurship education in Jilin Province is still in its initial stage, it keeps developing innovatively. While taking its own path, it also learns from foreign advanced educational concepts, and strengthens international cooperation to rapidly improve the development speed of innovation and entrepreneurship.

*G. Strengthen the training of innovation spirit and entrepreneurship with campus cultural activities*

First, the social responsibility of college and university students should be strengthened; second, the training of college and university students' innovation and entrepreneurship system should be enhanced, mainly including innovative education and entrepreneurial design education; third, some high-quality talents with innovation should be selected from colleges and universities, who should be set up as models to play the use and role of models; fourth, in college and university students' entrepreneurship education, colleges and universities should continuously strengthen their communication skills and teamwork skills.

## VI. CONCLUSION

In today's society, the main body of innovation mainly exists in colleges and universities. At the same time, colleges and universities are also the main battlefield for talent training. Innovation and entrepreneurship education not only affects the development of the economic society and the needs of talent training, but also has a great impact on the realization of college and university students' life values. Therefore, the significance of promoting innovation and entrepreneurship education in colleges and universities must be strictly examined. At the same time, the risks faced by private colleges and universities in the current development process should be studied, which is hoped to improve the quality of talent training and serve the economic and social development.

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