

Education Status and Cultivation Countermeasures for Local Applied Undergraduate College Students Innovation and Entrepreneurship

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Abstract. In China's higher-education system, applied undergraduate universities play an important role in promoting the development of the national economy. However, with the development of the market economy, the employment situation of college students is becoming more and more severe. Higher education must be reformed in response to changes in the market economy. Colleges and universities must strengthen college students' innovation and entrepreneurship education. At present, the training mode of applied undergraduate college students' innovation and entrepreneurship is still not matured. This paper analyzes the current status of applied undergraduate innovation and entrepreneurship education, and puts forward countermeasures and suggestions for application-based undergraduate innovation and entrepreneurship education.

1. Introduction

Implementing the innovation-driven strategy, building an innovative country, and building a new engine for economic development have become the strategic direction of China's development under the new normal of China's economic development. It is also a timely strategy to adapt to the trend of technological innovation in the "Internet" era and to expand the road of employment and enriching the strategy. In September 2014, Premier Li Keqiang issued the call for "mass entrepreneurship and innovation" for the first time in his speech at the Summer Davos Forum. How does higher education match the national innovation-driven development strategy to serve the country's development needs has become China's higher-education reform direction. The establishment of an innovative country in 2020 has become a national development strategy goal in the immediate future. The key to building an innovative country lies in cultivating a large number of innovative talents. As an important driving force for building an innovative country, universities are the main force for transporting higher talents to society. This education mode plays an irreplaceable role in cultivating innovative talents [1]. Higher-education should actively participate in the process of "mass entrepreneurship and innovation", and strive to cultivate innovative talents suited to the country's development needs and social needs, so as to give full play to the functions of colleges and universities to serve the society.

2. Significance of innovation and entrepreneurship education

2.1 Significance of innovative entrepreneurship education for applied undergraduate

The applied undergraduate is a type of higher education, which is between research universities and higher vocational colleges, with the aim of cultivating applied talents. China's higher vocational colleges mainly cultivate skilled talents, while research-oriented universities mainly cultivate research-oriented talents. The distinctive feature of the applied undergraduate is to train first-line high-tech applied talents that are suitable for management, production, service and management. It aims at adapting to social needs and is guided by strong hands-on ability to improve students'

practical ability, knowledge structure and comprehensiveness. Quality, build curriculum system and teaching content training program, attach importance to the cultivation of college students' technical application and management ability [2,3]. College students' entrepreneurial innovation is a kind of social practice activity. College students' entrepreneurship is to open up a space of their own, to do business that they have never done, and to independently produce, manage and manage. Undergraduate innovation is constantly updated or innovated in the process of entrepreneurship, such as production processes, products, business methods and management models. The application-oriented undergraduate focus on college students' entrepreneurial innovation is to cultivate students' pioneering, independent work ability, innovative ability, innovative spirit, adventure and initiative, management and social skills.

2.2 College students are main force of social innovation and entrepreneurship

University is the hall of knowledge inheritance, the incubator of knowledge gathering and innovation, and an important base for talent cultivation. It plays an increasingly important role in promoting scientific and technological progress and innovation, especially in the era of knowledge economy. Technological innovation provides more abundant resources and broad space. Innovation and entrepreneurship have become the new kinetic energy of economic development in the era of Internet economy, and have become a new topic that governments and institutions all attach great importance to [4]. Young college students are rich in intellectual resources and innovation potential. They are the future and hope of the motherland. The important task of realizing the modernization of socialism with Chinese characteristics and realizing the great rejuvenation of the Chinese nation falls on generation after generation. It can be seen that entrepreneurial innovation literacy itself is the cultivation of higher-education talents, and it is an important direction of education reform in the higher-education personnel training system.

3. Status quo of innovation and entrepreneurship education in applied undergraduate colleges

3.1 Not paying enough attention to innovation and entrepreneurship education

Under the background of lack of entrepreneurial innovation, the application-oriented undergraduate colleges pay great attention to college students' entrepreneurial innovation education, which is reflected in the slowness of entrepreneurial innovation training. It is wrongly considered that college students' entrepreneurial innovation education is only part of the employment guidance work of college students. There is no unified entrepreneurial innovation curriculum system. The faculty is in a serious situation, and the curriculum is disorderly. Many applied undergraduate colleges do not offer innovative and entrepreneurial education courses. They only learn a little bit of entrepreneurial innovation knowledge in the form of lectures or reports, and even have no professional lectures or reports form, which brings great restrictions on the development and popularization of college students' entrepreneurial innovation education. Teachers generally believe that it is the primary task for college students to learn professional knowledge. It is the task of teachers to teach relevant professional knowledge. There are certain problems in school leaders and teachers' understanding of college students' entrepreneurial innovation education.

3.2 Backward education mode

First, the start of innovation and entrepreneurship education in China's colleges and universities is relatively late. The relevant departments or related personnel engaged in innovation and entrepreneurship education in colleges and universities lack a deep understanding of the content of innovation and entrepreneurship education. Therefore, the effect is not obvious, and at the same time, due to the lack of market effective docking has led students to pay less attention to innovative and entrepreneurial education courses. Second, due to the limited level of comprehensive entrepreneurial knowledge and skills of the teachers themselves, and the lack of targeted practical teaching materials,

teachers only pay attention to the analysis of typical cases and lack the necessary theoretical guidance. Third, many colleges and universities fail to include innovation and entrepreneurship education into compulsory courses, and do not have corresponding assessment and evaluation system, which fails to attract enough attention from students and their enthusiasm is not high.

4. Measures to cultivate innovation and entrepreneurship

4.1 Adopt three-dimensional teaching mode to improve comprehensive quality of college students

First, in the era of information technology, the Internet is an effective and best way for college students to receive information. Because students' ideas are relatively open and their ability to accept diversified education is strong, universities must carry out three-dimensional development in the process of innovation and entrepreneurship education. Because the network breaks the boundary between time and space, students can receive education anytime, anywhere and without time constraints. Therefore, the three-dimensional education that combines network, classroom and social practice can effectively enhance the innovation and entrepreneurial ability of contemporary college students. Improve the employment rate of college graduates and reduce employment pressure.

Second, colleges and universities should construct a new model of innovation and entrepreneurship education from the three dimensions of school, school year and students themselves, and promote the effective development of innovation and entrepreneurship education activities. In the practice of innovation and entrepreneurship education, colleges and universities should fully consider the specific situation of students. In response to the different entrepreneurial needs of students, carefully analyze the specific situation of each college student, develop innovative entrepreneurship training programs with personalized characteristics, and carry out targeted personalized training. It is necessary to carry out different education according to the professional characteristics, learning level and growth process of the students, and help the university students to improve their entrepreneurial ability.

Third, the school should focus on the theoretical design of teaching, and provide guarantee for students to learn and master the knowledge of innovation and entrepreneurship. In teaching practice, teachers should do a good job in guiding teaching practice, focusing on cultivating students to do hands-on, brainstorming, analysis and thinking. And the ability to judge and social interaction, better stimulate students' entrepreneurial potential.

Fourth, for different grades of students, different innovation and entrepreneurship education design, from the first year of school, it is necessary to educate students on innovation and entrepreneurship, so that students can plan their careers early, so that there is a clear learning and the goal of struggle.

4.2 Constructing cultivation mode of college students

In the application-oriented undergraduate colleges, to build an innovative entrepreneurial model, we can adopt a three-in-one training model of “theory + practice + actual combat”.

First, the innovation and entrepreneurship education of college students in applied undergraduate colleges should integrate entrepreneurial innovation education into professional education, based on professional education. At the same time, it should focus on cultivating students' technical application ability, entrepreneurial ability and innovative spirit, so that the comprehensive quality of college students can be obtained. Improve overall and promote the all-round development of college students.

Second, the school should provide a simulation platform for college students' entrepreneurial innovation and conduct practical training. There are two forms of entrepreneurial innovation simulation platform. The first is to simulate the whole entrepreneurial innovation process through entrepreneurial innovation management sandbox and software, strengthen the understanding of entrepreneurial innovation theory and enterprise management process, and provide a virtual reality

for the entrepreneurial innovation operation process; second, application-based undergraduate Colleges and universities should build a training room or a business park, and strive to simulate entrepreneurial innovation training in the training room or the entrepreneurial park.

Third, this situation must be registered with the local industry and commerce bureau, handle business licenses, and operate in the same way as social enterprise units. College students' entrepreneurial innovation can be carried out in the school incubator, or they can be rented outside the school or practice base, so that college students can apply the theory and simulation training in practice. The school can arrange teachers to provide professional guidance to prevent entrepreneurial innovation. Risks or accidents help college students to mature in the process of entrepreneurial innovation.

5. Conclusion

College students' innovation and entrepreneurship are the main sources of China's future economic development. Although China attaches great importance to its development, it has introduced a series of welfare guarantee systems in terms of policies, finances and taxes. However, at present, these guarantee systems are not specific enough, so that the system of innovation and entrepreneurship for college students is only in the form. It really plays an effective role in the innovation and entrepreneurship of college students. Through research and analysis, this paper puts forward countermeasures and suggestions for application-based undergraduate innovation and entrepreneurship education.

In general, encouraging college students to innovate in innovation is to adapt to contemporary social changes and China's development strategy transformation, and to link the current trend of higher-education reform. Schools and social level should provide support for college students' entrepreneurial innovation activities, encourage them to explore boldly, be brave in innovation, and let college students show their talents and make contributions in the tide of "mass entrepreneurship and innovation".

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