

Research and Practice of "Integration of Specialization and Innovation" from the Advantages of Private Universities

—Taking Lushan College of Guangxi University of Science and Technology as an Example

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Abstract—The key to the development of private colleges and universities lies in the characteristic development. "Integration of Specialization and Innovation" is the integration of professional education and innovation and entrepreneurship education, as one of the main contents of the development of private colleges and universities, it has always been the main carrier for private colleges to build characteristic development model. Based on the China's requirements for the development of innovation and entrepreneurship education, the study takes the practice exploration of Lushan College of Guangxi University of Science and Technology as an example to construct a model of innovation and entrepreneurship in private colleges and universities, providing experience for the advantageous characteristics development of private colleges and universities.

Keywords—private colleges and universities; integration of specialization and innovation; innovation and entrepreneurship education; characteristic development

I. INTRODUCTION

In May 2015, the General Office of the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" (referred to as "Opinions") [1], proposing to comprehensively promote innovation and entrepreneurship education in colleges and universities. The subsequent implementation Plan of speeding up the Modernization of Education (2018-2022) clearly regards innovation and entrepreneurship education as one of the main measures to enhance the connotation development of colleges and universities. For colleges and universities, innovative entrepreneurship education is not only an opportunity to

enhance their connotation, but also a challenge to stimulate creativity. In order to better face and adapt to the opportunities and challenges brought by innovative entrepreneurship education, colleges and universities should actively explore the construction of innovation and entrepreneurship education system. For private colleges and universities, innovation and entrepreneurship education is more of a major opportunity to achieve characteristic development.

II. THE CONNOTATION OF PRIVATE COLLEGES AND UNIVERSITIES AND INNOVATION AND ENTREPRENEURSHIP EDUCATION

Private higher education is an important part of higher education, and is the main force for the development of higher education in the world. Professor Philip. Altbac, an internationally renowned educational research scholar, and other scholars emphasize in the report of International Higher Education Development Trend: Tracking the Revolutionary Track of Academics that private higher education will become more and more important [2]. With the popularization of higher education in China, people's demand for individualized education is becoming more and more popular. In order to realize the long-term development of private higher education, the quality of education is its lifeline and its characteristics are the main tone of its development. Xu Xuqing put forward in his article Actively Carry out Research in Colleges, Promoting the Healthy Development of Private Colleges and Universities, the key to the characteristic development of private colleges and universities is to achieve "Have what others don't have, do better on what others also have, do characteristically on what others also have" [3].

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The concept of innovation and entrepreneurship education is proposed based on the actual needs of the development of higher education in China. The theoretical and practical research on innovation and entrepreneurship in foreign countries mainly focuses on the entrepreneurial level, such as the "enhanced consciousness" model of the Baccarat Business School, the "experience-oriented" model of Harvard University, and the "systematic thinking" model of Stanford University, which all focus on the cultivation of students' sense of innovation, entrepreneurship and entrepreneurial skills. The three models directly promote the formation of school-running characteristics and the improvement of school-running quality. In recent years, China's higher education has carried out a large number of practical research and theoretical research on innovation and entrepreneurship education. Zhang Bing and Bai Hua put forward that "China's innovation and entrepreneurship education is to meet the needs of economic society and national development strategy of China. It's an educational activity mainly cultivates students' innovative spirit, entrepreneurial awareness and innovative ability with emphasis on practice, stimulating students' creativity.[4]; Cao Shengli and Lei Jiaxiao believe that innovation and entrepreneurship education is "a teaching practice of creating a new professional job, an educational reform practice activity to solve the problems of self-employment or flexible employment of contemporary college students. [5]. The commonality of most researchers is that they believe innovation and entrepreneurship education is a kind of spiritual awareness and skill cultivation, which has a direct impact on students' personal growth and the cultivation of school characteristics.

III. THE IMPACT OF INNOVATION AND ENTREPRENEURSHIP EDUCATION ON THE CHARACTERISTIC DEVELOPMENT OF PRIVATE COLLEGES AND UNIVERSITIES

Private colleges and universities have developed rapidly in recent years. In 2017, the number of private undergraduate colleges reached 747 (including independent colleges), the number of undergraduate and junior college students on campus was 6,284,600, accounting for about 22.8% of the number of undergraduate and junior college students in the whole country. Private higher education has made considerable progress, especially making a great contribution in terms of increasing education supply, promoting education equity, and promoting deepening reform of higher education. However, with the decreasing of students and the continuous advancement of higher education reform, the following phenomena are becoming more prominent in the development of private colleges and universities: unclear school running concept, unreasonable specialty setting, weak teacher team, low training quality of talent, weak applied scientific research service capability, and weak culture of university[6]. If private colleges and universities want to realize the transformation from scale expansion to high-level development, from extensive development to connotative development, characteristic school-running is the only way, which is also the key for private higher colleges and universities to become stronger.

The education of innovation and entrepreneurship is an educational concept with the characteristics of the times. The

key of innovation and entrepreneurship education lies not only in the cultivation of skills, but also in the shaping of spiritual consciousness, especially in the spirit of innovation and entrepreneurship. Wang Hongcai and Liu Juanying proposed that "innovation and entrepreneurship education brings about the transformation of China's higher education knowledge model, the transformation of university management model, and the transformation of school philosophy, which will eventually lead to fundamental changes in the spiritual outlook of Chinese universities." [7] The impact of innovation and entrepreneurship education is not limited to students. After it forms specific educational concepts, these concepts will have a profound impact on the development of the school, especially on school philosophy, talent training model, professional settings, teacher team building, campus culture, etc.

The non-governmental institutions of higher learning are one of the most important forces in the cultivation of application oriented talents in China, providing community service, cultivating the innovative and entrepreneurial talents with strong practical application and management ability. The remarkable characteristics of application-oriented talents lie in the strong innovation consciousness and the more practical professional skill. The non-governmental colleges and universities have the unique advantages that traditional colleges and universities do not have. Their system mechanism is flexible, the education idea is integrated with the market demand, the advantages of the location resources are clear, the students' innovative and entrepreneurial desire is strong, and the comprehensive advantages of cultivating the applied talents are provided. To realize the characteristics of the personnel training, the private higher Colleges and universities should give full play to their own advantages in professional setting, industrial docking and geographical areas, deepen the integration of production and education, cooperate with enterprises, actively explore the path and mode of innovative and entrepreneurship talent cultivation, and continuously improve the quality of talent cultivation. Innovation and entrepreneurship education is the only way to realize the characteristic development of private colleges and universities.

IV. THE PRACTICE PATH OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES

(1) Determine the integration concept of professional education and innovation and entrepreneurship education (hereinafter referred to as "integration of specialization and innovation"). The idea is the forerunner of action. A good idea must have three elements: sociality, time and humanity. Lushan College of Guangxi University of Science and Technology (hereinafter referred to as the College) has always regarded "integration of specialization and innovation" as one of the contents to improve college's educational achievements. It integrates innovation and entrepreneurship education into professional education, and builds an "integration of specialization and innovation" education system whose purpose is innovation and entrepreneurship cultivation. It is a

students-based, teacher-led, and platform-based education system in which the school, government and company jointly participate. Incorporate innovation and entrepreneurship education into the talent training program, gradually improve the curriculum system, and establish a platform for innovation and entrepreneurship in the school and government.

(2) Construct a curriculum system for the development of "integration of specialty and innovation". High-quality innovation and entrepreneurship education is the deep integration with professional education, ideological and political education and other educational content. The college has continuously deepened the reform of the talent training program, solidified the guiding ideology of innovation and entrepreneurship education into the talent training program, integrating the innovation and entrepreneurship education into the whole process of talent cultivation. First is to set up 4 credits of innovative and entrepreneurial credits in the talent training program, which are obtained through course learning and practical operation. Second is to establish a fusion course of professional course education and innovation and entrepreneurship education, and select a certain amount of professional courses to integrate into several innovative businesses. During the class, the basic coverage of the professional curriculum is basically realized. Third is to promote the construction of the online course. Based on the third-party platform, the entrepreneurial curriculum reform combining the "Musical Class + Theory Teaching + Exploration and Practice" is carried out, and the full coverage of students' innovation and entrepreneurship education is realized.

(3) Establishing a practical platform for "integration of specialty and innovation". Do a good job in innovation and entrepreneurship education, and transform it into the specific skills of students. The three-dimensional practice and innovation platform composed of government, schools, enterprises and industries is the most effective way. The college has given full play to its unique location and resource advantages and has taken advantage of the institutional mechanisms of private higher education institutions to form a number of innovative and entrepreneurial practice platforms. First, rely fully on Liuzhou City's opportunity to enter the second batch of demonstration cities for small and micro enterprises in China, and actively integrate Liuzhou government resources to create a science and technology park covering an area of 5,400 square meters. Second, integrate professional education practice and innovation and entrepreneurship practice education, reform laboratory construction and operation mechanism. A cumulative investment of 50 million Yuan in the past three years has been made to build 114 open experimental training rooms, to achieve full coverage of innovation and entrepreneurship education and professional education; third, deepen the integration of production and education, extend the depth of innovation and entrepreneurship education. The college has signed a school-enterprise cooperation agreement with more than 120 enterprises and institutions to jointly implement innovative education. Fourth, take the "energy-producing education" as the major step, and start with the activities that college students like to increase the attraction of

entrepreneurship education, mainly developing characteristic events such as the entrepreneur culture festival, science and technology culture festival.

(4) Improve the service guarantee system for innovation and entrepreneurship. Innovative entrepreneurship education is a systematic project. Private colleges and universities have obvious resource disadvantages compared with traditional colleges in the implementation of innovation and entrepreneurship, especially on teachers resources and platform resources. But as local applied undergraduate colleges, private colleges and universities have unique advantages of resource integration, which are conducive to building a sound innovation and entrepreneurship education service guarantee system. First, strengthen the linkage of government and school, and broaden the breadth of services. Closely cooperate with Liuzhou High-tech Entrepreneurship Service Center, and jointly build a public service system. Recommend to sign four public service platforms covering the fields of legal affairs, taxation, intellectual property, and management consulting; second, strengthen counseling, stretch the length of services. Establish students' innovation and entrepreneurship files, carry out entrepreneurial intention collection activities, set up entrepreneurial experiment classes, and conduct regular counseling training. Third, use Internet + to improve the openness of services. The college actively builds the website of technology and entrepreneurship park, develops and launches "Q Chuang" WeChat platform to dock and introduce the government's entrepreneurial policy, actively promote Liuzhou's college students' entrepreneurial policies and typical entrepreneurial cases, providing services for college students' innovation and entrepreneurship in a timely manner. Fourth, tap professor resources, improve service depth. The entrepreneurial college and the departments jointly build a professor's studio to give full play to the professor's professional leading role, actively guiding students to carry out professional-related innovation and entrepreneurship education.

(5) Take the innovation and entrepreneurship education activity as one of the important contents of the campus culture, and develop it with stratification, multi-angle, spiral organization, constantly explore and establish the advanced model of innovation and entrepreneurship. As a model of college innovation and entrepreneurship education, the automobile formula LS Racing team has built a four-in-one talent innovation ability training mode of "production, teaching, research and competition", with remarkable innovation education results. The team's "integration of specialization and innovation" platform has achieved 15 national patents and has been ranked among the top of similar teams in China for 9 consecutive years. The team has represented Chinese university students to take part in foreign competitions for 4 times. The employment rate of the student team has reached more than 90%. Since its establishment, the College Science and Technology Pioneer Park has incubated more than 120 projects, including the Bronze Award winner of the "Creating Youth" National College Student Entrepreneurship Competition Wood and Stone. Companies in the park have achieved 10 patents for invention and 8 computer software inventions.

V. CONCLUSION

Following are effective ways to achieve "integration of profession and innovation": establish a clear concept of "integration of profession and innovation", build a curriculum system of "integration of profession and innovation", build a practice platform of "integration of profession and innovation", improve the service guarantee system for innovation and entrepreneurship, and create a strong atmosphere of innovation and entrepreneurship. The practice of Lushan College of Guangxi University of Science and Technology has condensed out the typical method of "integration of profession and innovation", which has promoted the reform of education and teaching, accelerated the construction of specialty characteristics, improved the innovative and entrepreneurial literacy of application oriented talents, improved the quality of talent training, expanded the social influence of the college, and effectively promoted the formation of the characteristics of a private college, providing experience for private colleges to achieve "integration of profession and innovation" and characteristic development.

The substantive integration of professional education and innovation and entrepreneurship education is a systematic project. Private colleges and universities, as one of the active carriers of innovation and entrepreneurship education, are more able to form the characteristic model of innovative entrepreneurship education than traditional universities and colleges because of their own development needs and school-running advantages. However, we also clearly understand that private undergraduate colleges and universities still have a long

way to go on professional education, innovative entrepreneurship education, integration of production and education, and innovative talents cultivation, if they want to realize the connotative development of innovation and entrepreneurship education, and undertake the responsibility of fostering innovative talents that regional economic and social development requires for.

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