

# Concrete Ideas on the Organic Integration of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities in Shaanxi

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**Keywords:** Shaanxi, Colleges and universities, Innovation and entrepreneurship education, Professional education, Organic integration.

**Abstract.** Colleges and universities in Shaanxi have achieved obvious results in innovation and entrepreneurship education under the development of innovation and entrepreneurship education, but some colleges and universities have not integrated innovation and entrepreneurship education into the whole talent training system, and the integration of innovation and entrepreneurship education and professional education is not enough. In order to improve the quality of talent training and achieve the goal of innovation and entrepreneurship education, Shaanxi colleges and universities should run through the whole process of college students' training, and strive to realize the effective integration of innovation and entrepreneurship education and professional education. This paper first expounds the necessity and importance of the integration of innovation and entrepreneurship education and professional education in colleges and universities in Shaanxi, then analyzes the present situation of the integration of innovation and entrepreneurship education and professional education in Shaanxi colleges and universities, and analyzes the problems and causes of the integration of innovation and entrepreneurship education and professional education in Shaanxi colleges and universities. Finally, it tries to explore the concrete ideas of organic integration of innovation and entrepreneurship education and professional education in Shaanxi colleges and universities.

## Introduction

Innovation and entrepreneurship education is a comprehensive quality education for all students. It complements each other, promotes each other and serves the goal of cultivating senior professionals with innovative spirit and practical ability. Shaanxi colleges and universities need to speed up the integration of innovative entrepreneurship education and professional education, but there are many problems in the process of integration. Colleges and universities in Shaanxi need to deepen the reform of innovative entrepreneurship education, remove the obstacles of close integration of innovative entrepreneurship education and professional education, effectively integrate innovative entrepreneurship education into the teaching of professional courses, and effectively integrate entrepreneurship education into the whole process of professional personnel training.

## The Necessity and Importance of Integration of Innovative Entrepreneurship Education and Professional Education in Colleges and Universities in Shaanxi

The cultivation of innovative spirit and entrepreneurial ability is the soul of the development of a country or a nation. In 2015, the Council State put forward the strategy of innovation-driven development and mass entrepreneurship, mass innovation. Encouraging college students to innovate and start their own businesses has still become a national strategy in an all-round way. With the expansion of college enrollment and the increase of the number of college students, it brings great employment pressure. Through the integration of innovative entrepreneurship education and professional education, the effectiveness of innovative entrepreneurship education should be improved. Combined with professional education, the cultivation of entrepreneurial talents with pioneering spirit, entrepreneurial consciousness, entrepreneurial psychology, and entrepreneurial

ability and so on should have comprehensive knowledge and innovative entrepreneurial talents. Deepening the reform of higher education and innovative entrepreneurship education is an important breakthrough. The training goal of innovative entrepreneurial education talents is that talents can have a broad vision, decisive decision-making ability, dare to think and dare to do, be used for innovation, have the spirit of social contract, super economic mind, good interpersonal communication ability, management and management ability, from simple employment to job creation, to meet the needs of economic transformation and development, to explore the integration path of various specialties and innovative and entrepreneurial education, to improve the quality of talent training, to improve the employability of students, and to promote the realization of educational goals.

### **The Current Situation of the Integration of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities in Shaanxi**

The integration development of innovation and entrepreneurship education and professional education in Shaanxi colleges and universities has achieved obvious results. Some colleges and universities in Shaanxi have initially established the integration development model of innovation and entrepreneurship education and professional education for college students. Taking Xi'an Peihua University as an example, according to the national standards and basic requirements for the teaching quality of specialized specialties formulated and implemented by the state, the school regards innovative spirit, entrepreneurial consciousness and innovative entrepreneurial ability as important indicators to evaluate the quality of talent training, combines the local, applied and international orientation of running a school in our university, clarifies the objectives and requirements of innovative entrepreneurship education in this college, and clarifies the knowledge, ability and quality requirements of innovative entrepreneurship. Formulate professional teaching quality standards, revise talent training programs, and integrate innovative and entrepreneurial education into the whole process of talent training. In the experimental teaching, on the basis of comprehensive and design experiment, the innovative entrepreneurial experiment project is set up. On the premise of completing normal teaching and scientific research tasks, all basic laboratories and training bases in the school are fully open to students, encourage students to use the second classroom time to engage in innovative and entrepreneurial practice, and encourage students to participate deeply in scientific research projects and teachers' scientific research projects.

### **Analysis on the Problems and Causes of the Integration of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities in Shaanxi**

Although the innovation and entrepreneurship education and professional education in colleges and universities in Shaanxi show a certain integration trend, but at present, there are still some problems in the integration of innovation and entrepreneurship education and professional education in Shaanxi colleges and universities. The specific problems and reasons are as follows:

#### **The Professional Education of the College Students Still Accounts for the Main Stream, and The Importance of the Innovative Start-Up Education is Relatively Insufficient**

At present, many colleges and universities in Shaanxi attach importance to the integration of innovation and entrepreneurship education and professional education, and have achieved some results. However, from the horizontal comparison of higher education, the integration development of innovation and entrepreneurship education and professional education in Shaanxi is not coordinated, and some colleges and universities even ignore the integration and development of innovation and entrepreneurship education and professional education for college students. Some colleges and universities in Shaanxi still pay more attention to innovation and entrepreneurship education, and the traditional professional education still occupies the mainstream, and the emphasis on innovation and entrepreneurship education obviously lags behind that of professional education. A small number of colleges and universities in Shaanxi have established a teaching

model of the integration of innovation and entrepreneurship education and professional education, but the importance of innovation and entrepreneurship education is also relatively low, such as the relatively limited class hours of innovation and entrepreneurship education, the average less than 1/4 of the professional education class hours, at the same time, the lack of innovation and entrepreneurship education practice platform, the lack of stability of innovation and entrepreneurship teachers, and so on.

### **The Integration of Innovative Entrepreneurship Education and Professional Education is Relatively Simple**

The integration of innovative start-up education and professional education needs to be reformed accordingly. However, in the present Shaanxi University, the characteristics of the traditional, the singulation and the isolation of the innovation and entrepreneurship education of the college students and the integration of the professional education and the teaching methods are generally presented. In Shaanxi, there are some colleges and universities in the teaching of innovation and entrepreneurship education and professional education, focusing on the use of traditional classroom teaching methods, and the teaching methods are too single. At the same time, there is a clear educational drop between the college students' professional education and the innovative start-up education, and the professional education and the innovative start-up education have been isolated, and the best integration point between the college students' innovative entrepreneurship education and the professional education is not found. The disjunction between the school-based curriculum and the professional education of the college students is an important factor that can't be ignored.

### **The Relative Shortage of Teaching Personnel in the Development of Innovation and Entrepreneurship Education and the Integration of Professional Education**

In order to carry out the integration of innovative entrepreneurship education and professional education, Shaanxi colleges and universities need the participation of a large number of high-quality professional teaching talents. At present, there is a relative shortage of teaching talents in the integration and development of innovative and entrepreneurial education and professional education in Shaanxi colleges and universities. The innovation and entrepreneurship education of many colleges and universities in Shaanxi is carried out by professional education teachers at the same time, which affects the effectiveness of innovation and entrepreneurship education to a great extent. Although some colleges and universities in Shaanxi have carried out the construction of innovative and entrepreneurial education and teaching personnel, there is a phenomenon that the education and teaching cooperation between the existing professional education and teaching personnel is not coordinated with the existing professional education and teaching personnel. Due to the lack of effective communication between innovative entrepreneurship education teachers and professional education teachers, there is no optimal connection between innovative entrepreneurship education and professional education, which brings some resistance to the integration and development of innovative entrepreneurship education and professional education.

### **The Lack of Innovation and Entrepreneurship Education and the Long-Term Mechanism of the Integration of Professional Education**

In order to realize the integration and development of innovative entrepreneurship education and professional education, Shaanxi colleges and universities must base on the reality of student education and teaching in Shaanxi colleges and universities, and formulate a long-term promotion mechanism for the integration and development of the two. However, at present, most colleges and universities in Shaanxi have failed to establish a long-term mechanism for the integration and development of innovative entrepreneurship education and professional education. Many colleges and universities have only formulated the integration scheme of innovation and entrepreneurship education and professional education for short-term college students, and lack of long-term management and evaluation strategies. For example, in the cultivation of college students' innovation and entrepreneurship ability, some colleges and universities only arrange a limited number of theoretical courses per academic year, which obviously pay less attention to the practical

course of innovation and entrepreneurship application of college students, and also lack the evaluation mechanism of the integration of innovation and entrepreneurship education and professional education of college students. To a great extent, this short-sighted approach of quick success and quick profit has affected the integration and development of innovative and entrepreneurial education and professional education for college students. If the long-term mechanism of the integration and development of innovative entrepreneurship education and professional education cannot be constructed as soon as possible, it will be difficult for Shaanxi colleges and universities to achieve the expected goal of the integration and development of innovative entrepreneurship education and professional education.

### **Concrete Ideas on the Organic Integration of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities in Shaanxi**

This paper systematically provides the path of deep integration of innovative entrepreneurship education and professional education. Schools need to make full use of government policies and platforms to integrate innovative entrepreneurship education with professional education, and construct a new professional personnel training system in order to improve students' employability, increase the employment rate of schools, form the characteristics of running colleges and universities, and shape the quality brand.

#### **To Establish an Innovative and Entrepreneurship Education System**

Colleges and universities in Shaanxi need to establish and perfect classroom teaching, independent learning, comprehensive practice, guidance and support, cultural guidance and integration of university innovation and entrepreneurship education system, pay attention to students' innovative spirit, entrepreneurial consciousness and innovative entrepreneurial ability training.

It is easy for college students to master entrepreneurial skills, but it is difficult to develop creative thinking and realize the change of concept. Therefore, the core problem to be solved in innovation and entrepreneurship education in colleges and universities is the development of creative thinking. Integrating professional courses to design entrepreneurship courses, such as Stanford University, the focus of entrepreneurship education courses in different colleges is different, engineering colleges focus on technology entrepreneurship, humanities colleges focus on social entrepreneurship background, Earth science colleges focus on environmental entrepreneurship, business schools focus on small and medium-sized enterprises, law schools explore the policy and legal environment for entrepreneurship, and medical schools explore the technological entrepreneurship of biological innovation. Taking the cultivation of students' innovative spirit and practical ability as the core, perfecting the talent training scheme and curriculum system, and increasing the proportion of practical teaching, for example, human resource management major can set up such entrepreneurial courses: human resource management of start-up enterprises, performance evaluation of start-up enterprises, team building of start-up enterprises, and so on.

#### **To Strengthen Cooperation between Schools and Enterprises**

The practice of innovation and entrepreneurship education is combined with the practice of professional education. On the one hand, the new mode of the "government-led, social participation, market operation and school union" is introduced, the regional and industrial off-campus "innovation and start-up" base is established, and the "production, research and production" collaborative innovation channel is set up; the establishment of the innovation and entrepreneurship standard park of the university students is carried out, and the high-quality innovation demonstration park is promoted in the university. On the other hand, the competition is the carrier, in order to promote the education, to promote the study, and to stimulate the students' enthusiasm for innovation and entrepreneurship.

### **To Pay Attention to the Development of Industry**

Some colleges and universities in Shaanxi have established an effective mechanism to attract employers to participate in the research and formulation of the program, give full play to the synergistic role of industry, university and research in talent training, and actively carry out scientific research, technical research and technical training with enterprises, and have achieved preliminary results. Colleges and universities in Shaanxi need to make clear the orientation of talent training objectives of each major, embody the advanced and scientific professional education thought, establish an effective mechanism to absorb the human resources management departments of relevant employers to participate in the research and formulation of the scheme, and give full play to the synergistic effect of industry, university and research in the training of various specialties.

### **Conclusion**

In a word, in the era of mass entrepreneurship and innovation, Shaanxi colleges and universities need to speed up the reform of personnel training, realize the combination of professional education and innovative entrepreneurship education, the combination of professional ability and innovative entrepreneurial ability, the combination of applied and innovative entrepreneurial ability, and the cultivation of students' comprehensive ability, professional ability and innovative entrepreneurial ability.

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