

# Historical Review and Prospect of College Students' Innovation and Entrepreneurship Education

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**Abstract**—China's development has entered a new era, and college students shoulder the new mission of the era's development. With the development of economic globalization, the forms of employment are increasingly diversified. Under the strong call of national policy, college students' entrepreneurship has become a new choice of employment in the new era, and a wave of entrepreneurship has been created in accordance with the trend. College students have become the main force of entrepreneurship. However, entrepreneurship is a kind of behavior with high failure rate and high risk. It is necessary for college students' entrepreneurs to succeed in entrepreneurship under various difficulties, innovation and entrepreneurship education and policy support. In recent years, the issue of College Students' Entrepreneurship and innovation education has attracted the attention of academia and the government. The state has issued a number of policy documents on the issue of entrepreneurship and innovation education, and carried out a variety of innovation and entrepreneurship education activities and held innovation and entrepreneurship competitions. At present, the innovation and entrepreneurship education in China is still a new concept in discussion and understanding. Under the background of national innovation driven development strategy and the demand of the era of "mass entrepreneurship and innovation", innovation and entrepreneurship education is becoming more and more important. This paper discusses the development history and value of innovation and entrepreneurship education, aiming to provide reference for the development of innovation and entrepreneurship education theory of college students.

**Keywords:** college students, innovation and entrepreneurship education, historical development

## I. INTRODUCTION

Since the founding of the people's Republic of China 70 years ago, building a modern socialist country has always been the goal of the Chinese people and the Chinese nation. Education is the foundation of building a modern country, and innovation and entrepreneurship education is an indispensable part of education. General secretary Xi Jinping has made important instructions on innovation and entrepreneurship for many times. "Implementing the strategy of innovation driven development" is an inevitable requirement and strategic move to speed up the transformation of the mode of economic development and enhance the comprehensive national strength and competitiveness of our country. The report of the 19th National Congress of the Communist Party of China once again stressed the need to "stimulate and protect

entrepreneurship, encourage more social subjects to participate in innovation and entrepreneurship", gradually forming a wave of entrepreneurship for all, and college students become the main force of entrepreneurship for all. On March 5, 2019, Premier Li Keqiang pointed out in the government work report that in the past year, in-depth implementation of innovation driven development strategy, innovation capacity and efficiency need to be further improved. With the continuous implementation of the policy of "mass entrepreneurship, mass innovation"[1] and the rapid development of national science and technology, innovation and entrepreneurship has become a new way to promote social progress. The implementation of innovation driven development strategy is inseparable from the creation of new talents, while the cultivation of innovative talents is inseparable from the innovation and entrepreneurship education in colleges and universities. Innovation and entrepreneurship education will be carried out in an all-round way under the promotion of national policies and social needs. This paper expounds and analyzes the historical development process, current situation and future development trend of mass entrepreneurship and innovation education.

## II. THE HISTORICAL DEVELOPMENT OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION

The innovation and entrepreneurship education of college students in China originated in 1999. Tsinghua University established the first "Challenge Cup" Chinese University Student Entrepreneurship Competition, which opened the curtain of college students' innovation and entrepreneurship education [2]. According to the key nodes of the development of innovation and entrepreneurship education, the historical development of innovation and entrepreneurship education in China is divided into four stages.

### A. The Introduction Stage of Innovation and Entrepreneurship Education (1989-1999)

In 1989, Dr. Eliad, Chairman of the Australian Future Committee, introduced the new concept proposed by Colin Bor, Enterprise Education, translated into Chinese as "Entrepreneurship Education", and innovative entrepreneurship education. In China, it has aroused widespread concern. On the basis of Tao Xingzhi's life education theory, Hu Xiaofeng and others have in-depth research and pointed out: "Entrepreneurship education is to implement the combination of creation and occupation, and to cultivate a reasonable life." I

just pointed out: "Entrepreneurship education is a practical activity to enable the poor to support themselves and provide them with the skills, skills and resources they need." Mao Jiarui fully agrees with this point of view and conducts scientific research and practical exploration. He believes that "Entrepreneurship education is an education with unique functions and systems, aiming at cultivating the basic qualities of students' entrepreneurship and making them the next generation with pioneering personality." From this stage, everyone's understanding of entrepreneurship education can be seen in Chinese universities. Entrepreneurship education has just started. The study of Mandarin in this field, entrepreneurship education mainly stays in individual vocational education and basic education to solve employment problems and train vocational skills, pay attention to practical operational skills, and pay attention to the practical level of business operation skills, does not pay attention to the cultivation of students' entrepreneurial literacy, and teaches students entrepreneurial theory.

#### *B. The Exploration Stage of Innovation and Entrepreneurship Education (1999-2002)*

After the 21st century, the driving force of China's economic development has been driven by factor-driven, investment-driven and innovation-driven, and innovation has become the source of economic development. Starting from the introduction of innovative education in Tsinghua University in 1997, the "Action Plan for Education Revitalization for the 21st Century" released in 1999 first proposed the concept of entrepreneurship education, mentioning the need to "cultivate a group of talents with innovative capabilities" and the "Challenge Cup" in the same year. The Innovation and Entrepreneurship Competition is held, which can be regarded as the starting point for the innovation and entrepreneurship education of Chinese college students[3]. In 2002, the Ministry of Education officially listed 9 universities, including Tsinghua University and Wuhan University, as the first pilot universities to carry out entrepreneurship education, providing policy and funding support, it is required to play a leading role in demonstration and focus on exploring the theory and practice of entrepreneurship education. The number of university graduates nationwide has increased year by year, which has led to an increase in social employment pressure. To this end, at the national level, it is proposed to strengthen students' innovation and entrepreneurship education and encourage college students to actively start their own businesses. In fact, the real purpose is not to encourage students to start businesses but to ease Social employment pressure. At the same time, experts and scholars have further deepened the theoretical research on entrepreneurship education. Qian Qiang believes: "In this period, the goal of entrepreneurship education in colleges and universities is wrong. It only pays attention to the entrepreneurial practice at the practical level and neglects all-round entrepreneurship education." According to Qian Qiang's misorientation, Yi Junqing pointed out: It is the content of entrepreneurship education, but not all content, can not reflect the essence of entrepreneurship education. Therefore, college entrepreneurship education should not only provide students with innovative and entrepreneurial skills training, but also teach students entrepreneurial knowledge, enhance students'

innovation and entrepreneurial literacy, and strive to become a full The education model of orientation." From the theoretical research on entrepreneurship practice and entrepreneurship education of college students, it is found that college entrepreneurship education has popularized more college students at this stage, which is progress for education. This stage not only pays attention to the training of vocational skills but also pays attention to the education of social employment needs so that college graduates can realize self-employment through entrepreneurship. Entrepreneurship education teaches students the theory of entrepreneurship and helps students improve their entrepreneurial ability. The essence of entrepreneurship education has a preliminary understanding, but it is still not clear enough and accurate.

#### *C. The Development Stage of Innovation and Entrepreneurship Education (2002-2010)*

At this stage, the essence of entrepreneurship education has changed with the continuous development of university education system. In 2010, the Ministry of Education issued the opinions on comprehensively promoting innovation and entrepreneurship in Colleges and universities and college students' independent entrepreneurship. In the opinions, the words of innovation and entrepreneurship were expressed together for the first time, and the concept of "innovation" was introduced into entrepreneurship education. It is required that all colleges and universities should promote entrepreneurship education through the cultivation of innovation awareness. The introduction of this opinion marks that the entrepreneurship education of colleges and universities in China has entered the stage of comprehensive development. Entrepreneurship Education in Colleges and universities has gradually changed from passive behavior to active choice of independent behavior; the level of entrepreneurship education has increased from employment promotion to real entrepreneurship education; the main body of entrepreneurship education has changed from college graduates to all college students. Scholars began to focus on the relationship between innovation education and entrepreneurship education. Gao Xiaojie and others thought: "in content and essence, innovation and entrepreneurship are interrelated, innovation is the leader of entrepreneurship, and entrepreneurship is the carrier of innovation." Zhao Jinhua and others pointed out that "innovation and entrepreneurship education is a new education mode, which improves the level of entrepreneurship education in Colleges and universities, and makes entrepreneurship education in Colleges and universities more in line with the social responsibility positioning of colleges and universities." At the same time, they began to try to define innovation and entrepreneurship education, but at this stage, innovation and entrepreneurship education does not have a certain research object, and without the object, it is impossible to determine the scope of research, and then it can not be accurately defined. So in this stage, most of the research on entrepreneurship and innovation education still equates its connotation with entrepreneurship education. Although these studies have not made progress on substantive issues, people have a new understanding of the concept of innovation and entrepreneurship education, which lays a foundation for the definition and connotation research of innovation and entrepreneurship education in the future.

#### *D. The Development Stage of Innovation and Entrepreneurship Education (2010-Present)*

At this stage of development, with the national innovation driven strategy and other policy drivers and the strong support of all parties in the society, entrepreneurship education in Colleges and universities has developed into innovation and entrepreneurship education. Colleges and universities across the country actively respond to national policies, offer courses related to entrepreneurship education, hold various innovation and entrepreneurship activities, and constantly explore the forms and ways of entrepreneurship and innovation education. All departments of the state take the lead in holding various entrepreneurship competitions, let more college students participate in the innovation and entrepreneurship competition. Scholars' understanding of the essence of its connotation also tends to be the same. Ding Junmiao believes that "the content of innovation is added on the basis of entrepreneurship, and its connotation is more in line with the characteristics of talent training and Entrepreneurship of college students." Li Jiahua and others pointed out that "unlike entrepreneurship in the general sense, the goal of innovation and entrepreneurship education in Colleges and universities lies in the cultivation of innovative talents." Chen Xi proposed that "the core of innovation and entrepreneurship education lies in the cultivation of innovation and entrepreneurship quality, which promotes the cultivation of innovation and entrepreneurship talents and renews the educational concept of colleges and universities." It can be seen that the new concept of innovation and entrepreneurship education is formally established at this stage. Firstly, the nature of behavior changes from passive behavior to spontaneous behavior; secondly, the scope of behavior changes from employment and entrepreneurship to innovation driven development. thirdly, the goal has changed from "promoting employment through entrepreneurship" to "cultivating innovative and entrepreneurial talents". The innovation and entrepreneurship education in this stage is not only a simple educational behavior, but also a new educational way to stimulate students' creative nature and cultivate students' innovation and entrepreneurship literacy.

### III. STATUS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AT HOME AND ABROAD

#### *A. The Status Quo of Research on Dual Education in Some Developed Countries*

The research on innovation and entrepreneurship education in foreign countries is mostly earlier than that in China [4]. The United States is the first representative country to establish and carry out entrepreneurship education. In 1947, Harvard University opened its first innovation and entrepreneurship course, new enterprise management. Since the development of entrepreneurship and innovation education in the United States, Stanford University has emerged as a representative of many colleges and universities that have a complete system of entrepreneurship and innovation education and theoretical research methods. Japan's initial mass entrepreneurship and innovation education was developed in the form of the combination of the comprehensive education of science and engineering universities and social enterprises. The close

connection of production, learning and research is a major feature of Japan's mass entrepreneurship and innovation education, and the research methods of Japan's mass entrepreneurship and innovation education are in the forefront of the world. It can be seen that foreign entrepreneurship and innovation education is in the leading position in the world in terms of development time and degree.

#### *B. The Status Quo of Domestic Dual Education Research*

The first implementation of innovation and entrepreneurship education in domestic colleges and universities was in 1999. Tsinghua University successfully held the first entrepreneurship competition. After several stages of exploration and development, the theoretical research of mass entrepreneurship and innovation education in China has gradually matured [5]. Innovation and entrepreneurship education is more and more popular in China. In the past 20 years, the government, enterprises and colleges have attached great importance to it. The relevant government departments issued policy documents, held various entrepreneurship and innovation competitions and related activities, and created a wind of innovation and entrepreneurship. College students have become the main force in response to the policy of entrepreneurship and innovation. The courses related to entrepreneurship in various colleges and universities have gradually become the courses for undergraduates to study. The training system and methods of entrepreneurship and innovation education are also gradually explored and improved. The mass entrepreneurship and innovation education in Colleges and universities in China has made great progress, and has basically formed the entrepreneurship education mode with Chinese characteristics. It cultivates a large number of elite talents with innovation awareness and entrepreneurship ability for the society, and plays a significant role in promoting the implementation of the innovation driven development strategy and the policy of "mass entrepreneurship and innovation".

#### *C. The Status Quo of College Dual Education*

*1) The form of innovative entrepreneurship education:* Taking Wuhan University of technology as an example, through a questionnaire survey, it is found that the entrepreneurship and innovation education implemented in the form of innovation and entrepreneurship guidance courses and competitions has the highest participation of students; the frequency of lectures on entrepreneurship related topics is high, and the number of students involved is large; the frequency of innovation and entrepreneurship practice activities is the same as the number of participants; few students will actively consult on entrepreneurship practice behavior, which is obvious Schools lack of targeted entrepreneurship education guidance. Contemporary college students have active thinking and distinct personality. Colleges and universities should set up relevant guidance and training, carry out targeted entrepreneurship guidance, and increase the success rate of entrepreneurship.

*2) The stage of college students accepting innovation and entrepreneurship education:* The survey found that 21.7% of

the students received entrepreneurship education in the second stage, 29.8% in the third stage and 4.8% in the fourth stage. It can be seen that the students receiving entrepreneurship education are mainly in sophomore and junior grade, while the students receiving entrepreneurship education in senior grade are very few. The main reason is that senior high school students have no plans to start their own business, and their orientation has been determined. At this stage, the State encourages college students to innovate and start their own businesses. In response to the policy, the school carries out more in-depth and comprehensive entrepreneurship education, selects students from the lower grades, and conducts systematic training according to the characteristics of students, so as to help college students understand innovation and entrepreneurship in depth and improve their self-ability and quality.

3) *Problems in the practical stage of entrepreneurship education*: The survey found that the majority of college students start their own businesses without the guidance of entrepreneurial mentors, and the minority of entrepreneurial projects related to their major. About one-third of college students think the practice of entrepreneurship education is unimportant. In the practice of entrepreneurship, students lack systematic training and professional guidance. The biggest problem of college students in entrepreneurship is that they do not have many abilities needed for entrepreneurship at this stage. They need to receive systematic training and professional guidance. At present, the school also offers courses related to entrepreneurship practice education, entrepreneurship salon activities and other forms to help college students improve the probability of entrepreneurship success; entrepreneurship and innovation education is the ability and quality education, and the thinking education. Entrepreneurial practice is the carrier of entrepreneurial education and the key to the application of entrepreneurial education.

#### IV. THE DEVELOPMENT TREND OF COLLEGE INNOVATION AND ENTREPRENEURSHIP EDUCATION

##### A. *For All Students*

Mass entrepreneurship and innovation education should not be elite education, but universal education. It is aimed at all college students, and is committed to improving the innovation awareness, innovation ability and entrepreneurship literacy of all students [6]. The Ministry of education has twice put forward in the policy documents of entrepreneurship education that "entrepreneurship education is a quality-oriented education for all students" and "the development needs of entrepreneurship education are combined with school running characteristics and professional education to guide students to implement entrepreneurship plan exploration on the basis of professional learning". It can be seen that these policies put forward the direction of the development of entrepreneurship and innovation education, that is, entrepreneurship education should be oriented to all students, combined with professional education, and design the specific content and education

concept of entrepreneurship education from the perspective of specialty, so as to improve the entrepreneurship awareness and entrepreneurship literacy of all students, and then improve the ability and literacy of students to find and solve problems.

##### B. *Forming A Distinctive Educational Model*

In the future development of innovation and entrepreneurship education in Colleges and universities, a distinctive teaching mode should be formed[7]. Entrepreneurship education should take the practical application as the ultimate goal, accurately grasp the characteristics of each specialty and industry, find the fit point between entrepreneurship education and each industry, explore the integration of professional characteristics and industry characteristics, give full play to the functions and enthusiasm of the government and enterprises, promote the combination of production, learning and research, and promote the application of innovation and entrepreneurship education in schools, specialties and industries. Finally, we can achieve the goal of entrepreneurship education and form a sustainable and good development model of entrepreneurship education.

##### C. *Form An Education System Focusing on Development*

The implementation of mass entrepreneurship and innovation education aims to cultivate a large number of innovative talents, provide more employment opportunities and create new industrial fields, so as to improve the national economic level and promote the development of science and technology. The future development trend of innovation and entrepreneurship education must be to cultivate talents focusing on a certain field. Colleges and universities should combine professional characteristics with practical application, create the characteristics of integration of specialty and entrepreneurship, and combine theory with practice [8]. Through the analysis and explanation of entrepreneurial practice cases, we can realize the characteristic teaching of the combination of theory and application, and at the same time, we can encourage professional talents to start their own businesses through policies, so as to realize the promotion of self-worth. Entrepreneurship education should be a combination of participatory theory and practice to stimulate students' innovative thinking and ability.

#### V. CONCLUSIONS

Innovation and entrepreneurship have become the new engine of national economic development. Innovation and entrepreneurship education is an important way of innovation in China's education system. In the past 20 years, the development of innovation and entrepreneurship education has made great progress, and there are certain problems. In the face of the objective analysis of progress and existing problems, the exploration and improvement of the company have gradually explored an education system with its own characteristics. The education system for all students, the formation of distinctive educational models and the development of focus is the inevitable trend of future innovation and entrepreneurship development.

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