

# **Exploration of Innovation and Entrepreneurship Education for College Students**

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**ABSTRACT** The rapid development of knowledge economy and information economy has had a profound impact on the development mode of contemporary economy, the trend of education reform, the concept and mode of talent training, and the development of people. Innovation plays a key and leading role in the development of knowledge economy and information economy. Innovation spirit and entrepreneurial ability are the most scarce and precious resources in today's society. By analyzing the necessity of carrying out innovation and entrepreneurship education in colleges and universities, this paper puts forward a new way to expand innovation and entrepreneurship education in colleges and universities.

## **1. INNOVATION AND ENTREPRENEURSHIP EDUCATION FOR COLLEGE STUDENTS IS AN INEVITABLE CHOICE IN TODAY'S ERA**

### **1.1. The Need To Implement The National Strategy Of Mass Entrepreneurship And Innovation**

Entrepreneurship education originated in the United States in the 1950s. After the second world war, the United States entered the age of great industry, with rapid economic development, national prosperity and highly developed industrial civilization. The society is in urgent need of a considerable number of small and medium-sized enterprises full of vigor and vitality to activate the market. Therefore, in order to meet the needs of economic development at that time, colleges and universities began to explore entrepreneurship education. The mark was that Harvard University opened a course called "new venture enterprise management" in 1947, which was a pioneer of entrepreneurship education and greatly promoted the development of American economy.

College students' innovative entrepreneurship education in colleges and universities is to deeply research and study the United States and other western developed countries, on the basis of education, learned the "essence", at the same time into the thought of "innovation", creatively carry out creative education which accords with the situation of our country, at the same time, beyond the entrepreneurship education of western developed countries, to cater to The Times, the unique Chinese characteristics. Premier Li Keqiang first proposed at the summer davos forum in September 2014 that, driven by reform and innovation, a new wave of "mass entrepreneurship and grassroots entrepreneurship" would be launched on 9.6 million square kilometers of land. [1] College students as the main body of innovative undertaking and is the backbone of the construction of socialism and powerhouse. They are brave and pioneering, actively participate in the wave of innovation and entrepreneurship, and expand the entrepreneurial team. This will create more new jobs, ease the current employment pressure, add new impetus and vitality to economic development, and better promote and implement the "innovation and entrepreneurship" strategy.

## **1.2. The Need of Reforming the Talent Training Mode in Colleges and Universities**

It is necessary to reform the talent training mode of universities and vigorously develop innovation and entrepreneurship education to implement the innovation-driven development strategy. It is the inevitable choice to realize the current economic development from "high speed" to "high quality". It is also an important measure to promote the comprehensive reform of higher education and further promote and improve the employment quality of college graduates.

The core competitiveness of a country is directly reflected in its ability to cultivate, regulate and reserve human resources. In order to seize the initiative in international competition and "commanding heights" in the field of science and technology, countries not only take the development of human resources and innovation-driven development as strategic priorities, but also take the cultivation of innovative and entrepreneurial high-quality talents as the key to improving their core competitiveness. As the "main battlefield" of innovation and entrepreneurship education, colleges and universities shoulder the responsibility of cultivating college students' innovation ability and entrepreneurship consciousness. Colleges and universities must set up student-oriented education philosophy and take students' needs as the focus of innovation and entrepreneurship education.[2] At the same time, colleges and universities should constantly explore new ways of innovation and entrepreneurship education for college students, promote innovation and entrepreneurship education reform in colleges and universities, form a vibrant and energetic education atmosphere, and stimulate the innovation vitality and entrepreneurship potential hidden in the heart of college students. This will make its due contribution to the sound and rapid development of our economy.

## **1.3. College Students' Need for Free and All-round Development**

The Marxist theory of "the all-round development of man" holds that the free and all-round development of man is the fundamental goal of social development and the important content of social progress. The innovation and entrepreneurship education in colleges and universities is aimed at all college students, adheres to the people-oriented education concept, promotes students' subjectivity and creativity, and fully respects students' individuality, so that college students are not only passive job seekers, but also creators of new jobs. With the further development of China's economy and society, enterprises and society have higher and higher standards for talents. As the reserve of high-quality talents, college students should actively adapt to the development of the current era and constantly improve their professional quality and innovation and entrepreneurship ability.

On the one hand, university education can help college students' innovative undertaking a comprehensive and systematic planning of university stage goals and future career, encouraging them to actively adapt to the society, be brave in the face of setbacks, in the form of dedication, responsibility and pioneering ability at the same time, the rise and improve their own personality, out of school for the future employment or to start their own businesses, to adapt to the social environment, the smooth completion of their socialization process, better integrated into the society and the particular social personality to lay a solid foundation. On the other hand, college students' innovation and entrepreneurship education focuses on tapping students' potential, cultivating innovative ways of thinking, constantly improving innovation and creation ability, lifelong learning ability, social adaptability and competitiveness, mastering new knowledge in innovation practice, improving entrepreneurship ability, and developing a healthy and progressive and positive attitude. Thus, college students can obtain free and comprehensive development and become the source of power to promote economic development and social progress.

## **2. Strive to Expand the New Approaches of College Students' Innovation and Entrepreneurship Education**

### **2.1. Improve The Education Target Eystem For Entrepreneurship And Innovation**

#### *2.1.1. Update outdated educational concepts*

Thought is the forerunner of action, scientific and advanced educational concept is a kind of "insight", which can clearly and accurately reflect the educational essence and characteristics of an era, become the stable "helmsman" of educational development, and point out the direction for the scientific development of education.[3] Therefore, colleges and universities should renew their outdated educational concepts and try to change various systems and mechanisms that are not conducive to the development of innovation and entrepreneurship education. Reform the current personnel training mode, and gradually set up student-oriented, non-utilitarian innovation and entrepreneurship education thought. Starting from the overall healthy and free development of college students, the comprehensive quality and ability to adapt to the society, face challenges bravely and bear setbacks should be cultivated and promoted.

#### *2.1.2. Integrate the concept of innovation and entrepreneurship education into all aspects of education and teaching*

New entrepreneurship education as the important content of current education teaching reform in colleges and universities in our country, should put the idea of cultivating innovative talents education throughout the teaching management system design, arrangement of teaching methods, teaching content selection, curriculum setting, personnel training plan formulation of aspects, but also innovation entrepreneurship education into the school's daily education teaching, scientific research and social practice, etc., establish a richly contain the principle (tenet) of the innovation business idea, to create a strong campus culture and academic atmosphere, let the spirit of advocating innovative entrepreneurial culture infiltration to school garden, subtly influence every teachers and students.

#### *2.1.3. Clear positioning and grasp the direction*

Colleges and universities should make it clear that the orientation of innovation and entrepreneurship education is the "formal education" of colleges and universities, rather than the "part-time education" to solve the current employment difficulties of college students or to enrich the subject teaching. Colleges and universities should correctly grasp the operation direction of innovation and entrepreneurship education, strive to build the operation mechanism of innovation education, pay attention to the cultivation of college students' entrepreneurial practice ability, improve the quality of innovative talents, and make due contributions to the construction of an innovative country.

### **2.2. Improve the Curriculum System for Entrepreneurship and Innovation Education**

#### *2.2.1. Strengthen general education to cultivate and bring up qualified successors to socialism*

The task of higher education is not only to impart students with professional theoretical knowledge and cultivate skilled practical skills, but also to change the focus from professional education to the integration and coordinated development of general education and professional education, which is one of the ways to popularize and effectively implement innovation and entrepreneurship education. Because, the profound knowledge and the profound and sagacious insight, is the innovation talented person's essential quality, is the entrepreneur finally carries on the innovation research, the establishment enterprise's premise and the foundation. Therefore, colleges and universities should establish and improve the interdisciplinary professional, cross-industry, between natural sciences and humanities and social science curriculum group of mutual integration, cultivate liberal arts both ability and political integrity, extensively absorbing the humanities, natural and social aspects of the basic knowledge, has the rich scientific and cultural quality and strong ability of social adaptation of creative talents.

### *2.2.2. Colleges and universities should set up innovation and entrepreneurship education courses that meet different needs*

First, face all student, can run enterprise basis, career planning and employment guidance, SYB entrepreneurship training and college students' KAB entrepreneurship training required and elective courses, online and wire with the combination of innovation in entrepreneurship class group, aims to cultivate students' innovation spirit and inspire entrepreneurial awareness, understanding of entrepreneurship is a basic theory, basic knowledge and basic process, etc.[4] Secondly, courses such as marketing, introduction to business, business model, market research and prediction, and legal knowledge of small and micro enterprises are offered for students with entrepreneurial intention, with the purpose of improving students' innovative and entrepreneurial quality and expanding students' innovative and entrepreneurial ability. Finally, for some interested students, a series of courses are offered that closely combine academic research innovation, research achievements transformation, property rights and technical services, etc. to align professional technology frontier and industrial trends.

### *2.2.3. Fully rely on the network platform to carry out innovation and entrepreneurship education*

Because the content and information content of network innovation and entrepreneurship course are wide in scope, large in capacity, strong in interdisciplinarity and wide in scope, it can face all students. At the same time, according to students' different personal experience, different knowledge background, different growth environment, etc., we can set up a series of elective courses for online innovation and entrepreneurship network, such as moocs, erva courses, wisdom trees or open video courses, which are popular with students in order of progression, appropriate difficulty, different contents and diverse types. Colleges and universities should encourage students to choose more and take more courses, and deposit the credits of elective courses into students' credit Banks, and give corresponding spiritual and material rewards to students who meet or exceed certain credit standards. The talents cultivated in this way have the characteristics of broad scope of knowledge, high learning efficiency and comprehensive knowledge, which meet the requirements of the current economic and social development.

## **2.3. Improve the Practice System of Entrepreneurship and Innovation Education**

### *2.3.1. Give full play to the role of alumni resources in cultivating students' innovative and practical abilities*

In the process of promoting innovation and entrepreneurship education, we should fully tap the alumni resources and realize the virtuous circle of alumni resources in innovation and entrepreneurship education, so that alumni can become the integration point of innovation and entrepreneurship education resources in colleges and universities and serve as a model and model for students to devote themselves to innovation and entrepreneurship practice. Try an "alumni alliance," which aims to build a bridge between students, alumni, startups, and investment projects, providing opportunities for students to interact with and fund investors and entrepreneurs. [5] At the same time, alumni associations can help potential entrepreneurs stand out by supporting their students with a series of programs and resources.

### *2.3.2. In-depth cooperation with industrial enterprises to promote the healthy development of innovation and entrepreneurship education*

On the one hand, colleges and universities can provide human resources, research and development, infrastructure and other resources to industrial enterprises to help them solve technical problems and research and development problems and reduce business risks. On the other hand, through in-depth cooperation with enterprises, colleges and universities can provide scientific research opportunities for teachers and students, so that teachers and students can get in touch with cutting-edge science, technology, innovation and entrepreneurship. This is because both universities and enterprises share the same goal in the field of scientific and technological innovation and in the cultivation of innovative talents. Only by cooperating and promoting each other can they promote the continuous development of innovation and entrepreneurship education.

## **2.4. Improve the Teaching Staff of Mass Entrepreneurship and Innovation Education**

### *2.4.1. Promote the diversified construction of teachers in innovation and entrepreneurship education*

At present, most teachers of innovation and entrepreneurship education in colleges and universities in China lack working experience in enterprises and have no experience in entrepreneurship, so it is difficult to complete the teaching task of innovation and entrepreneurship education with high quality and achieve the goal of cultivating innovative talents. Therefore, colleges and universities should employ a multidisciplinary teaching team composed of full-time teachers (professors), visiting professors, full-time administrators, academic professors, and experts with both entrepreneurial experience and teaching ability in and out of the university.[6] Because entrepreneurial practice requires entrepreneurial talents in many aspects, only by establishing a diverse team of innovation and entrepreneurship teachers can we cultivate innovation and entrepreneurship talents with strong ability and high comprehensive quality.

### *2.4.2 . Strengthen the ability expansion and training of teachers in innovation and entrepreneurship education*

Colleges and universities can regularly organize innovation and entrepreneurship teachers to participate in training, rotation training, quality development and exchange activities, etc., aiming to adjust their entrepreneurship psychology, enrich entrepreneurship knowledge, enhance entrepreneurship awareness, and constantly improve their innovation and entrepreneurship education and teaching ability. Teachers with high professional quality and strong professional potential for innovation and entrepreneurship can also be selected to participate in provincial or national teacher training to cultivate professional ability and improve the overall level.

## **3. Conclusion**

On the whole, innovation and entrepreneurship education in Chinese colleges and universities has made great progress and been widely recognized and valued. In recent years, colleges and universities have cultivated a large number of innovative talents urgently needed by the society, which have great contributions to the implementation of the national innovation-driven development strategy and the improvement of the quality and efficiency of China's economy. However, we must clearly realize that the innovation and entrepreneurship education of college students in China is still in the stage of development, facing many problems that need to be improved and solved, and the whole society, government departments and colleges and universities need to make joint efforts to make contributions to the innovation and entrepreneurship education.

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