

Research on Innovatively Starting Enterprises Education of Emerging Engineering in Universities

Weici Liu^{*}, Yangcai Fan and Ruisheng Liang

**Department of Electronic Information Engineering ,Guangzhou College of Technology and
 Business, Foshan 528138, China**

***Corresponding author**

Keywords: *emerging engineering, innovation, enterprises*

Abstract. For theoretical and practical research of higher education in China, the innovatively starting enterprises education is one of the research hotspots. The innovation and entrepreneurship education of the cultivation for talents and the developments on emerging engineering are significant. In this paper, we discuss the current situations and significances of college innovation education and enterprise education for universities students. We also propose an organization mode and operation mechanism of innovatively starting enterprises education, which are useful for emerging engineering in further proposed.

Introduction

It is an era full of innovation, creation and entrepreneurship. The national economic development and social progress increasingly depend on innovation levels and the cultivation of all kinds of innovative talents. From the perspective of practical reform of engineering education (EE) carried out in developed countries, and the demand for talents of international well-known enterprises, college innovation education and enterprise education for college students reach a consensus. To carry out innovation and entrepreneurship education in combination with the professional characteristics of engineering college students, we must find a new mode suitable for the development of innovatively starting enterprises education and the cultivation of innovative engineering science and technology talents in China's engineering colleges and universities [1-3]. China's higher education must adapt to the international development trend and the needs of China's market economy. The most important part of entrepreneurship education is a new training mode which is based on quality education and meets the needs of the society [4-6].

Entrepreneurship education and innovation education are inseparable. The entrepreneurship education and innovation education complement and integrate with each other in contents. Both of them are educational activities to cultivate high-quality talents to meet the requirements of socialist market economy and social development.

With the development and progress of economy and society, the mode and content of innovatively starting enterprises education have been developing and improving with the process of reform, and gradually adapt to the economic and social development. It is of great practical significance to cultivate innovative talents for the future economic development..

Significance of Innovatively Starting Enterprises Education for Emerging Engineering

(1) Innovatively starting enterprises education is the need of the times, economy and social development.

In the era of knowledge economy, the international competition is becoming increasingly fierce. The strength of a country's innovation and entrepreneurship reflects the country's core competitiveness.

(2) Innovatively starting enterprises education is the inherent requirement of talent training mode reform

The small and medium-sized high-tech enterprises with the background of engineering college students play an irreplaceable role in the process of economic development. Without engineering

college students leading the trend of social entrepreneurship, China's entrepreneurship may only be limited to the innovation of service industry enterprises and can only passively make some changes.

(3) Innovatively starting enterprises education is conducive to changing the concept of job selection and achieving employment

Practice has proved that entrepreneurship is one of the effective ways to relieve the pressure of youth employment [1-6]. In recent years, college students have become very common. The employment pressure of some graduates without professional skills has been rising. The change of employment mode has promoted the change of employment concept. Although engineering college students learn professional skills, some engineering graduates find that the professional skills needed by enterprises are not as good as professional technicians, and the salary has no advantage. The implementation of innovatively starting enterprises education among emerging engineering students enables them not only to be good at professional technology, but also to explore the path of independent entrepreneurship and create jobs for other job seekers, and change the college students' outlook on career selection and employment. Therefore, the implementation of entrepreneurship education in engineering universities is not only the need of students' own development, but also the need of deepening the reform and development of higher education.

Exploration of Innovatively Starting Enterprises Education for Emerging Engineering in Universities

(1) Innovation and entrepreneurship theory education

It is divided into innovation and entrepreneurial basic knowledge, innovation and entrepreneurial professional knowledge, innovation and entrepreneurial practice guidance.

(2) Cultivation of innovation and entrepreneurial interest.

To help students form initial innovation and entrepreneurial ideas and generate creative interests, it is mainly to stimulate students' innovation and creative interests by training their initial scientific research ability and practical operation ability. Students participate in scientific research, achieve research results, and prepare for applying for patents and going to the market. The universities set up students' science and technology workshops, innovation experimental areas, and entrepreneurial enthusiasts' associations to carry out various forms of science and technology competitions and quality development training activities, so as to attract students' interest in entrepreneurship.

Chinese style

(3) Business plan competition

Business plan competition is one of the most popular team cooperation projects among college students, which has a wide appeal and influence among students. Each college has its own science and technology competition or activity brand, which attract a large number of students to participate in the competition.

(4) Team simulation training

The campus is the main area of students' activities. The school has set up the experience position of entrepreneurship education activities for college students

(5) Entrepreneurial practice test.

The emerging engineering universities organize the student entrepreneurship team into the enterprise, urban and rural areas with their own entrepreneurship plan. The school can provides financial support for the entrepreneurial team for the test.

(6) Project incubation

The school absorbs the entrepreneurship projects of the established team into the campus technology entrepreneurship, and provides venue and office supplies, so that students can experience entrepreneurship and operate entrepreneurship projects in half a year to a year. If the business effect is good, we can continue to maintain it and increase the trust of the entrepreneurial team; if the business operation is not ideal, we can readjust the business plan or choose another project.

(7) Enrich entrepreneurship theory

Entrepreneurs get personal experience in the process of running enterprise, and supplement the theoretical teaching of entrepreneurship education, and the personal experience of what the theoretical teaching of entrepreneurship education in universities is useful for the future

Conclusion

In conclusion, we first analyze the trend of innovatively starting enterprises education of college students in China under the background of economic and social development at home and abroad, then study the theoretical and practical significance of innovatively starting enterprises education research, and propose the innovatively starting enterprises education modes which are suitable for emerging engineering in China. It is expected to play a promotion role in the innovatively starting enterprises education of emerging engineering in universities in China.

Acknowledgment

This research was financially supported by 2018 Higher Education Department of the Ministry of Education Industry-University Cooperation and Education Project (No. 201802153095), 2018 Guangdong Province Higher Education Teaching Reform Project, on “Application and Exploration of Internet Plus Blended Teaching in Emerging Engineering Experimental Courses” (No. 659), Guangdong Province Industry-University Cooperation and Education Project (No. PROJ994047199556014080), 2019 specialty construction project on “Electronic Information Engineering” of Guangzhou College of Technology and Business (Grants No.TS201902) , and 2017 Construction Project of Applied Talents Training Course of Guangzhou College of Technology and Business (No. CX20170515).

References

- [1] Requisite. The Hong Kong Institute of Education :[M].
- [2] Hai-Bo Z , Kun Z , Ogbodo U . Review on Innovation and Entrepreneurship Education in Chinese Universities during 2010-2015[J]. Eurasia Journal of Mathematics, Science and Technology Education, 2017, 13(8):5939-5948.
- [3] Lin S , Huang X . Advances in Computer Science, Environment, Ecoinformatics, and Education[J]. Communications in Computer & Information Science, 2011, 216.
- [4] Volkman C K , Audretsch D B . Entrepreneurship Education at Universities[M]. Springer International Publishing, 2017.
- [5] Liu J , Zhang Z . Study on the Combination of Entrepreneurship Education and Professional Education in Universities[J]. The Theory and Practice of Innovation and Entrepreneurship, 2018.
- [6] Audretsch D B , Lehmann E E , Link A N . Introduction to A Research Agenda for Entrepreneurship and Innovation[J]. Chapters, 2019.