



Research on the Mode of the Innovation and Entrepreneurship Education Serving Rural Revitalization Strategy in Colleges and Universities

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Abstract. Recently, The development of China's Innovation and Entrepreneurship Education is in the practical stage of improving the quality and efficiency of Innovation and Entrepreneurship Education under the innovation driven strategy. At this stage, Shaanxi universities have the characteristics of single Innovation and Entrepreneurship Education mode and insufficient Innovation and Entrepreneurship teachers. In order to give full play to the base role of Applied Universities in cultivating the Innovation and Entrepreneurship Education talents, Based on the analysis of the development status and talent training status of Innovation and Entrepreneurship Education in Colleges and universities in Shaanxi, this paper puts forward a new model of Innovation and Entrepreneurship Education serving rural revitalization.

Keywords: Applied universities · Entrepreneurship and Innovation Education · Rural Revitalization

1 Introduction

The implementation of the Rural Revitalization Strategy is a major decision and deployment made at the 19th National Congress of the Communist Party of China. Talent revitalization is the key to rural revitalization. Applied universities are an important base for cultivating practical talents and an important force for participating in Rural Revitalization and farmers' entrepreneurship education. The cultivation of innovative and entrepreneurial talents in Shaanxi application-oriented universities is conducive to cultivating a group of college students who are engaged in rural construction in Shaanxi and promoting the in-depth implementation of Rural Revitalization Strategy in Shaanxi.

2 Analysis on the Development Status of Entrepreneurship and Innovation Education in Shaanxi Universities

2.1 Practical Development Process of Entrepreneurship and Innovation Education

Since Premier Li KeQiang proposed “Mass entrepreneurship and innovation” in 2014, Innovation and entrepreneurship education in Colleges and universities is in the practical stage of deep development.

- (1) Comprehensive practice stage of entrepreneurship and innovation education under the Mass Entrepreneurship and Innovation strategy (2015–2020)

China’s colleges and universities have experienced many years of practice in the pilot colleges of entrepreneurship education. “entrepreneurship and innovation education” has entered a practical stage of in-depth development.. In recent years, more and more college students have been involved in the wave of innovation and entrepreneurship. However, the practice of College Students’ innovation and entrepreneurship is also faced with problems such as difficult financing, less experience and inadequate services, which has caused problems such as difficult quality assurance, low professional matching, short periodicity and low maintenance.

- (2) The practice stage of improving quality and efficiency of the entrepreneurship and innovation education under the innovation driven strategy (2020 - now)

College students are the new force to promote the entrepreneurship and innovation. In order to improve college students’ innovation and entrepreneurship ability, enhance innovation vitality, and further support college students’ innovation and entrepreneurship. Nowadays, the practice of rural innovation and entrepreneurship has become a powerful driving force for the structural reform of the agricultural supply side. The three rural areas have become an important part of the entrepreneurship and innovation, and cultivating innovative and entrepreneurial talents serving the three rural areas is a link to improve quality and efficiency.

2.2 Analysis on the Current Situation of the Entrepreneurship and Innovation Talent Training in Shaanxi Universities

In order to deepen the reform of “mass entrepreneurship and innovation” education and cultivate a large number of new forces for innovation and entrepreneurship. Since 2017, Shaanxi Provincial Department of education has supported the construction of 108 “innovation and entrepreneurship” pilot colleges. Many colleges and universities have actively developed innovation and entrepreneurship education reform implementation plans, and a number of national model schools have been born to promote the “top-notch innovation talent training plan” on a larger scale. As an important supplier of the entrepreneurship and innovation education, college base has the characteristics of the simplification of the entrepreneurship and innovation education mode, and insufficient of the entrepreneurship and innovation teachers.

(1) Simplification of the entrepreneurship and innovation education mode

Shaanxi colleges and universities mainly carry out the innovation and entrepreneurship education mode with “innovation and entrepreneurship + Incubator + talent training” as the core. For example, the idea of “classroom teaching + practical teaching + extracurricular teaching” of Northwest University; The Trinity Mode of “innovation and entrepreneurship education and culture + maker space + project incubation” of Xi’an University of Posts and Telecommunications; The innovation and entrepreneurship education mode of “innovation and entrepreneurship education + innovation training practice + project transformation incubation” carried out by Northwest Normal University; The Five in One innovation and entrepreneurship education mode of “teachers + Courses + competitions + Platforms + activities” of Xi’an Peihua University. Colleges and universities basically cultivate students’ innovation and entrepreneurship practice ability by developing innovation and entrepreneurship courses, taking entrepreneurship basic courses as the starting point, establishing an entrepreneurship tutor group composed of professional teachers in the school and enterprise tutors outside the school, and building an incubation platform for campus innovation and entrepreneurship training projects in combination with discipline competitions and national, provincial and ministerial innovation and entrepreneurship competitions to realize the docking of resources inside and outside the school. The drawback of this training mode is that it has not formed its own characteristics of entrepreneurship and innovation education, the integration of entrepreneurship education and professional education is low, and it has not formed an entrepreneurship education system with different characteristics in Colleges and universities.

(2) Lack of innovative and entrepreneurial teachers

At present, the Entrepreneurship and Innovation teachers in Colleges and universities in Shaanxi mainly come from professional teachers in the school, and the proportion of business majored teachers accounts for a large proportion. Many colleges take these teachers as their main teaching force. Therefore, the professional teachers in the school are the main component of the teachers of the entrepreneurship and innovation education. Professional teachers’ Entrepreneurship and innovation teaching is characterized by strong knowledge of entrepreneurship and innovation theory, systematic knowledge structure and diversified teaching methods. However, due to the lack of entrepreneurial practice, the integration of entrepreneurial theory with practice is low [1]. As off campus enterprise tutors are non full-time lecturers in Colleges and universities, they often have multiple roles and are often introduced to innovation and entrepreneurship classes for colleges and universities in the form of lectures or special reports from time to time, Students’ practical learning of entrepreneurship and innovation knowledge lags behind theoretical learning, and the process of applying theory to practice is not systematic.

3 Build a New Model of Entrepreneurship and Innovation Education Serving Rural Revitalization

3.1 School Enterprise Village Talent Oriented Training Mode

Talent revitalization is the key to rural revitalization. To establish a new talent training mode with the goal of serving rural revitalization and oriented by innovation and entrepreneurship, In order to cultivate innovative and entrepreneurial talents committed to rural entrepreneurship, we need schools, enterprises and villages all participate in it. This mode will attract college students to return home to start businesses and build their hometown. Starting from the needs of Rural Revitalization and development, it will find solutions to the pain points restricting rural economic development; Taking the development of rural enterprises as the engine to match the talents needed by rural enterprises; Taking the school as the training platform, introduce real cases to class, and improve the innovative and entrepreneurial talent training mechanism coordinated by the school, enterprise and village [2].

3.2 Training Mode of Comprehensive Applied Talents

An industry is the foundation of rural economic development, governance is the guarantee of rural sustainable development, and the degree of civilization is a powerful embodiment of the quality of rural development. The training mode of comprehensive applied talents aims to cultivate comprehensive talents who understand industrial operation, who can manage environmental protection, who can operate and manage, and practice the concept of civilization, and cultivate comprehensive applied talents with literacy and skills that meet the development requirements of the times.

3.3 Service Mode of Coordinating Local Economic Development

It cooperates with the development of local economy and cultivates employees who serve the development of local characteristic economy and local characteristic industrial chain. Entrepreneurship and innovation education injects fresh blood into the training of talents serving the local economy. The coordinated mode of local economic development is conducive to improving the level and quality of local economy, better serve the development of regional characteristic economy [3].

3.4 Innovate the Ecological Mechanism of Integration of Industry and Education

The effective integration of industry and education is inseparable from the interaction of many aspects [4]. Colleges and universities should strengthen the teaching skills and qualities of College Teachers' innovation and entrepreneurship education, and the application-oriented reform of innovation and entrepreneurship courses; Enterprises need to provide enterprise type tutors to enter the classroom and connect the real resources of enterprises. The industry needs to share industry resources and practice base platforms; The government needs the policy guidance of the Ministry of education, the Ministry of human resources and social security, industry associations and other

relevant government units to encourage the social practice of supporting innovation and entrepreneurship, promote the integration of industry and education, and give full play to the integration effect of industry and education linked by schools, enterprises, industries and the government [5].

4 The Implementation Path of Shaanxi Application-Oriented Universities' Innovation and Entrepreneurship Education Serving Rural Revitalization Strategy

Application-oriented colleges and universities refer to colleges and universities with application-oriented orientation. Its essential attribute is applicability. The training mission of Application-oriented Colleges and universities is to combine the college training of college students with the needs of future employment and entrepreneurship industries to cultivate professional quality and post ability. It is required to meet the needs of Shaanxi Economic and social development, pay attention to the practical ability of students, and cultivate high-quality application-oriented talents with strong social adaptability and competitiveness. Practical teaching is an important part of training practical talents.

Through the training path of “village + college students + universities / enterprises”, starting from the promotion of Rural Revitalization and development, and taking Lantian County, Dali County, Yuyang District and other national demonstration parks of integrated development of rural industries as the entry point, investigate the current situation of talents required for the development of rural revitalization demonstration villages in Shaanxi, and then put forward the needs of cultivating talents that meet the needs of Rural Revitalization and development to colleges and universities. Colleges and universities use their educational resources, innovation and entrepreneurship education resources, and combine with enterprises. The human and commercial resources of the industry will guide and support the college students mainly from the source of students in Shaanxi Province to achieve rural entrepreneurship and employment. Through the training path of “village + college students + universities / enterprises”, the innovation and entrepreneurship education will connect with the rural construction resources, and cultivate the application-oriented talents in line with the revitalization and development of rural areas in Shaanxi.

Realizing organic integration of production and education by relying on rural practice projects. The development of rural economy depends on industry, and the industrial development from small to large depends on the collection of many projects. The innovation and entrepreneurship education in Colleges and universities needs to combine the practicality of rural development projects and change the innovation and entrepreneurship education from “what is it? Why? How to do it?” The theoretical level of “what are the characteristics of the project? How to do it? How to carry out it? How to optimize it?” Rural practice level. Introduce rural practice projects into innovation and entrepreneurship classes, introduce the problems to be solved in rural development into innovation and entrepreneurship classes, introduce the development needs of characteristic industries such as apples, kiwifruit, tea, red jujube and walnuts into rural practice projects, and encourage and guide college students in the province to return to their hometown

to start businesses, apply what they have learned, and realize the organic integration of rural industry and education from the perspective of classroom practice projects.

5 Conclusion

Through the analysis of the current situation of the development and personnel training of the entrepreneurship and innovation education in Shaanxi universities, this paper concludes that the training of the entrepreneurship and innovation talents in Colleges and universities has the characteristics of simplification of the entrepreneurship and innovation education mode and insufficient of the entrepreneurship and innovation teachers. And putting forward the new mode of the entrepreneurship and innovation education which will serve the Rural Revitalization, and in which includes the targeted training of school enterprise village talents, the training of comprehensive applied talents, the cooperation of local economic development services, and the innovation of the ecological mechanism of the integration of industry and education.

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