

Discussion on the Interaction between Innovative Entrepreneurship Education and Professional Education

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Abstract-With the rapid development of the economy, China has changed in education, especially the implementation of innovative education mode has become the main direction of the current education development in China, which is also the important measure for the higher education to connect with the social development. Through the analysis of the innovative entrepreneurship education mode, this paper points out the relation and difference between the two education modes by combining with professional education and promotes the fusion of teaching idea, training plan, etc. by the organic combination of them.

Keywords-Innovation Education; Higher Education; Innovative Entrepreneurship Education; Professional Education

I. INTRODUCTION

Along with the enrollment expansion of the higher education in China, the university graduates increased year by year and the college student employment has become an important issue currently. Zhou Yuanqing, the chairman of Higher Education Association pointed out that to carry out the innovative entrepreneurship education cannot only realize the cultivation of entrepreneurship qualities for college students, at the same time, it also can effectively promote the development of the higher education in China, which is also the important measure for China to build an innovation-oriented society. As an important way to cultivate self-employment of college students, innovative entrepreneurship education has become the important direction of the higher education reform in China now.

In 2010, the Ministry of Education issued Opinions on vigorous promotion of the cultivate entrepreneurship education and college students' autonomous entrepreneurship. It vigorously promoted the comprehensive implementation of the innovative education in colleges and universities, as well as promoted the college students' self-employment. As a platform for entrepreneurial talents, colleges should cultivate college students' autonomous entrepreneurship

qualities. Innovative entrepreneurship education and professional education have close relation which connect to each other and provide platform for cultivate entrepreneurship talents^[1].

II. INNOVATIVE ENTREPRENEURSHIP EDUCATION

A. *The conception of the innovative entrepreneurship education*

The aim of the innovative education is to cultivate students' innovative consciousness and innovative thinking ability. Innovation education is, through a kind of new teaching modes, to break the original teaching methods and implant into the consciousness of innovation and thinking.

Entrepreneurship education has a unique advantage to the talents with creative characters. This kind of talents has more entrepreneurial talents, entrepreneurship consciousness and other qualities. The higher education will cultivate them into the talents with entrepreneur's ability and provide them with platform and development space for their entrepreneurial qualities.

It is necessary to connect the innovation education and the entrepreneurship education. Innovation is needed to capture inspiration for entrepreneurship, while entrepreneurship is needed to provide implementation chance for innovation. The organic combination of both provides education platform for college students' entrepreneurship and innovation abilities and make college students have the ability to entrepreneurship and innovation through the education^[2].

B. *The mode of the innovative entrepreneurship education*

1) *Being responsible by School of Economy and Management*

Through School of Economy and Management, colleges shall carry out courses in innovative entrepreneurship for the whole school. All the students within the scope of the whole school who are interested in innovation and entrepreneurship can undertake this

course. In the process of this kind of curriculum, School of Economy and Management is mainly responsible for the basic knowledge of capital operations, enterprise management, etc. These knowledge can attract students to further participate in innovation and entrepreneurship. There are many universities that have carried out double degree on innovative entrepreneurship.

2) *Establishing a special innovative entrepreneurship school*

Through the establishment of innovative entrepreneurship school, approach to the implement of the new situation of innovative entrepreneurship education. Establish special innovative entrepreneurship school and carry out the education for all the students in colleges, which is helpful to organically combine the innovative thinking with entrepreneurship theory to carry out the corresponding courses for students, which will be more concentrated and specialization. At present, there are many colleges and universities of China which have carried out this kind of construction, such as Shanghai Jiaotong University, Zhongshan University and other colleges and universities have created entrepreneurship school aiming to train innovative and entrepreneurial talents, to provide education opportunities and double major for colleges students with strong entrepreneurial intentions.

3) *Establishing science and technology parks in colleges*

Establishing science and technology parks in colleges mainly relies on some research-oriented universities. Combine the scientific and technological achievements of colleges with practical applications, hatch out some high and new technology enterprise, cultivate interdisciplinary talents which conform to the trend of the society and make the contribution to rapidly develop China's economy and for build an innovation-oriented country. The Ministry of Science and Technology and the Ministry of Education of China began to organize in 1999 to carry out the pilot work of the national science and technology parks development in colleges. The science and technology parks in colleges play very important role in the cultivation of innovative talents. The science and technology parks help college students to further contact with the society, which can provide good environment and practical conditions for their entrepreneurship. The science and technology parks provide practice platform for innovative entrepreneurship education, which combines the theory knowledge to the application of practice of college students to form a set of theory teaching, teachers' guidance, practice and innovative entrepreneurship and to achieve more entrepreneurship experience from more fields and channels^[2,3].

III. INNOVATIVE ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION

A. *The analysis of the current situation of implementation of the innovative entrepreneurship education*

1) *Innovative entrepreneurship education becomes entrepreneurship training*

In innovative entrepreneurship education, both the two have the same important position. Innovation education is mainly to cultivate students' innovative spirits, cultivate students to find out problems and successfully solve them, while entrepreneurship education mainly develops the students' entrepreneurship and entrepreneurial skills. However, the innovative entrepreneurship education carried out in the colleges and universities in China is mainly just around the entrepreneurship without paying much attention in the aspect of innovation education. This kind of innovative entrepreneurship education is just a simple cultivation for some skills, but is not fully integrated into the education system. This kind of innovative entrepreneurship education only stays in the cultivation of a few individuals, not comprehensively carries out education^[3].

2) *Innovative entrepreneurship education is isolated from professional education*

At present, the innovative entrepreneurship education carried out in the universities and colleges in China have not been paid enough attention to. There are only a small number of students who have entrepreneurial intentions, the innovative entrepreneurship education of whom is eventually transformed into a "Challenge Cup" competition which is far away from the professional education for these students which is a lack of theoretical foundation and cannot become a healthy and lasting development. In addition, the current status of most of the colleges and universities entrepreneurship is mainly online stores or offline shops in the storefront with low level. The reasons of this situation is mainly that innovation entrepreneurship education and professional education are not connected with each other, which results in the practice do not have the professional technical basis as the guidance. In addition, the teachers who are responsible for innovative entrepreneurship education in colleges and universities are generally engaged in student work without general professional education background, which is one of the main causes of the worrying situation.

3) *Curriculum system is imperfect*

At present, most colleges and universities only have one or two innovative entrepreneurship courses, at the same time there are many courses are elective ones. There are also many colleges and universities get through innovative entrepreneurship courses carelessly and take as these courses as extracurricular links. Innovative entrepreneurship education is a system of professional knowledge system, therefore, a perfect curriculum system should be established, only in this way can efficiently guide students to carry out the innovative entrepreneurship activities^[4].

B. *The relationship of innovation entrepreneurship education and professional education*

1) *Innovation entrepreneurship education*

Being different from other disciplines, innovative entrepreneurship education pays attention to practice, while other disciplines focus on theoretical knowledge learning. Innovative entrepreneurship education further enriches itself in the actual process by implementing its own education goal, content and way. By comparing with the innovative entrepreneurship education modes of the higher education in western countries, it can be found that there is no the same innovative entrepreneurship education mode. The education modes in different countries and different university have their uniqueness, which also causes that there is no law in innovative entrepreneurship education and requires each college shall carry out innovative entrepreneurship education according to their own uniqueness.

2) *Professional education*

The professional segmentation in college education sourced from the industrial age of European and American countries. The professional segmentation is used to establish the training goal and to establish talents for the further industrial production. The professional segmentation contributes to achieve standardization and mass production, etc. However, with the advancement of science and technology and the development of social economy, the original training mode has certain discrepancy with the current social demands. The current social and economic development needs talents with innovative thinking and more distinct personality, which requests the professional education of colleges and universities shall make training plans according to each student's personality characteristics, encourage students to focus on their own interests and to pursue the higher level of learning, integrate the knowledge of other subjects and connect the course to other subjects to cultivate innovative talents to adapt to the current social demand.

3) *The combination of the two education modes*

Basic knowledge education and professional education are the two important constituent parts of the higher education of each country. Basic knowledge education focuses on the cultivation of student's personality, cultivate students how to behave, how to perform the duty of citizens, while professional education is to give students vocational skills training in one area and to cultivate students the means to make a living. Compared with basic education, innovative entrepreneurship education usually brings together a number of different disciplines of knowledge, which is more specialized than basic education. The biggest difference between innovative entrepreneurship education and basic knowledge education is that innovative entrepreneurship education makes the theoretical knowledge in professional education in universities be combined with the practice and provides a suitable for its implementation approach. Different disciplines have different knowledge background and implementation approach, the effective woven is closely associated with human activities. The courses of the innovative entrepreneurship education in Europe and the

United States are for all students, which is to explore the core cultural value of education and to pursue a higher level of human activity on the basis of innovative entrepreneurship education. Seeing from the innovative entrepreneurship education in the western countries, its innovative entrepreneurship education has an important meaning, which provides a more effective platform for college students to understand their own value, the pursuit of a higher level and the social core culture. This kind of training mode are more willing to be accepted by students. It can be seen that innovative entrepreneurship education provides a platform for the practice and integration between different disciplines^[1].

The follows are needed to be noted in the combination between innovative entrepreneurship education and professional education: firstly, whether innovative entrepreneurship education can be isolated a relatively independent with completely different content with other disciplines. Secondly, how the two education modes combine with each other. Thirdly, how to obtain more support for innovative entrepreneurship education from the external environment. The western countries has done will in these aspects which can be referred^[4,5].

IV. THE COMBINATION BETWEEN INNOVATIVE ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION

A. *The combination between different education ideas*

Seeing from the goal of talent training, no matter innovative entrepreneurship education or professional education is to train high-level talents to meet the needs of social development. Therefore, the teachers of professional courses should also actively be involved in innovative entrepreneurship education to combine the professional direction with entrepreneurship and innovation closely, rather than just considering innovative entrepreneurship education only as the task of a few innovative entrepreneurship teachers.

B. *The combination between different education plans*

1) *Theory knowledge training*

Revision of the program should avoid only paying much attention to one subject, but should strengthen the comprehensive education to ensure the connection of subjects and the expansion of knowledge of students. Typically speaking, It is necessary to carry out arts courses for science and engineering majors while engineering specialty courses for some liberal arts majors, which can form innovative entrepreneurship curriculum groups and provide students with ample choice space. The cohesion and coherence of the setting of curriculum groups shall be taken into consideration. Curriculum groups can be divided into two large parts which are public elective courses and professional courses. The former is for the entire university and it does not have much connect with the major, while the latter is needed certain professional basis. Both the two kind of courses constitute a complete curriculum group of innovative entrepreneurship^[5].

2) *Practical ability training*

Professional personnel training mode depends on practice teaching which is also one of the key parts. In the program settings, therefore, the cultivation of practical ability shall be fully considered in innovative entrepreneurship education. The practice ability cultivation can also be divided into two parts. The first part is the related practical courses which connect to professional education closely, such as curriculum design, graduation practice and production practice, etc. which are in order to make students better apply the professional knowledge they have learned into practical problem solving. The other part is the practice exercise which makes students be part of the specific innovative entrepreneurship, such as "Challenge Cup" competition, college students' scientific research training and so on.

C. The combination between different education contents

The changes in setting training program is far from enough to achieve the combination between innovative entrepreneurship education and professional education. Innovative entrepreneurship shall be combined to the class contents of professional education. Professional teachers shall arrange innovative entrepreneurship education contents in their classes and make students understand the actual use of what they have learned, which can also stimulate the enthusiasm of the students' learning and entrepreneurship. At the same time, to make a good combination between innovative entrepreneurship education and professional education, professional course teachers shall bring in discipline frontier knowledge dynamic to class and let students know the future development direction of the courses, which is also helpful for the cultivation of students' innovative consciousness. Find out some elements of entrepreneurship education from the course and combine them with entrepreneurial projects or innovation, fully explain the purpose of the knowledge, and at the same time, find out the critical role of the professional knowledge for entrepreneurship and innovation.

D. The combination between different education methods

The traditional Chinese teaching has always been teacher-student mode which is that students do not actively accept knowledge, but passively through the rote of teachers teaching. Such teaching mode is apparently very passive, the learning environment is also very depressed, which is difficult to arouse students' learning interests and initiative.

In order to change the teaching mode, teachers should change the traditional teaching ideas, but use new teaching methods to fully arouse the enthusiasm of students. The most common methods with innovative thinking are role play method, action-oriented method, task driving method, project teaching method and so on. In addition, today's network multimedia technology is so

developed, which can also become a powerful auxiliary technology. Network is convenient to extend class teaching beyond the classroom. For example, students can solve their problems in learning by themselves on "MOOC", which also greatly promote the innovative entrepreneurship activities.

E. The combination between different practice platform

Theoretical knowledge is an indispensable foundation for innovative entrepreneurship education, but the even more crucial is practice and exercise. Therefore, all kinds of innovative entrepreneurship practice platform shall be provided for the majority of students to raise their consciousness and abilities. Now the most common practice platform are curriculum design, experiments and graduation practice, but only these practices are not enough for innovative entrepreneurship. So, the first thing which should be done is to make good use of the current practice platform, fully understand the practice teaching of professional education is also an important means of cultivating practice ability. In addition, the practice of some innovative entrepreneurship activities should be actively carried out, such as all kinds of innovative entrepreneurship competitions, college students' scientific research training and the establishment of innovative entrepreneurship parks and so on. Through these practice activities, promote students' creative consciousness and abilities^[5,6].

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