

# Study on the Value Pursuit and Implementation Strategy of Creative and Entrepreneurship Education in Colleges

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**Keywords:** Creative education; Education method; Value pursuit

**Abstract.** Contemporary university education should take cultivating high-quality talents as the standard to comprehensively improve students' all-round abilities, train innovative talents, help students to develop in an all - round perspectives, which should be the ultimate destination of contemporary university education. What's more, colleges should guide students' correct learning motivation and encourage students to explore new areas of knowledge, and combine traditional education with creative education.

## Introduction

The innovation ability of a country determines the level of social development, college students are backbones to promote the innovation of the future while creative education is an important part in Colleges and universities. How to give full play of creative education is the value of education. This paper discusses how to get the good effect of creative education in Colleges and universities, and digs into how to develop the creative ability of students.

## Analysis on the Value of Creative Education

**The Relationship between the Cultivation of Students' Comprehensive Ability and Creative Education.** Innovation is an inexhaustible motive force for social progress and development, and is also the soul of a nation's prosperity. The ultimate goal of college education is to cultivate all-round talents, while the task of teachers is not only transferring traditional knowledge but also cultivating talents. Teachers are supposed to explore and develop the potential of students, and traditional mode of education focus on students' mastery of knowledge, ignoring the cultivation of students' comprehensive ability. As a result, students cannot apply theory into practice and teachers cannot play a good role in cultivating students' personality and intellect.

Creative education aims to improve students' comprehensive ability. However, in terms of higher education, China lags far behind and students' innovative abilities are also weaker comparing to developed countries. As is known to all, China's primary and secondary education are far ahead even though there are some veiled criticism on the higher pressure mode, its result cannot be denied. However, concerning higher education, the education quality and results are poor, showing that there are many problems remaining to be solved, especially in terms of creative education.

The education philosophy of creative education is consistent to the goal of improving students' comprehensive ability. They all want to improve students' all-round abilities based on education, which are closely related. The ultimate goal of creative education is quality education which is also the key to cultivate innovative talents. In addition, creative education should take quality education as the base to enrich their life and improve artistic accomplishment and at the same time cultivate students' creative quality as well as creative quality.

**Cultivate Students' Creative Motivation.** The premise of innovation is learning and exploration, education is not to impart knowledge when teachers give idle talk about how important innovation is but to teacher students how to apply knowledge and deeply dig into the theory. This requests teachers to guide and encourage students to learn independently, not only limited to the classroom but also apply theoretical knowledge, take the initiative to explore based on proper learning methods. Students have to be equipped with learning initiative to positively join in study.

So, the combination between teaching philosophy and relevant teaching means will help to cultivate talents adapted to the modern society, which is in line with the educational goals of creative education.

Students' interest in study mainly derives from the contents because interest is the best teacher. When students have interest in learning, students will be more positive to learn and learning motivation training is to cultivate students' thinking ability. The major and learning direction of higher education students are not as same as the teaching contents in primary high school and high school, which will actually trigger a big impact on their career and life. What's more, they will decide what kind of jobs students can do in the future. So, teachers should guide students from this perspective to ignite their learning ability.

In addition, developing students' interest and confidence are important, when students feel the sense of achievement, it will be easier for them to study with interest. Comparing to elementary and primary high school, the major chosen in colleges are different, which is not simple interest but also related to their life. So, the major should be the one they are really interested in, and they have to find their goals during the learning process so that they will have strong learning desire and good habits to make innovation possible.

At present, learning is to study the knowledge summarized by predecessors and students only have the access to learn theoretical knowledge, so they rarely have inference and breakthrough. Someone once did an experiment, teachers came up with a problem with logic problems and students in Chinese classroom started to do various calculation and could not have the result and no one doubted that the question itself was wrong. In the contrast, students in foreign countries told their teachers that the question was wrong when they found out that they cannot have the result. This actually embodies a problem of Chinese education that most of students think that teachers and books will never be wrong, they depend on their authorities without question and breakthrough, which is not conducive to the creative development in China. Learning should not be passive, and authority addiction, the key to improve students' creative ability is to improve their independent thinking abilities.

**Cultivating Students' Critical Thinking Ability.** At the end of the 20th century, the World Declaration on higher education released by UNESCO has an important note, that is one of the missions of 21<sup>st</sup> century education is to cultivate students' critical and independent attitude. At that time, the declaration was soon accepted by the education department of various nations, which indicates that critical thinking training has already become the common educational objectives of higher education worldwide. Critical thinking, as a measure of student's thinking ability and attitude, is one of the core objectives of higher education reform in our country. What's more, the focus of creative education is the cultivation of students' dialectical thinking ability and independent thinking ability, which is conducive to the improvement of students' innovation ability.

The cultivation of students' abstract thinking ability is the primary task of cultivating students' abstract thinking. In primary and secondary schools, students receive education as a group, and they won't dig into the knowledge. Affected by exam-oriented mode, teachers impart knowledge with cramming and evaluate how they understand the knowledge based on the credits they get. Sometimes, when students raise a question, teachers will say that this is not included in the exam and you don't have to pay attention to. Even worse, some students will get criticized when they focus on topics excluded from the exam range. As time passes, students won't take the initiative to think and they pay more attention to the credits, learn what teachers told them to learn. As a result, their ideas are limited, which is not conducive to the cultivation of abstract thinking ability.

In the process of teaching, students' subject status is replaced by teachers, who have absolute authority in class. As a result, students blindly believe in teachers and books without thinking and questioning, which does not improve in colleges. They learn because they want to pass the exam and at the end of each semester, students will commit the contents given by teachers to memory. As a result, students don't have to think, the only thing they have to do is to remember what the teacher say. Based on the above, the quality of higher education is poor so in order to improve the creative ability of students, we have to cultivate students' abstract thinking ability, thus to improve students'

creative ability.

The majority of students are exposed to cramming education in school so their dialectical thinking and critical thinking ability is poor. In the course of higher education, colleges should set courses which can help to improve critical thinking ability which should be paid attention to by teachers and students. Actually, not only in class, we can also cultivate students' critical thinking ability in practical activities. When students encounter problems or difficulties, they will think and start to find solutions. During this process, teachers should guide students to carry out deeper thoughts so as to cultivate their ability to doubt and think.

The formation of critical thinking is beneficial to help students analyze and explore the question deeply from multiple perspectives, judge the thing more objectively when they face problems so as to help them essentially solve problems, improve the learning, working quality.

## **The Implementation Strategy of College Creative Education**

**Comprehensively Improve the Overall Quality of Students.** During the whole process of teaching and learning, students can't be separated from guidance and teachers are powerful assistants to improve students' comprehensive ability. However, how to combine subjectivity and personality is a problem that every teacher should think about. In order to achieve the teaching goal, teachers should think about how to properly set teaching design and plan to take students as the subjectivity and play the important role of students. What's more, they have to think about the differences among students and how to make a balance so as to improve students' comprehensive ability and realize all-round development.

Creative education asks to demonstrate the subjectivity of students, focuses on the practice and emphasizes on students' initiative as well as passion. In order to achieve the teaching goal, teachers should take students' age, major and knowledge level as the starting point and carry out relevant teaching design, which can ignite students' passion to learn. Students' comprehensive quality, includes professional knowledge mastering, humanistic quality, basic knowledge, artistic quality and eloquence cultivation, covering psychological and physical contents, which should be improved.

Creative education asks to pay attention to students' personality cultivation and development, which should start from the major, age and characteristics. Everyone is different with different understanding ability. So, teachers should adopt varied teaching means and establish creative classes based on different characteristics of students.

**Cultivate Excellent Teachers.** The development of education cannot be separated from the efforts of educators and to cultivate an excellent teaching team will be a powerful guarantee. In addition, a teaching team should have cooperation spirit and the implementation of creative education needs cooperation between teachers and students, teachers and teachers, teachers and managers. Furthermore, whether the education result will be satisfied is related to every teacher so the construction of faculties is also an important sector for creative education.

The construction of faculties should pay attention to talents introduction, and talents gathering is the most direct means. By introducing high quality talents, new teaching mode to add new blood to the original teaching team so as to keep education with times and gradually improve the teaching quality of the whole teaching team. What's more, we can also realize creative education through strengthening teaching communication, exchanging teaching experience to have mutual development and adjusting teaching methods.

If education wants to keep pace with times, it should connect to the social development. The ultimate goal of most college students is to have a good job. College creative education should connect with social demand or cooperate with relative enterprises. Colleges can also invite famous entrepreneurs to give lectures so as to let students understand the importance of creative education and strengthen students' desire to carry out innovation.

## Conclusion

In order to break the current dilemma of college education, we have to carry out reform and innovation. We should not only pay attention to cultivate students' creative ability but also teacher's innovative ability. Meanwhile, we have to make good efforts to implement quality education and creative education, help students understand the theoretical knowledge, take effective measures to implement creative education, cultivate learning-based, independent and creative education to finally realize the leap from manufacturing to innovation.

“Research on Humanistic Concern and Psychological Counseling in the Ideological and Political Education of College Students in Shaanxi Province”, A Project funded by the Social Science Foundation of Shaanxi Province, Project No.: 2014M04

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