

# Analysis on the Cultivation Measures of Innovative and Entrepreneurial Talents in Private Colleges Under the New Situation

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**Abstract.** Innovation and entrepreneurship education is a new educational concept in the history of higher education development. It is the starting point for private colleges to carry out the innovation and entrepreneurial education to serve the regional market. This paper analyzes the necessity and feasibility of cultivating innovative and entrepreneurial talents in private colleges and puts forward the cultivation measures of innovative and entrepreneurial talents, including the establishment of decision-making mechanism, establishment of teaching mechanism, establishment of safeguard mechanism and the establishment of evaluation mechanism to provide some references for the relative researchers.

## Introduction

Innovation is generally interpreted as abandoning the old and creating new ones; entrepreneurship is interpreted as the establishment of industry. So, this refers to innovative talents with innovative spirit and innovative ability, can knowledge creatively apply the learned, actively involved in the practice of social entrepreneurship, the spirit of rigorous scholarship and pioneering scientists market entrepreneurship combined to discover and capture opportunities in the fierce market competition, and unremittingly, never yield in spite of reverses efforts and attempts, and thus create a new product or service, to create wealth for the society, the realization of personal value, with their own creative work and make contribution to social development and the progress of human talents. The improvement goal of entrepreneurship education curriculum is to improve the students' entrepreneurial ability level. Entrepreneurial ability is a comprehensive ability of entrepreneurs. Entrepreneurship, the first to have the basic elements of innovation, innovation is the leader of entrepreneurship. If entrepreneurship education lacks innovation elements, it will lose its true value and significance. Therefore, local colleges and universities in the process of entrepreneurship education, we must exploit its innovative elements, focus on the positive effect of innovation elements, focus on training the students' innovative spirit, in order to achieve higher education from "social education" to "employment education" to the goal of "entrepreneurship education" qualitative change. Therefore, local colleges and universities in the teaching syllabus, to integrate into the innovative content; in curriculum structure, should focus on the cultivation of entrepreneurial ability of students entrepreneurial quality of construction; in the curriculum content, to be conducive to the development of students' creative potential; on curriculum objectives, should strengthen the integration of innovation education and entrepreneurship education two, the cultivation of compound talents.

## Necessity and Feasibility of Cultivation of Innovative and Entrepreneurial Talents in Private Colleges

**Necessity.** From a certain sense, entrepreneurship education is the pioneering consciousness and ability of education objects, education, and encourage and guide them in the national industrial policy guidance, actively participate in market competition, the establishment of independent or engaged in various types of economic entities for the purpose of educational activities. However, entrepreneurship is a complex and comprehensive strong entrepreneurial process, involving a lot of

knowledge, such as knowledge management, marketing, financial, legal, tax, and not only by brute courage prompted by a sudden impulse. A person from learning knowledge, accumulation of experience to the output of knowledge, innovation and entrepreneurship often require long-term hard exploration and training, not overnight work can become. As a result of funding, conditions, professional and other restrictions, even if entrepreneurship education is carried out, it is impossible to popularize entrepreneurship among college students. Therefore, we believe that the current entrepreneurship education based on information technology and knowledge economy should have a broader and deeper connotation. Entrepreneurship education courses should be required courses for all students. As for all students entrepreneurship education courses, to achieve the following two objectives: first, to make entrepreneurship education courses to entrepreneurial enlightenment education, through entrepreneurial education courses in Entrepreneurship Education sowed seeds; secondly, basic knowledge about enterprise and entrepreneurship to the students through the creation of entrepreneurship education courses. Entrepreneurship and employment are two different ways of doing things, showing two different qualities of the subject. To carry out entrepreneurship education lies in changing the traditional concept of employment education.

**Feasibility.** The important characteristic of the era of knowledge economy is that the economic growth depends on the dependence of nature on knowledge and science and technology. The development of high-tech industry has become the main decision factors of the international competitiveness of a country, not only need a large number of high-quality, entrepreneurial spirit and creative talents but also need to have an adventurous spirit of entrepreneurs and entrepreneurs. In the era of knowledge economy, the product technology life cycle is shortened, and the short-term demand for product development and innovation as well as the competition between long-term research are intensified. Long term research projects are widely regarded as functional responsibilities of colleges and universities. As the object of entrepreneurship education is for all college students, but the specialty is different, the knowledge framework and expertise will be different, so the required entrepreneurship education also has different needs. In view of this phenomenon, we should also take into consideration the content and method suitable for different majors in the process of entrepreneurship education. Entrepreneurship education refers to the integration of entrepreneurship education with students' major and expertise, and to integrate entrepreneurship education into the general framework of professional courses. Taking the region as the development unit, colleges and universities will guide the direction of college students to local economic development, which is also one of the purposes of entrepreneurship education in local colleges and universities. Entrepreneurship education is reflected in the value of it can not only use the students' professional advantage in promoting entrepreneurship can develop process of professional knowledge learning, but also can effectively achieve the purpose of local economic development.

### **Cultivation Measures of Innovative and Entrepreneurial Talents in Private Colleges**

**Establishment of Decision-making Mechanism.** Entrepreneurship education is a comprehensive system, has a natural connection with the society and the enterprise, so in the establishment of entrepreneurship education institutions in Colleges and universities, we should establish a comprehensive concept, starting from the actual situation of College Students' employment and entrepreneurship, in our country, the establishment of the organization, by the relatively independent school related units and the society people from all walks of life to participate in the. In the enterprise and social resources into the open, harmonious and dialogue together form a virtuous circle system, the establishment of entrepreneurial work leading group, entrepreneurship service center construction carrier, the formation mechanism of entrepreneurship education departments, improve the operation rules, and efforts to strengthen institutional research ability, decision-making ability and the ability to integrate resources. Entrepreneurship education as a joint project, requires more active participation, cooperation, entrepreneurship education from information services, technical advisory services, market guidance services, entrepreneurial talent service, provide a full range of services for students. Local universities should set up entrepreneurship counseling center set up,

composed of teachers, entrepreneurs and other community team of consultants, not regularly for students to teach the new entrepreneurial dynamics, providing business guidance and policy consulting and business management consulting, business held lectures or salon, organization of influential private entrepreneurs and students in dialogue the organization has the entrepreneurial intention of students to visit, business practice, testing and training, organization of students to submit the entrepreneurial project review. This can help and support students to change their employment concept, set up entrepreneurial aspirations, and learn entrepreneurial skills.

**Establishment of Teaching Mechanism.** Effective curriculum system of entrepreneurship education is the support of achieving the purpose of entrepreneurship education. The aim of entrepreneurship education and entrepreneurship education is different, and the curriculum system should be differentiated. In the process of entrepreneurship education. This kind of course can make the students widely read and master the knowledge, thinking and technology of different subjects, which is beneficial to the improvement of the quality of the students' entrepreneurship. Again is a combination of disciplines, design reflects the regional economic characteristics of entrepreneurship education curriculum, namely special courses, these courses under the background of regional economic development needs and regional economic resources, entrepreneurship education thought and content effectively penetrate to the professional courses, or effectively mining, in the professional courses of the development of entrepreneurship education the content of training, different industries entrepreneurial education goals for regional economic development. It is also conducive to the cultivation of different professional talents, truly respect the students personality development. Local universities have begun to pay attention to the regional economic characteristics, and bring their own development into the overall planning of regional economic development, so as to realize the regionalization development of higher education.

**Establishment of Safeguard Mechanism.** Faculty is the key to the teaching of entrepreneurship education. The teacher's knowledge, experience and experience determine the effect of classroom teaching to a great extent. As a new concept of education, entrepreneurship education needs to build a contingent of teachers with a large quantity and high quality. On the one hand, through the practice of the integration of production, research and research, teachers are allowed to go deep into high-tech enterprises, experience the process of entrepreneurship, and provide entrepreneurial education capability. On the other hand, we can absorb some veteran people who have both entrepreneurial experience and academic background, and take part time teaching and research work, and participate in the project of entrepreneurship education in Colleges and universities by short-term lectures. Carrying out entrepreneurship practice can deepen students' perceptual knowledge of entrepreneurship. In the process of implementing entrepreneurship education, we should pay attention to and strengthen students' entrepreneurial practice. We can carry out a variety of activities, such as entrepreneurship program competition, visiting entrepreneurial enterprises, simulation enterprise management, holding entrepreneurial salon, establishing entrepreneurial practice base and so on. On the one hand, to cultivate students' interest in entrepreneurship, and to enhance their entrepreneurial experience. On the other hand, it can test the students' knowledge and skills of starting an undertaking. Create a healthy entrepreneurial culture in the campus, use the school radio, school newspapers and window publicity tools, and vigorously publicize the significance and value of entrepreneurship, stimulate students' entrepreneurial passion. We use campus culture construction, create campus entrepreneurial microenvironment, build campus incubator Park, and create different characteristics of entrepreneurial culture. According to the training of application-oriented talents and targeted education and training requirements of students, an innovative, reasonable and dynamic entrepreneurship education, training system and campus culture should be established.

**Establishment of Evaluation Mechanism.** The evaluation index of entrepreneurship education mainly includes the following aspects: the school is equipped with professional teachers, entrepreneurship education entrepreneurship education course teachers received professional training courses in Entrepreneurship teachers who have abundant experience and entrepreneurial experience is successful, whether teachers can skillfully use some appropriate case teaching, teachers the teaching in the process of teaching content is consistent with the idea of entrepreneurship. The

purpose of establishing an entrepreneurship education support evaluation system is to effectively evaluate the resources and qualifications provided by the organizations in the process of entrepreneurship education. The effective evaluation of entrepreneurship education model can not only provide educational feedback for schools, but also play a role in monitoring the quality and publicity of entrepreneurship education and expanding the impact of entrepreneurship education. From the following points to set the right to review. From the project itself innovation, suitable curriculum evaluation, teacher's qualifications and papers, the social impact of the project, the achievements of alumni, alumni, enterprises and so on. Including innovation, entrepreneurship, training, the whole process, including the results. Particular emphasis should be placed on the introduction of third party intermediaries to investigate and obtain data, and to assess the development of entrepreneurship education at the two levels of institutions and society. The evaluation experts may include school evaluation experts, vice presidents in charge of teaching, deans of colleges and universities, and experienced teachers.

## **Conclusion**

The construction of innovation and entrepreneurship education system in private colleges is a systematic project, which requires not only the scientific decision-making of the corresponding management departments, but also the resources and information from all walks of life. Innovation and entrepreneurship education is a challenge for private. Private colleges should make efforts to build an innovation and entrepreneurship education system to provide a solid human support for the development of regional economic and social sciences.

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