

Research on the Problems and Causes of Innovation and Entrepreneurship Education in Application-Oriented Universities

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Abstract. The cultivation of innovative talents is the support for the formation of an innovative country, and the cornerstone of the transformation from the “manufacturing country” to the “intelligent manufacturing country”. Innovation is an inexhaustible motive force to enhance our country’s international competitiveness and promote economic and social development. Colleges and universities are the cradle of training talents and the important base for the growth and development of college students. As a new mode of cultivating talents in higher education in China, the application-oriented universities provide innovative and professional talents for social development. Its purpose is to adapt to the needs of the development of the socialist market economy and to build a national innovation system. In recent years, a large number of universities have taken the cultivation of the high-quality and comprehensive innovative talents as the focus of reform. The main way is to reform the talent training mode and strengthen the construction of teaching staff. Based on the actual situation of higher education, this paper analyzes the problems and causes of innovation and entrepreneurship education in application-oriented universities, and based on this, deeply explores new ways of the reform of the innovation and entrepreneurship education in application-oriented universities.

Introduction

In the 19th CPC National Congress, it is pointed out that the innovation is the first driving force to lead the development and the strategic support for the construction of a modern economic system. Throughout the current international and domestic economic development situation, the lack of innovative talents is an important factor for the limitation of the development of a country. Education is a foundation of a nation, as Mr. Liang Qichao said: “resourceful youths lead to a resourceful nation; strong youths lead to a strong country”[1]. From the present stage of the development of innovation and entrepreneurship education, there has not been a substantial breakthrough. The main reason is that the talent training mode can not be innovated. In order to strengthen the research on innovation and entrepreneurship education, first of all, we should comprehensively grasp its basic connotation, and then make some practical and feasible plans according to its development.

Problems and Causes of Innovation and Entrepreneurship Education in Application-Oriented Universities

An Overview of the Connotation of Innovation and Entrepreneurship Education. Innovation and entrepreneurship education is to combine innovative education, entrepreneurship education and student professional development education, and train young generation of college students with innovative thinking and quality and entrepreneurial skills in the new educational mode. In view of the composition of innovation and entrepreneurship education, it mainly includes two aspects: innovation and entrepreneurship. However, there are both differences and similarities between the two aspects. The difference is that the spirit of innovation is to cultivate students’ attitude and spirit to dare to forge ahead and dare to try. However, the entrepreneurship education pays more attention to improving students’ thoughts and methods, and emphasizing action changes[2]. There is also a

connection between innovation education and entrepreneurship education. They are mutually integrated and permeated, and are indivisible dialectical unity. It is their inseparable relationships that bind them together.

Problems and Cause. The first point is the lack of awareness of innovation and entrepreneurship education. Education is the basis of national development, and it is becoming more and more important in the national economy. In recent years, China has strongly advocated the development of innovation and entrepreneurship education in application-oriented universities, but due to its short development time, some university teachers and students have little cognition of innovation and entrepreneurship education. It mainly includes the following aspects: The first is that the way of education is too stylized. Some college teachers pay too much attention to imparting knowledge and even imparting for the sake of imparting. The second is the separation teaching of innovation and entrepreneurship education. They only pay attention to theory or practice, which can not promote the rapid growth of students. The third is the lack of cognitive concept of innovation and entrepreneurship education of the personnel of relevant departments in universities and young college students. They do not really recognize the significance of innovation and entrepreneurship education to the individual growth of college students and social development. They just deal with it as a task.

The second point is the lack of diversity of the teaching form[3]. From the current situation of the development of innovation and entrepreneurship education in colleges and universities, it lacks diversified teaching forms, pays too much attention to the teaching of theory and lacks practical teaching. Even if the practice teaching is carried out, it is also around the community activities and simulation activities, which does not really go deep into the market and lacks the association with the society, so that the enthusiasm of college students to the innovation and entrepreneurship education can not be really stimulated. In addition, some application-oriented universities have completely copied the educational model of other colleges and universities in carrying out the innovation and entrepreneurship education. Such a simple phenomenon of copying and pasting causes the lack of attraction in the teaching form of innovation and entrepreneurship in universities, resulting in vicious competition between universities, which eventually leads to waste of resources.

The education method that combines the classroom teaching and practical activities is more acceptable to young college students, and it can also stimulate students' interest in learning. However, in the actual innovation and entrepreneurship education, this teaching method is difficult to carry out. Students get more knowledge of innovation and entrepreneurship through the way of classroom teaching and competition. From this situation, it is easy to see that the teaching methods of innovation and entrepreneurship education in our application-oriented universities can not meet the needs of college students.

The third point is the lack of the teaching staff of innovation and entrepreneurship education in application-oriented universities. The high quality teachers' team is an important guarantee for the development of innovative and entrepreneurial education. From the present situation of the construction of talents in colleges and universities in China, the teaching staff is relatively scarce, the new generation of teachers is insufficient, and the education concept is outdated and not original. In the new era, the development of innovation and entrepreneurship education in the application-oriented universities requires teachers to have solid theoretical knowledge and expand and supplement relevant concepts in educational practice. In addition to solid theoretical knowledge, teachers are required to have some experience in entrepreneurial practice, enrich students' knowledge in the form of the combination of their own theory and practical experience, and provide guidance for students. However, in the actual innovation and entrepreneurship education, teachers with theoretical and practical experience are still relatively scarce. From the current situation of teachers in application-oriented colleges, part of them are part-time teachers. On the basis of their own professional teaching tasks, they should allocate more energy to innovation and entrepreneurship education courses. Because of the lack of professional knowledge, unfamiliarity with the content of teaching materials and the limited energy of teachers, the innovative and entrepreneurial education can not be effectively carried out.

The Way of Future Development of Innovation and Entrepreneurship Education in Application-Oriented Education

The purpose of innovation and entrepreneurship education in application-oriented universities is to cultivate comprehensive and high-quality innovative talents needed for the construction of socialist modernization. This is not only the growth target of every young college student, but also the goal of training the talents of the colleges and universities. The author believes that the future development of innovation and entrepreneurship education should be analyzed from the following aspects:

Taking the Correct Idea of Innovation and Entrepreneurship as the Guide. The correct theoretical guidance indicates the way for the development of innovation and entrepreneurship education in colleges and universities. In order to realize the long-term development of the innovation and entrepreneurship education, we must establish the correct idea guidance and have a clear orientation to the innovation and entrepreneurship education.

The first point is the creative idea of education. In the traditional college education concept, the idea of adaptive education is dominant, and the adaptive education concept is very harmful to the cultivation of students' creative thinking and innovative spirit. The innovation and entrepreneurship education of the application-oriented universities has set up a different road to the development of the students, and guides the students with the idea of innovation and entrepreneurship.

The second point is to learn from the experience of innovation and entrepreneurship education in application-oriented universities. On the basis of exchanging experience and drawing lessons from each other, they should draw on each other's strengths and complement each other. The innovation and entrepreneurship education, as a new type of education model, needs to be perfected on the basis of a complete curriculum system. After a long period of development, the innovation and entrepreneurship education system in some schools has become perfect, while some application-oriented universities are on the path of exploration. Therefore, the exchange and study between the various application-oriented universities can effectively improve the teaching mode and development level of the innovation and entrepreneurship education in the university.

Building a Perfect System of Innovation and Entrepreneurship Education. The perfect system is the important guarantee for the development of innovation and entrepreneurship education. According to the corresponding requirements of students' professional development, we should constantly integrate into practice sessions in professional learning, and guide students to do their own operation, so that students can learn to think in the process of self operation and practice, and gradually cultivate awareness of innovation and entrepreneurship. The professional theory is just the guidance. Under the guidance of teachers, students gradually understand the essence of the common sense of the independent innovation and entrepreneurship through daily accumulation. On the basis of mastering the corresponding theory and practice methods, practical innovation based on theory is realized to improve students' comprehensive quality and comprehensive ability, so that college students can take advantage of future employment.

The perfect system is the basis of innovation and entrepreneurship education, and the purpose of establishing the system is the standardization. Continuous standardization of curriculum system and system construction is the inevitable development path of innovation and entrepreneurship education in application-oriented universities.

The Combination of the Theory and Practice of Innovation and Entrepreneurship Education. The realization of the "Chinese dream" needs to be guaranteed by innovation, and the modern society needs innovative talents to constantly change the traditional understanding and create new equipment. However, the innovative entrepreneurs need to be fearless, aggressive, daring and adventurous. The innovation and entrepreneurship education is the concretion of the innovation spirit and the innovation consciousness, and practice is an important sign to test the true knowledge. In order to realize the transformation of innovation to entrepreneurship, it needs to be tested with practical activities. In order to cultivate students' application ability, innovation and entrepreneurship education mainly focuses on training students' knowledge, comprehensive quality and specific training plan for different students, and it is based on the combination of ideas and

practice to cultivate high-quality skilled talents.

The first point is to set up the standards for the training of talents and the evaluation of the curriculum. Colleges and universities should strengthen the connection with the government and enterprises, and seek more opportunities for students to practice. According to the reality of the students, they should set up a professional training program, set up a reasonable standard of curriculum evaluation, refine the content of innovation and entrepreneurship education, actively explore new modes of joint training of talents by schools and enterprises, attract social excellent talents to participate in innovation and entrepreneurship education in universities, and provide strong talents support for the development of socialist economy.

The second point is to strengthen the intercommunication and exchange of the research results of school-enterprise innovation. In order to improve the development level of the region, we should enhance the sharing of research results, strengthen the strong combination between universities and enterprises in the region, and find out in-depth cooperation between schools and enterprises or groups. Students go into the enterprise with the role of exchange internship, and communicate and cooperate with enterprise technicians for technical services, technology transfer and technical research, which has a positive effect on students' mastery of professional skills and their ability to innovate. For the enterprise, the talents needed for the development of the enterprise in the early stage should be trained. When they enter the enterprise after graduation, they are also helpful to the development of the enterprise.

In conclusion, universities should take the classroom teaching as the main body and practice on the basis of theoretical study to cultivate students' thinking ability and innovative ability in practice, and cultivate students' ability to solve problems practically. The cooperation between universities and enterprises should be strengthened, and the ability of students to innovate and start their own business should also be enhanced through practical activities outside the school. In addition, colleges and universities should also highlight the dominant position of students, fully recognize the advantages of the integration of innovation and entrepreneurship education with their own majors, and constantly deepen education, and also based on perfecting curriculum system and determining teaching contents, they should constantly update personnel training programs.

Conclusion

On the basis of the analysis of the problems and causes, the author finds out a new way for the development of the innovation and entrepreneurship education in application-oriented universities. Theory is the basis of practice, innovation education is the foundation of entrepreneurship education, and the success or failure of entrepreneurship education is the direct feedback to innovation education. The related concepts of innovative education need to be completed through a carrier—entrepreneurial practice. It can be said that the innovation education and entrepreneurship education promote each other and develop together, aiming to cultivate innovative talents for our modernization construction.

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