

## **Practice and Reflection on Innovation and Entrepreneurship Education in Medical Colleges and Universities in China**

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**Abstract.** The rise of the knowledge economy makes the international core competitiveness gradually manifest itself as the cultivation, configuration and regulation of human resources and knowledge, as well as the ownership of intellectual property. Knowledge to promote economic development is based on high-quality innovation and entrepreneurial talents. This article discusses this from the medical universities, and proposes that the construction of innovation and entrepreneurship education model in medical colleges and universities must meet the needs of the era and social development. Research on innovation and entrepreneurship education is of great significance to medicine. It also studies the reform of teaching methods and teaching contents in practice and exploration, and carries out medical students' innovation and entrepreneurship practice activities, so as to build an innovative model of entrepreneurship education in medical colleges. It is hoped that the paper will help medical colleges to carry out innovation and entrepreneurship education.

### **Introduction**

As a new educational concept, innovation and entrepreneurship education is not a simple superposition of innovation education and entrepreneurship education, but it is beyond the reach of innovation education or entrepreneurship education in terms of concept and content. The core of innovation and entrepreneurship education is to cultivate the innovative spirit and entrepreneurial ability of college students, guide the colleges and universities to constantly update the concept of education, reform personnel training model, reform the content of education and teaching methods, integrate talent training, scientific research and social services closely, realize the shift from focusing on knowledge to paying more attention to ability and quality, and improving the quality of personnel training. Innovation and entrepreneurship education has become a new trend in the reform and development of modern higher education. The cultivation of innovative and entrepreneurial talents in medical colleges and universities meets the needs of the times and society and is of great significance. This article analyzes the current situation and existing problems of the innovation and entrepreneurship education in medical colleges and universities in China from the aspects of practice and exploration in the field of medicine, reform of teaching methods and teaching contents, and development of innovative entrepreneurship practices for college students. And it puts forward feasible plans to improve colleges and universities in innovation and entrepreneurship education.

### **The Significance of Medical Students' Innovation and Entrepreneurship Education**

Innovation is the core and basic point of the overall development. It is particularly important for undergraduates in medical colleges and universities that promote the development of national medical and health services, with high technological content and strong frontiers to cultivate their innovative and entrepreneurial abilities.

**The Inevitable Trend of Chinese Medical Education Going Globalized.** Medicine is a science that spans race and region. Whether it is dark skin or yellow skin, the concepts and methods for diagnosis and treatment of the same disease are the same. Therefore, medicine needs joint research and common development. Medical education should be in line with international standards. It

should pay attention to cultivating students' international perspectives. It is necessary to train medical students to have great love across the race. They must learn from the excellent experiences and practices of various countries in the diagnosis and treatment of diseases and do their best to reduce the disease. Harm to human health

**The General Trend of Economic and Social Development.** Under the current environment of China's current entrepreneurial wave of "Mass Entrepreneurship and Innovation", the cultivation of innovative medical personnel is the main task of medical colleges and universities. The organic combination of medical education and innovation and entrepreneurship education is to retain more excellent medical talents rather than encourage them to give up their professionalism and seek others. Therefore, innovation and entrepreneurship education in medical education should focus on the idea innovation and technological innovation based on the position, instead of leaving the medical profession to start a company and other simple businesses. The innovation and entrepreneurship curriculum should be organically integrated with the medical professional education to help medical students better learn medical knowledge, improve practical skills, and better serve human health protection.

**Inexhaustible Motivation to Promote Medical Development.** Medicine is created and developed by humans in the long-term struggle against diseases. In its long course of development, it has gone through the processes of primitive medicine, ancient empirical medicine, modern experimental medicine and modern medicine. Since ancient times, the development of Chinese medicine has made tremendous contributions to the development of the world's medicine. However, at present, the development of traditional Chinese medicine has lagged behind Western medicine. There are cognitive problems among the masses, and there are also problems with Chinese medical education. In the final analysis, it is the phenomenon of traditional Chinese medicine, which is serious in recent years and lacks innovation. To carry forward Chinese traditional medicine is the glorious mission of our generation. Medical education needs to conform to the development of the times, advance with the times, update the educational concept, update the training model, and update educational content. Medical education should be based on improving job competencies, pursuing educational content through goals, improving the pertinence and effectiveness of education, and advancing the rapid development of medical education.

**The Inner Drive of Medical Students' self-value.** With the progress of the times, Chinese medicine has also shown a trend of rapid development. In addition to fulfilling the mission of helping the sick and helping patients resolve their ailments, doctors also shoulder the mission of protecting the physical and mental health of the people and improving the quality of life of the people. Medicine has begun to develop in the direction of daily life, and has gradually penetrated into all areas of people's lives, such as health care and mental health. The services provided by doctors in this process are no longer simply technical services but have become social. service.

### **The Predicament of Innovation and Entrepreneurship Education in Higher Medical Colleges in China**

Many medical colleges and universities are looking for new measures that can take the wind and waves in this tide of education for innovation and entrepreneurship. Because of the high Innovation and entrepreneurship education in medical colleges and universities is still in the stage of crossing the river and it is facing many practical difficulties.

**The Lack of Ideas for Innovation and Entrepreneurship Education in Medical Colleges and Universities.** At present, some medical colleges and universities lack the emphasis on innovation and entrepreneurship education, and believe that innovation and entrepreneurship education is nothing more than training entrepreneurs, solving employment pressure, increasing employment rates. In the concept of education, using innovation and entrepreneurship education as a short-term behavior to solve the current employment difficulties in medical colleges and universities, it is considered to be an auxiliary content in promoting the assessment of school employment rate. Even in medical colleges that have set up innovative medical education courses for undergraduates, when teaching, most of them are introductions to the entrepreneurial competitions such as the "medical

electronic design” and “Challenge Cup” and the transfer of preparation experience, and they are overly focused. Emphasis on innovation and entrepreneurship is to accumulate wealth, and it does not establish the correct concept of innovation and entrepreneurship education for medical students.

**The Innovation and Entrepreneurship Education System of Medical Colleges and Universities is Incomplete.** A sound education system must include theoretical systems, curriculum systems, and faculty. The theoretical system of innovation and entrepreneurship is a system formed after the integration of the theoretical knowledge of innovation and entrepreneurship education in medical colleges. Some of the teachers engaged in innovation and entrepreneurship education in medical colleges and universities are administrative workers, college part-time counselors, and teachers who teach medical knowledge “half-way”. They do not have a solid theoretical knowledge, and they do not have the victorious or unsuccessful entrepreneurial experience. The teaching methods are “full house irrigation” and “spoon-feeding”. Medical students need to face the arduous content of medical studies. Without a professional teaching staff, they can’t stimulate the entrepreneurial enthusiasm of medical students, and can’t give medical students timely answers and help in the difficulties encountered in the entrepreneurial process.

**The External Environment of Innovation and Entrepreneurship Education in Medical Colleges and Universities is Immature.** At present, the external environment for innovation and entrepreneurship education in China is still not mature. Although the government has introduced a series of policies, there are still a series of problems. The first is insufficient funding. If “two opinions” are the helmsman of innovation and entrepreneurship education in medical colleges, then sufficient funding support will be the voyage of sailing. Investment cannot meet the needs of the constantly emerging entrepreneurial bases and educational institutions. The second is the lack of relevant policies. At present, the relevant policies for the promotion of innovation and entrepreneurship in institutions of higher learning need to be improved. Third, related laws are not sound. With the development of industrialization of science and technology, many significant scientific research achievements have emerged in medical colleges and universities, but the legal issues facing the use of these scientific research achievements in the process of entrepreneurship have been continuously highlighted. Awareness and market awareness of medical students in medical colleges and universities are weak, and their legitimate rights and interests have been violated. This has seriously dampened the enthusiasm of medical students to start their own businesses.

### **The Practice of Constructing Innovative Mode of Entrepreneurship Education in Medical Colleges and Universities**

**Building a Complete System of Medical Courses.** Medical education is a relatively systematic system. There is a close connection between basic courses and basic courses, clinical courses and basic courses. At present, medical colleges and universities in China will follow the traditional principle of “discipline-based” when setting up courses. The clinical disciplines and basic disciplines are clearly defined. This can easily cause theoretical and practical disengagement, basic and clinical separation, resulting in duplication of some disciplines, and at the same time the phenomenon of being out of touch with cutting-edge knowledge. The establishment of an innovative model for entrepreneurship education follows the requirements of the new integrated curriculum and breaks through the boundaries between disciplines. Each part is organically linked. In particular, it is necessary to link clinical disciplines with basic disciplines, and to innovate the syllabus for the new curriculum and teaching content. Some courses have been integrated to eliminate duplication of content, not only to link content but also to reduce the number of hours spent. By transforming the teaching mode, students can be motivated, their clinical ability and hands-on ability can be cultivated, and their practical experience can be accumulated. Thus, comprehensive quality talents with innovative spirit, solid theoretical foundation and practical ability can be cultivated.

**Building an Innovative Teaching Method System.** (1) Make full use of all media information means. The use of pictures, audio, video and other means in the humanities and social sciences

classroom teaching has become a common practice. The innovation and entrepreneurship courses in medical science are not only a skill course, but also have the characteristics of the humanities curriculum.

Teachers can insert film and television works and celebrity images and other materials during the demonstration of teaching courseware, and convey information and demonstrate ideas in a more vivid way than language.

(2) Tailor more interactive sessions. The teaching of medical science has always been based on theoretical learning combined with practice. Teaching interaction is mainly realized in the form of question and answer. Innovation and entrepreneurship classrooms can increase the interaction between teachers, students, classmates, and classes, mobilize the atmosphere of the classroom, learn the enthusiasm of innovation and entrepreneurship, and improve the interpersonal communication skills of students in various exchanges, and promote their overall quality.

**Establishing a System of Innovation and Entrepreneurship Practices.** Develop project-based learning. In order to promote the development of innovation and entrepreneurship education at China Medical University, the school allocates funds each year to set up an “academic innovation project for college students” to create an environment for students to use their spare time for scientific research training, and to create opportunities for students to participate in the research work of teachers’ research groups. To enable students to master the latest trends in their professional aspects and to enhance their own innovation awareness and ability through personal practice. And make full use of student organizations to carry out innovation and entrepreneurship practices. The relevant teachers of China Medical University also regularly instruct students’ associations to carry out corresponding activities according to their own characteristics. With the “College of Science and Technology for College Students” as the lead unit, encourage each entrepreneurial team to carry out innovation and entrepreneurial activities according to their own characteristics, and provide strong financial support. The activity adopts the project leader system. The operation process includes event planning, teacher review, concrete implementation, summary and evaluation. Through various activities, students’ self-education and self-development can be achieved and their entrepreneurial ability can be improved.

## Summary

From the perspective of the current development of medical education worldwide, only entrepreneurial education and professional education are closely integrated, and entrepreneurial innovation models are established in courses such as setting up courses, educational thinking, learning methods, teaching methods, and learning means, and the ability to innovate is cultivated. Strong talents can improve the quality of medical personnel in China as a whole. The innovation and entrepreneurship education in medical colleges has a long way to go and needs to be highly valued and long-term. Governments and colleges must not only give strong support in policies, but also upgrade and optimize hardware and software equipment. At the same time, the government also needs to increase the capital investment and service support; institutions need to make great efforts in the strength of teachers, textbook compilation, appraisal and assessment, and entrepreneurial practice, so as to fully utilize the educational advantages of innovation and entrepreneurship. So it can improve the level of innovation and entrepreneurship education in medical colleges.

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