

On the Integration Path of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities

Feng-Xiang JIANG¹, Da-Peng REN²

¹Xi'an Peihua University, Xi'an Shaanxi 710125

²Xi'an Eurasia University, Xi'an, Shaanxi, 710065

Keywords: Colleges and Universities, Innovation and Entrepreneurship Education, Professional Education, Integration.

Abstract. The cultivation of innovation spirit and entrepreneurial ability is the soul of the development of a country or a nation. In 2015, the government of China put forward the strategy of "innovation-driven development" and "Mass Entrepreneurship, Mass Innovation" strategy, to encourage college students to innovate and start-up, which is still a national strategy. College enrollment expansion increases the number of students; it is also a huge employment pressure. Through the integration of innovative entrepreneurship education and professional education, to improve the effectiveness of innovation and entrepreneurship education, and combining professional education, cultivate the spirit of pioneering innovation, entrepreneurial awareness, and entrepreneurial psychology; innovation entrepreneurial talents should have comprehensive knowledge and entrepreneurial ability.

Introduction

Innovation and entrepreneurship education as a new talent training mode, the western developed countries put forward and tried to develop in the early 1980s. Entrepreneurship education, as an educational thought, was first put forward by Colin Boer in 1989. In 1998, the United Nations Scientific, Educational and Cultural Organization (UNESCO) put forward "to facilitate the employment of graduates, cultivate entrepreneurial skills and initiative"; Benson Business School has carried out theoretical and practical research on the educational model. However, the innovation and entrepreneurship education in our country began in the 1990s and has not yet formed a more mature and systematic mode of entrepreneurship education. The innovative entrepreneurship education in colleges and universities and the innovative entrepreneurial activities of college students are still in the stage of development and research. Compared with foreign countries, innovation and entrepreneurship education started relatively late in China. With "Mass entrepreneurship, Mass innovation" has become a national development strategy, and the State Council regards innovative entrepreneurship education as a breakthrough in deepening the reform of higher education, colleges and universities throughout the country have attached importance to innovative entrepreneurship education for college students. Many scholars also began to enter innovative entrepreneurship education research. From the existing literature, the contents of the research on the integration of innovative entrepreneurship education and professional education mainly focus on the necessity and importance of the integration of the two, the current situation and problems of the integration of the innovative entrepreneurship education and professional education, the path of the integration of innovative entrepreneurship education and professional education and so on. Shao Yuehua (2016) put forward the necessity of the integration of innovative entrepreneurship education and professional education in the research of effective integration path between innovative entrepreneurship education and professional education in higher vocational colleges. It is believed that the integration of innovative entrepreneurship education and professional education is the inherent requirement of talents training in higher vocational colleges of finance and economics, and the integration of the two can enhance the effectiveness of innovative entrepreneurship education and effectively improve the quality of personnel training. To realize the educational idea of "doing what you learn" in higher vocational colleges, and to

effectively promote the students' ability to develop in the workplace. Zhang Bao-sheng, Zhang Siming (2016) holds that colleges and universities should integrate the idea of entrepreneurship education into all aspects of teaching plan making, teaching content updating, teaching method reform, etc. The existing literature has involved innovative entrepreneurship education and professional education integration path, but the relevant studies are relatively macro, lack of innovative entrepreneurship education and professional education of the specific integration of the specific path, especially the case study is less.

The Necessity of the Integration of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities

At the 2016 Chongqing Symposium on the Development of Innovation and Entrepreneurship Education, Li Jiahua, director of the China Institute of Entrepreneurship Education of the Ministry of Education, gave a speech on the theme "Collaborative Innovation-solving the problem of lack of Resources for innovative Entrepreneurship Education". He thinks that the key way to solve the problem of entrepreneurship education in colleges and universities is to carry out four deep integration, first, the deep integration of innovative entrepreneurship education and quality-oriented education, and secondly, the deep integration of professional education and innovative entrepreneurship education. Then there is the deep integration of theoretical teaching and practical training, and finally, the integration of internal and external resources, and the combination of school-based characteristics. The goal of cultivating innovative and entrepreneurial education talents is to have a broad vision, decisive decision-making ability, dare to do it, to use it in innovation, and to have the spirit of social contract, with strong economic mind, good interpersonal and communication skills, management and management skills, from simple employment to job creation to meet the needs of economic transformation and development. This paper explores the fusion path between various majors and innovative entrepreneurship education, improves the quality of talent training, promotes students' employability, and promotes the realization of educational goals.

The Current Situation and Existing Problems of the Integration of Innovative Entrepreneurial Education and Professional Education in Colleges and Universities

Professional education and innovative entrepreneurship education are two indispensable aspects of university education. Although our country attaches great importance to and vigorously carries out innovative entrepreneurship education, the current situation that innovative entrepreneurship education and professional education in colleges and universities are separate from each other, resulting in the independent operation of innovative entrepreneurship education from the professional education system. Professional field is the field of students' Professional, and professional study and practice lay a good foundation for students to carry out innovative and entrepreneurial activities. There are still many problems in the development of innovative entrepreneurship education, especially the lack of deep integration with professional education, which seriously restricts the development of innovative entrepreneurship. The innovative entrepreneurship education is divorced from the talent training program in colleges and universities, and forms the "two skins" of innovative entrepreneurship education and professional education. Professional education is an important carrier to cultivate students' entrepreneurial consciousness, innovation and entrepreneurial ability. Many colleges and universities have deviated from the training programs of professional talents in the curriculum of innovative entrepreneurship education, and equate innovative entrepreneurship education with the practice of a few people. It pays attention to their participation in entrepreneurial practice activities and neglects the development and practice of entrepreneurship courses which are integrated with professional courses. Even though some colleges and universities offer relevant courses of innovative entrepreneurship education, they often have problems such as limited number and single form. The survey found that, in the innovation and entrepreneurship competition, the challenge cup competition, the career

planning competition, In large-scale competition activities such as professional skills competitions, only the works of the innovation and entrepreneurship competition with fewer college students have a connection with the major they have studied, and most of the works are divorced from professional knowledge and are out of line with professional skills. The professional knowledge learned has not been used effectively. Innovative entrepreneurship education and professional areas lacks knowledge sharing and integration.

Analysis of the Reasons for the Problems in the Integration of Innovative Entrepreneurial Education and Professional Education in Colleges and Universities

"The idea of innovative entrepreneurship education lags behind, the combination with professional education is not tight, and it is out of touch with practice and the "outstanding problem that cannot be ignored" is in innovative entrepreneurship education in colleges and universities of our country at present.

The Development Time of Innovation and Entrepreneurship Education in Colleges and Universities is short

Because of the relatively short period of development of innovative entrepreneurship education in China and the less experience it can accumulate, it mainly draws on the practice of other universities and does not combine the professional development of its own schools. Innovative entrepreneurship education and professional education are not effectively integrated in practical application.

The Idea of Innovation and Entrepreneurship Education in Colleges and Universities Lags Behind

Relevant research data show that the success rate of college students using professional knowledge for innovation and entrepreneurship is very low. When developing innovative entrepreneurship education, colleges and universities neglect to explore effective ways to solve the deep integration of innovative entrepreneurship education and professional education, it is difficult to improve the effectiveness of innovative entrepreneurship education, and cannot effectively promote the successful practice opportunities of college students' innovative entrepreneurship.

The Path to Deepen Integration of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities

This paper provides a systematic approach to the integration of innovative entrepreneurship education and professional education. It is believed that the school needs to make full use of the government policy and the platform set up to integrate the innovation and entrepreneurship education with the professional education depth to build a new professional training system to improve the students' employability and improve the employment rate of the school. School running characteristics, molding quality brand.

Fostering System Guarantees Interactive Integration

Colleges and universities should conform to the situation of social and economic development, fully realize the importance and urgency of the reform of innovative entrepreneurship education, put it in the strategic position of cultivating innovative and entrepreneurial practical talents for the country, and integrate it with the depth of professional education. According to the social needs and professional objectives, it is necessary to renew talent training model. Taking the social demand as the direction, the specialized discipline system is constructed, the practice training platform is widely built, and the cooperative innovation and joint education mechanism is established. It is necessary to establish and improve the curriculum system in line with the objective orientation of innovative and practical talents training. On the basis of professional education, teachers are encouraged to open innovative entrepreneurship courses, interdisciplinary, cross-college courses,

and constantly expand the quality of curriculum resources. It is important to renew teaching methods and assessment methods. To establish individualized teaching management system, to encourage teachers to adopt interactive teaching method of participation, discussion and heuristics, and to cultivate students' consciousness of innovation and entrepreneurship and the spirit of independent thinking. The management mechanism of innovative entrepreneurship education should be straightened out, and the curriculum of innovative entrepreneurship education should be governed by the educational administration department. At the same time, the integration of professional education and innovative entrepreneurship education should be regarded as the important content of teaching evaluation.

Professional Teacher-led Interactive Integration

Professional teachers with professional knowledge and skills can provide a good professional foundation, ideological guidance and technical support for innovative entrepreneurship education. Through the innovation of classroom teaching form, professional teachers can impart professional knowledge into innovative entrepreneurial cases at the same time, give full play to the main role of classroom teaching, and create subjective conditions for the cultivation of innovative talents. To improve the ideological understanding of professional teachers is necessary. We should strengthen the training of professional teachers on the necessity of the integration of innovative education and professional education so as to make them realize the importance of the integration of the two to the cultivation of college students. In classroom teaching, the cultivation of innovative entrepreneurship is integrated into professional education. Professional teachers actively develop innovative entrepreneurial cases related to their major, and stimulate and cultivate students' awareness of innovation and entrepreneurship in the form of case studies. To change the evaluation mode of professional teachers is a trend. The integration of professional education and innovative entrepreneurship education in classroom teaching is regarded as an important indicator of teachers' assessment and evaluation, and the sense of mission and responsibility of professional teachers to innovative entrepreneurship education is enhanced.

Promotion of Interactive Integration between Teachers of Industry and Education

The cooperation mode of production and teaching teachers can build the bridge between universities and society, let college students face the real production scene of enterprises, and integrate professional knowledge into the real economic activities. Two ways can be used: first, the introduction model. Select excellent professional teachers as internal mentors, focus on training students' learning ability, employ excellent professionals as external mentors, focus on guiding students to improve practical operations, innovative entrepreneurial ability. Two-teacher fusion, two-pronged approach, professional education and innovation education close integration. Second, go out mode. Colleges and universities set up practical training platform carry out socialized cooperation of production, study and research, encourage students to participate actively in scientific research projects, practice, and social practice and so on, which is based on "modern apprenticeship system". In order to meet the needs of enterprises and meet the standards of professional qualifications, through the deep participation of schools, industries and enterprises and the joint guidance and joint training of teachers inside and outside the schools, we can apply the professional knowledge we have learned to practice and improve the students' technical skills, application practice and innovative entrepreneurial ability.

Summary

In a word, under the background of "mass entrepreneurship and innovation", colleges and universities in our country should carry out multi-level and deep reform in view of the problems existing in the integration of innovative entrepreneurship education and professional education, so as to realize the organic integration of innovative entrepreneurship education and professional education. To modify the talent training plan, to find out the degree of conformity between the training orientation of professional talents and the orientation of innovative entrepreneurship

education, from the talent training plan, talent training model, curriculum system, classroom teaching model, and various teaching methods (based on entrepreneurial projects, etc.) Case based teaching, with the help of the hybrid teaching method of the Internet), the hidden innovation and entrepreneurship culture education, etc., to construct a new system of deep integration of innovative and innovative entrepreneurship education and professional education, and to enhance the effectiveness of innovative entrepreneurship education, to improve college students' consciousness, spirit and ability of innovation and entrepreneurship, and to solve the employment problem of college students.

Acknowledgement

The 13th Five-Year Plan of Shaanxi Education Science in 2018, the title of the project: Research On the Ecological Model of effective interaction between Innovation and Entrepreneurship Education and Professional Education in Shaanxi Colleges and Universities, No. SGH18H484

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