

# The Deepening of Innovation and Entrepreneurship Education and the Reform of Local Colleges and Universities

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**Abstract**—In order to promote modernization, colleges and universities need to cultivate students' innovative spirit and entrepreneurial ability. At the same time, students' practical ability can not be separated from innovation spirit and entrepreneurial ability, because it is an important guarantee to train students into application-oriented talents and carry out quality education, so it is necessary to strengthen the curriculum running of innovative entrepreneurship education. Innovation and entrepreneurship education has become an inevitable requirement for the innovation and development of higher education, and it is also the main direction of the reform of modern education and the improvement of school institutions in the future. Therefore, colleges and universities should actively create a good atmosphere and conditions for cultivating innovative ability for college students, and create more high-quality talents for the cause of socialist construction.

**Keywords**—University student, Innovation and entrepreneurial ability, Reform exploration

## I. INTRODUCTION

In view of the fierce competition among countries in the world today, Jiang Zemin pointed out in a very general way: "Innovation is the soul of a nation's progress and the inexhaustible motive force for the prosperity of a country." "A nation without innovation and entrepreneurship is difficult to stand in the forest of the world's advanced nations." This argument shows that a nation's ability to innovate and innovate directly determines the status of a country in the international community and the world. The ability of a nation's innovation and entrepreneurship depends directly on the quality of innovative talents, and the quality of innovative talents is closely related to university education. Therefore, studying how university education cultivates students' ability to innovate and innovate is not a simple proposition, but a comprehensive and complex issue that must be thoroughly and systematically investigated.

## II. DEEP UNDERSTANDING OF CULTIVATING COLLEGE STUDENTS' ABILITY OF INNOVATION AND ENTREPRENEURSHIP

### A. Cultivating College Students' Ability of Innovation and Entrepreneurship is the Historical Mission of Higher Education Entrusted by the Times

After thousands of years of agricultural economy and nearly 300 years of industrial economic development, human beings have entered the advanced development stage of the industrialized society in the 21st century—the era of knowledge economy. The so-called knowledge economy is an economy based on the production, storage, use and consumption of knowledge and information[1]. Fundamentally speaking, it is a new economic form that takes innovation as the soul, education as the foundation, talent training as the key and pays attention to innovation. In the era of knowledge economy, the growth of wealth, economic development and social progress will fundamentally depend on the formation of national innovation concepts, the promotion of innovation spirit and the improvement of innovation and entrepreneurship ability.

In the era of knowledge economy, the increasingly fierce competition of comprehensive national strength worldwide is essentially the competition of science and technology and the competition of national quality, while the soul of the development of science and technology and the improvement of national quality lies in innovation[2]. Therefore, the historical mission of higher education as the mother of innovation is to cultivate innovative talents with innovative spirit and innovative entrepreneurship that can promote social development and progress through innovative education. This is the historical mission entrusted by the times to higher education.

### B. Cultivating College Students' Ability of Innovation and Entrepreneurship is an Effective Way to Transition From Examination-Oriented Education to Quality-oriented Education

At present, although there is no great pressure for colleges and universities to enter higher education, the shadow of education still hangs over the process of education. For university education present situation, still use in different degrees in teaching "cramming" teaching method, which adopts memory based learning mode, these practices exist between individual endowment, completely ignored the students psychological characteristics, interests and ideology, differences, and make all students into machines without any innovation spirit and innovation ability; From the perspective of students themselves, due to

the increase of employment pressure, the majority of students have to bear the heavy pressure of taking the exam education again and choose the postgraduate entrance examination as the way out. They spend a lot of time and energy on preparing for the exam and completely ignore the cultivation of their innovation and entrepreneurship ability.

Under this education mode and learning method, it is difficult for college students to internalize their external knowledge into their own ability. To get out of the current educational dilemma, the basic way out and key measure is to carry out quality education with innovation education as the core. Specifically, it is necessary to establish innovative educational thinking, form innovative educational concepts, and explore innovative educational models. It can be said that innovation education is not only the breakthrough point to break out of the bondage of education, but also the breakthrough point to turn into quality education. It is not only a new education concept, but also a new talent training mode[3].

Obviously, innovative education, which is devoted to cultivating students' innovative spirit and ability, is an effective way to transform examination-oriented education into quality-oriented education.

### *C. Cultivating College students' Ability of Innovation and Entrepreneurship is the Internal Requirement of Improving Their Quality of Life*

The innovative education of cultivating college students' innovative and entrepreneurial ability is helpful to improve the quality of life of students. Traditional learning is a kind of inherited and selective learning, which deals with the known and repeated situations by repeating the established knowledge of predecessors, which can also solve problems in agricultural and industrial society. However, as humanity enters the fast lane of the information age of the 21st century, cultural knowledge, science and technology, and economic development are changing rapidly, and people's original living conditions and lifestyles have also changed accordingly[4]. Therefore, people think and The way to solve problems must also keep pace with the times. This requires people to constantly accept innovation education to improve themselves, in order to properly live in the information society. It can be said that excellent innovation and entrepreneurial ability is the most valuable ability of the individual, which can make people break through the self and thus achieve high-level development. Therefore, the ability to innovate and start a business is not only an intellectual representation, but also a reflection of comprehensive quality. Therefore, from a micro perspective, cultivating students' innovation and entrepreneurship ability is of great significance to the formation of good personal quality and the improvement of life quality.

## III. RESEARCH ON THE LACK OF INNOVATIVE AND PIONEERING ABILITY OF COLLEGE STUDENTS

In recent years, the research of innovative education has become a hot topic and strong discourse in the field of education, but there are still many difficulties and obstacles in the practice of innovative education. There are various factors that influence the cultivation of college students' innovation and entrepreneurship ability, including students' own factors as the main body of innovation and entrepreneurship cultivation, as well as teachers, schools, social factors and cultural factors with the responsibility of cultivation.

### *A. The Influence of College Students' own Factors*

College students are the main body of their own innovative and entrepreneurial ability, their understanding of this ability, attitude and efforts are the internal reasons, but also determine the ability to cultivate the status and level of the main factors. At present, the innovative and entrepreneurial ability of college students in our country is still relatively low, they have narrow knowledge, lack of rational integration between disciplines, and are not good at transferring the knowledge of related disciplines. The mode of thinking is single, the thinking is easy to set, the problem is lack of flexibility and comprehensiveness, and the lack of innovative thinking ability. Psychological lack of self-confidence, fear of failure, harboring herd mentality, blindly respecting authority, all of which affect the cultivation and development of college students' innovative and entrepreneurial ability. It can be said that the subjective factors of college students themselves are the core factors that affect the cultivation of their innovative and entrepreneurial ability.

### *B. The Influence of Teacher Factors*

American psychologist Torrance has found that there is a positive correlation between teachers' creativity and students' creativity, which indicates that teachers' creativity is very important to the cultivation of students' creative and entrepreneurial ability. Teachers' view of education, knowledge structure, personality and teaching art are the key to cultivate students' ability of innovation and entrepreneurship. Therefore, teachers should have a pragmatic, innovative, and rigorous academic attitude and academic spirit. Teachers should constantly learn new knowledge to enrich themselves, so that they can become a love of learning, learning, lifelong learning model. Teachers should constantly improve their scientific research ability and scientific research level. Through scientific research activities, they can broaden their personal vision, improve their educational and teaching ability and practice, and innovate their entrepreneurial ability. Only in this way can we cultivate students with innovative and entrepreneurial abilities.

### *C. The Influence of School Factors*

As the main position of knowledge dissemination, knowledge innovation and talent training, the environment of colleges and universities has the effect of edifying and imperceptibly affecting the cultivation of innovative talents. The current situation of scientific research environment directly restricts the cultivation of college students' innovative and entrepreneurial

ability. Most teachers in colleges and universities adopt the teaching method which is mainly teaching, and overemphasizes "taking the classroom as the center, the teacher as the center, and the teaching material as the center", which directly leads to more than indoctrination between teachers and students and insufficient inspiration. The contradiction of duplication and innovation is insufficient. Teaching is mainly based on knowledge teaching and scientific research is based on knowledge innovation. The weak atmosphere of campus scientific research also makes the students' consciousness of innovation weak. If the school's scientific research strength is weak, teachers are less scientific research or do not engage in scientific research at all, it is difficult for students to form scientific research consciousness in the atmosphere without scientific research, so that their scientific research ability and innovation and entrepreneurial ability also lose their direct fulcrum[5].

#### *D. The Influence of Social Factors*

According to American psychologists Solly and Telford, creativity is cultivated by the "social atmosphere" in which the subject lives, that is, the "creative environment". As is known to all, a good social environment and a society full of innovation and vitality are conducive to the formation and development of college students' innovation and entrepreneurship ability. On the contrary, it will hinder the formation and development of college students' innovation and entrepreneurship ability. At present, there is still a serious "educationalism" in China, which is reflected in the "examination of centralism" in education. The purpose of this "educationalism" has led to the inversion of the goal of training. At this stage, because the employer still values academic qualifications and various rewards based on scores, students naturally take reading and examination as the center of life, and the cultivation of innovative entrepreneurship can only be abandoned. In other words, reading is no longer an important means for the educatees to improve their comprehensive quality, but the most important way to seek a higher social status and better living conditions. Students' creativity is stifled by this view.

#### *E. The Anti-Innovation Gene in Chinese Cultural Tradition is the Deep Factor*

One of the most important features of Chinese cultural tradition is still the same. An important proposition of Confucian culture is to establish a social relationship of the group based on the value of the social group, emphasizing the individual's obligation to the group, responsibility and self-sacrifice, and that the individual is subordinate to the family, the state, and the society. Only by safeguarding the interests of the group can we protect individual interests. This kind of commonality and light personality, focusing on seeking the same and neglecting the difference of the overall way of thinking is beneficial to the harmony and stability of society, but the restraint of personality is also obvious. Such as the Confucian culture attaches importance to the social role of human beings but neglects themselves. The result of this emphasis on social role education and neglect of people's own education is to pay more attention to commonalities than to individuality, to obligations and to rights, and to pay more attention to servitude than to autonomy, and so on. Students' personality development is severely suppressed, even resulting in students' personality distortion, so that students can not form innovative entrepreneurial ability.

### IV. HOW TO CONSTRUCT THE CULTIVATION MODEL OF COLLEGE STUDENTS INNOVATIVE AND PIONEERING ABILITY

#### *A. Changing Educational Ideology is the Prerequisite for Cultivating College Students' Ability of Innovation and Entrepreneurship*

The ability of innovation and entrepreneurship has become the concentrated embodiment of the comprehensive quality of talents in the era of knowledge economy, and the cultivation of students' ability of innovation and entrepreneurship has become the essence of talent cultivation in colleges and universities in this era. For a long time, higher education in our country has put too much emphasis on professional education and neglected the cultivation of innovative entrepreneurial ability. The educator Tao Xingzhi once put forward the idea that "everywhere is the place of creation, every day is the time of creation, and everyone is the person of creation." This will help educators to change their educational ideas in a timely manner, which is not conducive to the cultivation of innovative talents. The quality view and so on has the extremely important instruction significance. Education workers change and update education concept, and establish the concept of democracy and science education is the pilot and prerequisite for the cultivation of innovation and entrepreneurship ability. Therefore, we must change from the traditional concept of inheritance-centered education to the educational concept centered on cultivating students' ability to innovate and innovate, and correctly understand and deal with the relationship between knowledge and ability, inheritance and innovation. Therefore, we should take teaching as a learning process, give full play to the main role of students, highlight the cultivation of students' learning ability, pay attention to improve students' ability to analyze and solve problems, so that students can learn to learn. Learning knowledge is to apply knowledge, but also to improve students' ability to apply and innovate in entrepreneurship. Higher education should guide students to establish innovative consciousness and cultivate the ability to seek differences and seek new ideas.

#### *B. Increase Education Capital Investment to Provide Material Guarantee for Cultivating College Students' Innovation and Entrepreneurship Ability*

The education fund should form a multi-channel financing mechanism which is mainly invested by the government and take part in the joint participation of all walks of life. It should continuously increase the input to provide the material guarantee for the cultivation of college students' innovative and entrepreneurial ability. In addition, in order to arouse the enthusiasm of college students' scientific research work, ensure the smooth operation of the college students' scientific research activities carried out, institutions of higher learning should be set up, such as college students "scientific and technological innovation

and entrepreneurial action" special fund, to fund outstanding student extracurricular academic science and technology research and entrepreneurial activities, commendation and reward for operations in academic science and technology innovation and entrepreneurship as well as a variety of individual and collective get good results in the competition, at the same time, fund transfer and the development of promising results. This can encourage and stimulate more students to participate in scientific research activities, and improve innovative entrepreneurial ability in scientific research practice.

*C. Inspiring Students to Take the Initiative to Practice is the Key to Cultivate College Students' Ability of Innovation and Entrepreneurship*

Under the traditional education system, Chinese college students are obviously weaker than western college students in solving practical problems and innovating and pioneering ability. The fundamental reason is that the practice link of Chinese higher education is "passive practice". What "passive practice" means is that the key elements of practice, such as the object, method and procedure, are all made by teachers, and students can only complete the practical tasks along the established routes within the framework prescribed by teachers. This kind of passive practice activities is not allowed to join the individual students' ideas and ideas during the implementation process, and can only be performed mechanically according to the pre-designed steps, which seriously suffocates the students' creative thinking ability. The cultivation of students' innovation and entrepreneurship ability requires active practice rather than passive practice. To achieve active practice, it is necessary to cultivate and improve students' questioning ability, observation ability, coordination ability and leadership, which is not only the key to truly achieve active practice, but also the key to cultivate students' innovation and entrepreneurship ability.

*D. The Construction of a New Curriculum Structure System is an Indispensable Part of Cultivating College Students' Innovation and Entrepreneurship Ability*

Innovative entrepreneurial ability is based on a reasonable knowledge structure. Especially under the conditions of socialist market economy, the curriculum structure system of higher education should follow the development law of socialist market economy, so as to fully highlight and strengthen the teaching of innovative knowledge and cultivation of innovative and entrepreneurial ability of college students. Should strengthen the discipline overlapping, liberal arts penetration, the combination of science and technology, build science, technology, literature, history, philosophy, economics, art and so on many disciplines of the curriculum system in colleges and universities, to train the student to the diverse knowledge comprehensive and multicultural integration ability, to improve the students' independent analysis question ability and innovation ability of solving practical problems. Colleges and universities can offer courses such as "foundation of creative learning", "general creative learning" and "basic experiment of innovative learning" to introduce the principles of creative thinking, innovative techniques and creation rules, etc., so as to lay a theoretical foundation for improving students' innovative and entrepreneurial ability. In order to cultivate the innovation and entrepreneurship ability of college students, it is necessary to optimize and integrate the curriculum system, including rationally constructing the teaching platform of public basic courses, major basic courses and professional courses, so as to form a reasonable knowledge structure for college students. The curriculum system should embody comprehensiveness and provide students with a certain amount of general education courses.

*E. Establishing Modern and Scientific Teaching Mechanism is an Important way to Cultivate College Students' Ability of Innovation and Entrepreneurship*

The center of traditional teaching is to transfer ready-made knowledge and focus on cultivating students' ability to think confluence and image thinking. In the society of knowledge economy, the central link of teaching is to transform knowledge into ability, and to transfer the foothold of education from students' passive acceptance of knowledge to active pursuit of knowledge. Therefore, this requires teachers to constantly change and improve teaching methods and teaching means. First, innovate classroom teaching methods. Advocate diversified teaching methods such as heuristic, discussion, problem, research, case, and participatory to stimulate students' innovative thinking and promote the development of students' innovative and entrepreneurial ability. Secondly, reform the examination and assessment methods and establish a scientific education evaluation system. Change the traditional examination mode of evaluating the quality of students with one paper, and adopt the comprehensive evaluation method, that is, the usual scores (including homework, test, mid-term examination, experimental report, experimental examination, etc.) and the final examination results are combined to evaluate students. Finally, reform practice and experimental teaching methods. In order to change the current bad practice of college teaching and practice teaching too little and over-emphasis on theorization, experimental teaching should reduce experiments such as verification and demonstration, increase design and comprehensive experiments, and enhance students' problems in practice and experiment. Ask questions, analyze problems and solve new problems, new ideas, and new ideas to achieve the students' hands-on and brain-taking ability.

*F. Creating a Creative Team of Teachers is the Fundamental Guarantee of Cultivating College Students' Ability of Innovation and Entrepreneurship*

Only innovative teachers can cultivate innovative students. Research shows that teachers with strong creativity can cultivate students' creativity to a greater extent than those with poor creativity. Therefore, it is necessary to strengthen the cultivation of teachers' innovative consciousness, so that teachers can infect and promote the formation and development of students' innovation and entrepreneurship with their own innovative consciousness, innovative thinking and innovative entrepreneurial ability. This requires teachers to have new ideas in teaching methods, which can stimulate students' interest in learning. Be good

at using questioning skills creatively, encourage students to ask more questions, encourage students' autonomy, independence, self-confidence and innovative spirit.

*G. Creating a Harmonious and Strong Cultural Atmosphere is a Necessary Condition for Cultivating College Students' Ability of Innovation and Entrepreneurship*

The cultivation of innovative talents cannot be separated from a good environment conducive to the growth of innovative talents, which not only includes a good policy environment and material environment provided by the society and the school for the cultivation of talents, but also includes efforts to create and optimize a good innovation cultural atmosphere conducive to the cultivation of innovative and entrepreneurial ability of college students. A good campus science and technology innovation atmosphere and rich campus science and technology cultural activities have a very important role in stimulating college students' innovative ideas and concepts. Therefore, all colleges and universities must take the development of campus cultural activities as an important position to cultivate students' innovation and entrepreneurship ability, and organize a large number of students to participate in campus cultural activities.

School regularly held various academic report, thesis seminar, will create exhibition evaluation, etc., on a regular basis for university students of science and technology culture festival, academic section, create a free and open academic atmosphere, lets the student in imperceptible influence by the spirit of innovation, in the thick campus cultural activities strengthen innovation ability.

## V. CONCLUSION

Teachers, students, schools, society, tradition and other factors will affect the cultivation of innovative entrepreneurial ability of college students. Therefore, the cultivation of innovative entrepreneurial ability of college students must be based on ideology, capital investment, teaching model, curriculum system, etc. Teaching mechanism, teachers and other aspects of in-depth reform.

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