

Discussion on Deepening Reform of Innovation and Entrepreneurship Education in Colleges and Universities

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Abstract—With the sound of the slogan of innovation and entrepreneurship, colleges and universities have become an important place for the export of creative and entrepreneurial talents. In recent years, there are some problems in the development of innovation and entrepreneurship in colleges and universities, such as ideological misunderstanding and backward innovation. In this paper, it is pointed out that the reform of innovation and entrepreneurship education in colleges and universities must be carried out, and the breakthrough should be made to deepen the educational reform in an all-round way and to improve the quality of education, which should run through the whole process of personnel training. Colleges and universities should take "double innovation" education as the guide, promote the construction of national "double innovation" demonstration base, and take "double innovation" education reform as a systematic project, embody and implement it in classroom teaching, curriculum system construction and experimental teaching, practice and ability cultivation, international education and so on in every link. Through this paper, I hope to do the best college education and really cultivate the international competitive innovative and pioneering talents.

Key words—Colleges and universities, Innovation and entrepreneurship education, Conceptual change, Programme implementation

I. INTRODUCTION

Innovation and entrepreneurship education is a major measure to serve the country's innovation-driven strategy and an inevitable choice to lead the development of the new normal economy. At present, there are still many problems in the innovation and entrepreneurship education in colleges and universities in China, which are mainly manifested in the misunderstanding of the connotation and positioning of innovation and entrepreneurship education, the outdated model of innovation and entrepreneurship education, the lack of effective resource integration mechanism, and the incomplete cooperation mechanism within and outside schools.

The key to deciding the basic trend of innovation and entrepreneurship education in Chinese universities is to update concepts, use new concepts as the theoretical core, and build innovative entrepreneurship education paradigms that are compatible with the construction of innovative countries. To this end, it is urgently necessary to systematically sort out the problems existing in the education object, knowledge system, and methodological system of innovation and entrepreneurship education, establish a "big entrepreneurial education concept" and comprehensively grasp the outstanding characteristics of innovation and entrepreneurship education as "one body, two surfaces", and accurately grasp the practical characteristics of innovation and entrepreneurship education. carrying out "practical-oriented" classroom teaching, building a "practical-oriented" participation experience platform, and exploring "practical-oriented" evaluation incentives mechanism, building a "practice-oriented" training system.

II. THE DILEMMA OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE NEW NORMAL CONDITION

In 2015, in the report of government work, the "public entrepreneurship and innovation" has been raised as the national important development strategy, but at present, for the university innovation and entrepreneurship education, whether from the inside of the university or the outside, there is a lot of misunderstanding in its connotation and value orientation, which seriously affects the work of innovation and entrepreneurship education, and concludes that there are some of the following.

The innovation and entrepreneurship education is equivalent to the invention that created the science and technology.

It is undeniable that innovation and entrepreneurship education has the role of improving the creative and creative ability of people, but the innovation and entrepreneurship education in Colleges and universities focuses on the cultivation of the spirit and quality of College Students' innovation and entrepreneurship. In this regard, the student individual in the thought and behavior of the qualitative change of the first activities belong to the "innovation and entrepreneurship" category, if only concern the reality of innovation and entrepreneurship, and ignore the innovative thought and consciousness, innovative thinking and other ideas, and undoubtedly deviated from the main idea of higher education.

Innovation and entrepreneurship education is regarded as a new way to improve the employment rate of graduates.

In some universities, the innovation and entrepreneurship education of college students is simply defined as a part of the employment guidance of the school, and the innovation and entrepreneurship education has been seriously distorted and

generalized. And in the selection of innovation and entrepreneurship education content, mainly on the teaching of entrepreneurial theory knowledge, entrepreneurial skills training and vocational skills education, ignoring the cultivation of innovative entrepreneurial spirit. In the selection of educational quality evaluation indicators, the one-sided employment rate as the core index of quality assessment and evaluation of innovation and entrepreneurship education is made. The connotation of innovation and entrepreneurship education is narrow-minded, and there is no real understanding of the importance of innovative entrepreneurship in the process of talent training, and it is difficult to put innovative and entrepreneurial education in a practical and effective way.

The old mode of innovation and entrepreneurship education is difficult to meet the development requirements of the "double innovation" era.

At the present stage, there are three main modes of innovation and entrepreneurship education in China's colleges and universities: one is to improve the classroom teaching mode of the theoretical knowledge level of the innovation and entrepreneurship of the educated; the second is the entrepreneurial education mode led by the development of students' entrepreneurial awareness and inspiring and innovative spirit; the third is the practical education mode which is dominated by improving the educated ability to innovate and start a business, focusing on providing the students with conditional support, such as training base, policy inclination, intelligence service and so on. Although these three modes of innovative entrepreneurship education have highlighted the main position of the educated in the process of innovative entrepreneurial learning, they are conducive to enhancing the enthusiasm of students to participate in innovative entrepreneurship education, and each has its own characteristics and effects. However, the shortcomings are also very obvious, that is, the teaching design of innovative entrepreneurship education is often still teacher-centered, students are still in a passive state of acceptance, and to a large extent retain obvious examination-oriented education traces. Under the guidance of this old educational model, the students often lack the spirit of innovation and entrepreneurship, the ability of innovation and entrepreneurship is weak, the ability to solve practical problems is low, and it is difficult to adapt to the development needs of the age of "double innovation".

III. THE IMPLEMENTATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES

In view of the above problems, deepening the reform of innovative entrepreneurship education in colleges and universities is an urgent need for our country to implement the strategy of innovation-driven entrepreneurship development and promote the upgrading of economic quality and efficiency. It is also an important measure to promote the comprehensive reform of higher education and improve the quality of personnel training. In order to further improve the innovative entrepreneurship education in colleges and universities, stimulate college students enthusiasm for innovation and entrepreneurship, and improve the quality of talent training, this implementation plan is formulated to improve the innovative entrepreneurship education in view of the above problems.

1. Guiding ideology

Fully implement the party's educational policy, implementation of the basic tasks of creating people by virtue, adhere to innovation and lead entrepreneurship, promote employment, take the initiative to adapt to the new normal state of economic development, improve conditions and policy guarantees, and strengthen the top-level design for personnel training, improve the system of innovative entrepreneurship education, promote quality-oriented education, innovation talent training mechanism, improve the quality of talent training.

2. Total requirements

Responding positively to the national strategy of innovation-driven development, taking the promotion of quality-oriented education as the theme, improving the quality of personnel training as the core, taking the cultivation of innovative talents as the goal, promoting the close integration of higher education with science and technology, economy and society. Accelerate the training of innovative and entrepreneurial talents who are innovative and brave in practice, and make contributions to building an innovative country.

3. Major tasks and measures

A *Perfecting the Quality Standard of Talent Training*

1. Revise Talent Development Program

In combination with the orientation of running a school, service oriented and innovative entrepreneurship education target requirements, the latest version of university professional talent training program is formulated, and the basic requirements of each major for innovative entrepreneurial credit are clarified. To integrate innovative entrepreneurship courses into compulsory and elective courses of various specialties, to incorporate the second classroom credit into talent training programs, to promote the organic integration of innovative entrepreneurship education and professional education, to tap and enrich the practical links of various courses, Strengthen the cultivation of practical innovation ability.

2. Implementing innovation and entrepreneurship certification

On the basis of the learning of innovative entrepreneurship courses, the students should be trained specifically for the knowledge structure, skills and abilities needed for innovation and entrepreneurship. Students who participate in the prescribed content training and pass the assessment will be awarded a certificate of university innovation and entrepreneurship training.

3. Implementing the transformation of scientific research advantage

Relying on the advantages of scientific research in colleges and universities, the outstanding scientific research achievements should be solidified into teaching contents in time, in order to cultivate students consciousness of innovation and entrepreneurship, and encourage high level teachers to set up innovative courses to cultivate students innovative consciousness. Let the students enter the laboratory early, advance the research team early, train the students cooperative public relations and innovation ability.

Building and perfecting innovative entrepreneurship education courses and training systems

B Introduce online open courses

According to the characteristics of discipline and specialty, a number of compulsory courses, elective courses and practical courses of innovation and entrepreneurship should be set up, and the group of basic courses and practical courses of innovation and entrepreneurship should be built. Intellectual property right is the foundation of innovation. Some elective courses such as intellectual property law and intellectual property practice are set up to promote students to learn intellectual property related knowledge and raise intellectual property protection consciousness. Carry out innovative entrepreneurship education curriculum, intellectual property curriculum information construction, introduce and build a number of high-quality online open courses of innovation and entrepreneurship.

1. Develop quality resource sharing class building

The link of system design teaching and learning, the reasonable allocation of teaching hours (innovation and entrepreneurship education training content is not less than one-third of the total class hours), the construction of basic resources and expand resources, while meeting the requirements of cross-school study credits. Selecting and constructing a batch of excellent resource sharing courses in the core curriculum of college specialty, which combines innovative entrepreneurship education with professional education, and fully excavating the content resources of innovative entrepreneurship education.

2. Training innovative awareness through practical training

Fully open teaching laboratory in colleges and universities to provide students with innovative entrepreneurial sites, equipment and environmental support. To improve the synthesis and design of experimental teaching, and to play an important role in laboratory innovation for students. Through the project, competition and other innovative activities to cultivate students' team awareness, through the selection of topics, production, planning and so on to cultivate the overall quality of students. To encourage students to participate in the "Challenge Cup" competition for university students entrepreneurship plan, the "Youth Creation" competition for university students entrepreneurship plan, the "Internet plus" competition for university students entrepreneurship plan, and so on. promote the development of a variety of innovative and entrepreneurial competitions. Promote the full staff of the technological innovation competition, technological innovation training diversification.

C Reform teaching management and reward system

1. Improve the organizational leadership system

Established a leading group for innovation and entrepreneurship education with the school party committee secretary and headmaster as the leader. The dean's off the Student employment and entrepreneurship guidance center, the innovation and entrepreneurship college, the student work division, the youth league committee, the science and technology achievement transformation center, the development committee, the schoolmate association, and business college and other relevant units staffed the office. Under the unified deployment of the leadership group for innovation and entrepreneurship education, the office of innovation and entrepreneurship education will promote and coordinate overall. All departments are clearly in charge of leadership and secretaries of innovation and entrepreneurship education. They are responsible for organizing the innovation and entrepreneurship education at the faculty level, forming a good pattern of layered planning, multi-sectoral linkage, joint management, and all-round coordinated advancement.

2. Formulate rules for the management of credit for innovation and entrepreneurship

The types and composition of credits for innovation and entrepreneurship, the departments for certification, the rules for certification, and procedures for certification shall be stipulated, and the contents and levels of credits for innovation and entrepreneurship credits shall be specified, as well as the basis for certification. Increase students' second report card.

3. Setting up university student entrepreneurship fund

Within the scope of colleges and universities, stimulate the entrepreneurial ideal of students in school, strengthen entrepreneurial awareness, encourage and support full-time undergraduates to start their own businesses, and strive to improve students' entrepreneurial practice ability and entrepreneurial success rate. Further increase the input of special funds, and approve projects that have been identified as outstanding by the review committee of the venture project. According to the scale, benefits, scientific and technological content and market prospects of the project, each project will be subsidized. At the same time, each graduate of the self-employed enterprise will be given reward.

Striving for the support and donation of schoolmate to innovation and entrepreneurship

Further develop schoolmate resources, expand schoolmate donations, and establish a long-term mechanism for obtaining schoolmate donations.

IV. THE IMPLEMENTATION EFFECT OF INNOVATION AND ENTREPRENEURSHIP EDUCATION PROGRAM IN COLLEGES AND UNIVERSITIES

A. *The Practice Training Strengthens the Refinement, the Innovation and Entrepreneurship Ability Gets the Enhancement*

According to professional characteristics, the construction of professional laboratories, virtual simulation experiment teaching centers, entrepreneurial laboratories and training centers has been strengthened, and all professional students have been fully covered. Actively create a platform for innovation and entrepreneurship practice. Supported by dominant disciplines, unite the local backbone enterprise as the main body or take the enterprise as the main body, take the school as the technical support, jointly construct the engineering laboratory, the engineering research center, promote the innovation and entrepreneurship practice teaching platforms co-construction and share.

After perfecting the innovation and entrepreneurship competition system, the "Internet plus" college student innovation and entrepreneurship contest, the "Youth Creation" national college student entrepreneurship plan contest, and the "Challenge Cup" national undergraduate extracurricular academic science and technology work competition will be held as a leader to unite local industry enterprises and organize various kinds of scientific and technological innovation, creative design, entrepreneurial planning and practice of college students competition, to promote innovation, highlight brands, expand participation, and strengthen innovative entrepreneurial events to educate people.

In the past two years, nearly 10,000 students participated in all kinds of science and technology innovation, creative design, entrepreneurship planning and other special competitions. According to incomplete statistics, since 2016, the number of incubating projects has increased by 50 percent, and the number of entrepreneurial students has increased by 61 percent. Among them, there has been an increase of 25 percent in the number of students registered in the industrial and commercial departments.

B. *The characteristic demonstration is effective, remarkable achievements in innovation and entrepreneurship reform*

After years of practice and exploration, innovation and entrepreneurship education has gradually advanced toward standardization, systematization, and scientific development, and a complete and distinctive education system for graduates' innovation and entrepreneurship has been built, which has effectively promoted the graduates' higher quality entrepreneurial employment and created a new situation of college students innovation and entrepreneurship to promote employment.

Teachers and students in colleges and universities constantly update and sublimate education concepts, deepen education and teaching reforms, and realize a shift from focusing on knowledge transfer to more emphasis on ability and quality training, and strengthen the cultivation of students' innovative awareness, entrepreneurial spirit and entrepreneurial ability, and effectively improve the quality of personnel training. The outstanding features are: to build the ecological system of innovation and entrepreneurship education in local application-oriented colleges and universities, and to integrate the high-quality resources of all parties involved in government, industry, research, and research; to break through the dilemma of disconnecting the theory and practice of innovation entrepreneurship education; to focus on the carrier construction of entrepreneurship education and training platforms, entrepreneurship practice incubation platforms and so on. The formation of a "three-dimensional", "networking" new ways of innovation and entrepreneurship education, the formation of shared, heuristic, analog and experiential innovation and entrepreneurship learning new ways.

C. *Cooperation mechanism between schools and enterprises to promote the development of students innovative ability*

Continuously expanding the collaborative innovation platform, improving the ability of collaborative innovation, actively promoting the cooperation of industry, education and research, forming a cooperative mechanism of training talents among schools, enterprises and local. Inviting local and enterprises to actively participate in the education and teaching links such as personnel training standards, training programs, teaching contents, teaching resources, practical training environment and platforms, entrepreneurial employment guidance, services and so on. The "ecological chain of talent training" is constructed. The main achievements are as follows: strategic cooperation between university and enterprise, incubating base for college students and so on, meeting the needs of off-campus incubation of innovative and entrepreneurship achievements in colleges and universities. The characteristic national innovation project let the student innovation has the new direction.

V. SUMMARY

The improvement and construction of innovative entrepreneurship education system must be systematic, comprehensive and scientific analysis of the various elements in the process of innovative entrepreneurship education. In particular, innovative entrepreneurship education module based on entrepreneurship knowledge teaching, innovative entrepreneurship education module based on practice and process, innovation entrepreneurship education module based on differentiation and individualized tutoring. According to the quality of innovative entrepreneurial achievements, quantity and other iconic achievements display. In a word, through the establishment of a perfect system of innovation and entrepreneurship, the spirit of innovation and entrepreneurship will be better brought into play, and the quality of education and the level of talent training of innovative entrepreneurship in colleges and universities in China will be jointly promoted.

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