

College Students' Entrepreneurship and Innovation and Entrepreneurship Education under the Background of Economic Development Mode Transformation

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Abstract—Innovative education is the requirement of the development of the times, conforms to the characteristics of the times, and is the mainstream educational thought. Innovative education is a teaching concept and teaching model. It adapts to the needs of China's economic and social development and is in line with China's educational development goals. It aims to cultivate students' innovative spirit and entrepreneurial ability. It is a new educational concept and practice of teaching reform. It is the trend and trend of education innovation today. China's education syllabus clearly states that innovation education should be placed in a prominent position, and innovative talents should be used to train high-quality talents in the new era, serve the practice of socialist construction in China, and promote scientific and technological progress and improve China's overall science and technology innovation level. This paper studies the theoretical issues of innovative education in the context of the transformation of economic development model, the status quo of innovation education in colleges and universities, existing problems and deep-seated reasons; how innovative education can promote its own development by means of regional resources; the countermeasures for the implementation of innovative education in colleges and universities under the background of economic transformation.

Keywords—transforming the mode of economic development, colleges and universities, innovation and entrepreneurship, solutions

I. INTRODUCTION

In an era of knowledge-based economy based on knowledge, information and technology, and innovation-driven, the knowledge economy has had a profound impact on the way of economic development, the direction of education reform, the concept and mode of personnel training, and the development of human beings. It is in this context that innovative entrepreneurship education came into being. Innovative entrepreneurship education fits the trend of the times, conforms to the mainstream spirit of the times, is a teaching concept and model that is adapted to the needs of economic society and national development strategy, and is a new confirmation and new response of the national development strategy in the field of education. It is based on how to cultivate the innovative spirit and entrepreneurial ability of the educated, is the new educational concept and the practice of educational reform, and is becoming a bright spot in higher education innovation. This paper studies the theoretical issues of innovative education in the context of the transformation of economic development model, the status quo of innovation education in colleges and universities, existing problems and deep-seated reasons; how innovative education can promote its own development by means of regional resources; the countermeasures for the implementation of innovative education in colleges and universities under the background of economic transformation.

II. THE CONNOTATION OF THE TRANSFORMATION OF ECONOMIC DEVELOPMENT MODE

How to realize China's economic development is fast and good, we must change the economic development mode, establish and improve the institutional environment of the new growth model on the basis of the system of eradicating the traditional economic growth model, and there are obvious progress and breakthroughs. Only by clearly changing the connotation of the economic development mode and clearing the way of thinking can we examine the path of innovation-driven at this stage.

Transforming the mode of economic development will transform the extensive economic growth mode into an intensive or resource-saving economic growth mode through scientific and technological progress and innovation. The extensive economic growth mode refers to high input, high consumption, high emissions, low output, and low efficiency. Intensive or resource-saving economic growth means low input, low consumption, low emissions, high efficiency. In fact, it is "from the "resource-driven" that relies on cheap labor and natural resources in the traditional model to the "innovation-driven" that relies mainly on human capital". "Innovation-driven" can rely on the continuous innovation of human capital, resulting in "knowledge spillover" and "increasing returns" effects. To put it simply, it is to realize the transformation of the old development mode with the new development mode, and it is a development mode to improve the production efficiency and the optimization and upgrading of the industrial structure. "Overview of the process of human history development, each society's economic development mode is shifted from a high-input, low-output, low-efficiency extensive growth mode to a low-input, low-consumption, high-efficiency resource-saving growth mode; From simple economic growth to comprehensive development of social economy; from the low-level to the advanced development of the historical road, and ultimately, the choice of the society for its specific development mode is always limited by the stage of its economic and social history. ""

III. THE RELATIONSHIP OF TRANSFORMING THE WAY OF ECONOMIC DEVELOPMENT, KNOWLEDGE-BASED ENTREPRENEURSHIP AND INNOVATION AND ENTREPRENEURSHIP EDUCATION

In the early 1990s, the reform of state-owned enterprises entered the stage of “grasping the big and letting go of small”, and the government basically withdrew from the competitive production field, resulting in a large number of “employed laid-off” personnel of state-owned enterprises. For the sake of stabilizing social disorder, the country began to encourage and support individual self-employment for the first time. This kind of entrepreneurship in the early days of reform and opening up, and the “inviting investment” that has been popular all over the country, have something in common: they are basically unrelated to innovation, or they are bought or sold, or are located at the lowest end of the industry chain. Most of them are not knowledge-intensive products or services.

Innovation and entrepreneurship, innovative education and entrepreneurship education are just things that are just connected. (1) The adjustment direction and main line of “transition of economic development mode” is “innovation-driven”. The most fundamental factor affecting the transformation of the economic development mode is innovation. (2) Without innovation, there is no way to carry out knowledge-based entrepreneurship; without knowledge-based entrepreneurship, innovation is difficult to inject into the economic engine. It is in this context that innovation and entrepreneurship are linked for the first time, making innovation a core issue of entrepreneurship. For example, “power cat”. Entrepreneurs only need to create a new visionary vision that is enough to increase the usefulness of certain combinations of knowledge. (3) “Innovation-driven” relies on the continuous innovation of human capital, resulting in “knowledge spillovers”. Only knowledge workers who have received higher education such as college students are likely to assume the responsibility of “innovation-driven”. It can be seen that knowledge-based entrepreneurship is the engine driven by innovation. (4) Innovative entrepreneurship education can provide human capital accumulation that adapts to “innovation-driven”, that is, from knowledge that is mainly about ‘manufacturing’ to knowledge of ‘creation.’ Its content organization goal is a business model centered on knowledge-based entrepreneurship. Although there are a large number of college students, due to the lack of innovation and entrepreneurship education, their ability to innovate and innovate is far from reaching the level commensurate with the density of human capital in China. This has led to the lack of innovation and entrepreneurship in the whole society as a bottleneck restricting the “transformation of economic development mode”. (5) Innovation drive is organized by the process of innovation and entrepreneurship. Depending on innovation and entrepreneurship activities, innovation and entrepreneurship education is the source of “innovation drive”.

IV. THE ISSUE OF INNOVATION AND ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF TRANSFORMING ECONOMIC DEVELOPMENT

Under the background of changing economic development mode, colleges and universities often have problems of innovation and entrepreneurship education, which affects students' entrepreneurial ability and makes it difficult to improve students' learning efficiency. The specific performance is as follows:

Firstly, students' interest in innovation and entrepreneurship is poor. In the process of learning innovative and entrepreneurial knowledge, college students still lack sufficient interest in learning. They cannot learn relevant knowledge according to the specific requirements of teachers. It is difficult to improve their own learning efficiency, and they cannot enhance their own entrepreneurial ability. At the same time, college students do not clearly define their own life goals, do not understand which profession they like, and even have a purposeless learning phenomenon. In the study of innovation and entrepreneurial knowledge, there is a phenomenon of low interest in learning.

Secondly, college students' professional knowledge and skills are poorly mastered. In the actual teaching, college creative and entrepreneurial teachers do not pay attention to the mastery of students' professional knowledge and advanced skills. They cannot improve the mastery of students' professional knowledge and advanced skills. It is difficult to optimize their development system and even unsolvable problems. At the same time, some colleges and universities' innovative and entrepreneurial teachers do not pay attention to the mastery of students' written knowledge, and cannot improve the application effect of students' advanced skills. It is difficult to improve the quality of innovation and entrepreneurship education.

Thirdly, the innovation and entrepreneurship teaching model lags behind. In the process of innovation and entrepreneurship teaching, colleges and universities have not realized the importance of teaching mode, and can't innovate the teaching methods. Most innovative and entrepreneurial teaching is to explain the professional knowledge of college students. It is difficult to guide college students to clarify the purpose of innovation and entrepreneurship, nor can they establish a correct learning concept, resulting in reduced teaching efficiency. At the same time, some colleges and universities in the field of innovation and entrepreneurship, there is still a phenomenon of imperfect personnel training teaching mode, it is difficult to improve the effectiveness of the upper-level construction.

Fourthly, the management of innovative entrepreneurship education lags behind. Some universities in China have not yet developed an advanced management system in terms of innovation and entrepreneurship education. They cannot cooperate with the supervision department. Most of the innovation and entrepreneurship education courses are organized by the student management department or the education department. It is impossible to build an independent educational institution, and it is impossible to scientifically apply modern education methods to carry out related work, and it is difficult to improve the quality of innovation and entrepreneurship education. At the same time, some teachers have not realized the importance of innovation

and entrepreneurship teaching in actual teaching, and cannot improve the quality of education management in colleges and universities.

It can be seen that China's colleges and universities are still at the initial stage of development in innovation and entrepreneurship education, which cannot attract the attention of managers in all aspects, nor can they be linked to China's economic development, and cannot improve the quality of innovation and entrepreneurship education in colleges and universities. With the ability of college students to innovate and innovate, it is difficult to meet the needs of modern quality education.

V. THE COUNTERMEASURES FOR THE IMPLEMENTATION OF INNOVATIVE EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF ECONOMIC TRANSFORMATION

A. *Updating Concept*

The knowledge economy is not an empty talk, and it has already been all over. Colleges and universities should adapt to the general direction and development law of education development, change the educational concept in time, closely combine the teaching practice, and clarify the educational goals and educational priorities. Innovative entrepreneurship education focuses on the cultivation of the spirit. Only by shaping students in the spirit can we cultivate a talent team that focuses on career and develops skills and meets the goals of innovation and entrepreneurship education. This goal should not be based on job-based vocational training, not to earn more money, but to let students understand the truth of learning, so that students can fundamentally understand what entrepreneurship, entrepreneurship and entrepreneurship.

B. *Improving the Innovation and Entrepreneurship Education System for College Students*

As an idea, innovation and entrepreneurship education is the only way and inevitable choice for the development of education in China. In the innovation and entrepreneurship education, we should highlight the professional characteristics, combine it with the professional curriculum, change the talent training mode, and not use the score as the only criterion to measure the students' ability. The teaching content and curriculum should keep up with the adjustment of the educational goals. In the formulation of professional plans, it is necessary to combine the goal of innovative education with the goal of professional education, and to infiltrate the ideas of innovative education into all aspects of curriculum teaching, truly forming an organic whole and inseparable. In terms of curriculum, we will link innovation and entrepreneurship education with public courses, basic courses, and professional courses, so that you have me, I have you, and focus on the concept of innovation and entrepreneurship education in the ordinary curriculum. In the implementation of teaching, we must carry out the innovation and entrepreneurship education from the student to the school to all aspects of graduation, advocate students to think independently, diligently practice, guide students to learn in the hands of the students, focus on their thinking ability and independent learning, encourage students' enthusiasm for innovative entrepreneurship and active participation

C. *Creating a Cultural Environment for Innovation and Entrepreneurship*

In order to promote the innovation and entrepreneurship education, we must change our many habits of obstinating the rules, break the shackles under the original education system, carry out the necessary teaching facilities for innovation and entrepreneurship education, and strive to cultivate the cultural environment of innovation and entrepreneurship education. In terms of ideology, we must put innovation and entrepreneurship education in a prominent position. All relevant departments of the school must truly put innovation and entrepreneurship education in a priority development position, and establish a sound coordination mechanism between teaching, employment, scientific research and other departments to ensure that each The work was carried out smoothly and orderly. The school can set up student entrepreneurship support funds, science parks, entrepreneurial bases, etc., to provide various information support for student entrepreneurship. Schools must also make necessary adjustments to the academic system, implement a flexible and easy-to-use credit system and elective system, give students the corresponding practical credits, establish a scientific evaluation mechanism and system, and establish a certain incentive mechanism. All private colleges and universities should also use their own geographical advantages to strengthen the integration with surrounding forces, assist the local government to establish a social security system conducive to innovation and entrepreneurship education, integrate resources and cultivate soil. Finally, private colleges and universities should also integrate innovation and entrepreneurship education into the school culture, vigorously promote and promote, let all teachers and students pay attention to innovation and entrepreneurship education, encourage students to explore the spirit, and form a strong campus culture.

VI. SUMMARY

In the innovation and entrepreneurship education, colleges and universities must formulate a perfect teaching plan, link the theoretical knowledge of changing economic development mode with the students' innovative and entrepreneurial practice learning, play the role of modern quality education, improve students' learning quality, and cultivate students' ability of innovation and entrepreneurship, to achieve the desired teaching objectives.

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