

Research on Innovation and Entrepreneurship Education in Chinese Universities

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Abstract: “Mass Entrepreneurship and Innovation” is a new engine of China's economic transformation, and innovation and entrepreneurship education is an important means to promote economic growth. In this situation, this paper analyzes the current situation of the innovation and entrepreneurship of Chinese universities education, and points out the existing problems. Finally, in view of these problems, it puts forward measures to improve the innovation and entrepreneurship of Chinese universities education.

1. Introduction

The 19th National Congress of the Communist Party of China requested the government to implement the policy of promoting employment and encouraging entrepreneurship, do a good job in youth employment focused on college graduates, and improve the employment and entrepreneurship of workers. Nowadays, the era of knowledge economy has come, which calls for high-quality innovative and entrepreneurial talents. With the rapid development of international integration and the intensification of global competition, innovation and entrepreneurship have become the driving force and "engine" of economic development in the 21st century, the "booster" of contemporary scientific and technological progress, and the driving force of a country's economic prosperity.

On June 21, 2017, the government officially announced the second batch of "Demonstration Base of Mass Entrepreneurship and Innovation" (referred to as "twin Innovation Demonstration Base"), which approved 92 demonstration bases, including 15 universities, and Nanjing University of Science and Technology was successfully selected. On December 28, 2017, the National College Student Education and Innovation and Entrepreneurship Promotion Conference hosted by the Ministry of Education, the Ministry of Human Resources and Social Security, and the State-owned Assets Supervision and Administration Commission of the State Council was held in Tongji University. Nanjing University of Science and Technology was awarded the “National College Practice Education Innovation and Entrepreneurship Base”, which indicates that the government attaches great importance to the innovation and entrepreneurship education of colleges and universities.

However, the employment rate of university students is still not improving, and the problem of difficult employment is very serious. In 2018, there are 8.3 million graduates from universities and colleges in China. As a new educational concept and model, college students' innovation and entrepreneurship education plays an inestimable role in cultivating college students with both ability and morality.

2. Research Status of Innovation and Entrepreneurship Education in Chinese Universities

2.1 The Model of Innovation and Entrepreneurship Education in Chinese Universities

In China, with the development of innovation and entrepreneurship education in colleges and universities, the practice test has been increasing. At present, there are three types of innovation and

entrepreneurship education models in colleges and universities in China.

The first one is represented by Tsinghua University and Shanghai Jiaotong University. This is a comprehensive education model. On the one hand, it integrates innovative education and comprehensive quality cultivation in the process of teaching professional knowledge. On the other hand, the school provides the necessary technical advice and funds for student entrepreneurship.

The second is represented by Renmin University of China. Renmin University of China combines quality education with innovation and entrepreneurship education, and takes classroom teaching as the leading educational activity.

The third is represented by Beijing University of Aeronautics and Astronautics. This model aims to improve students' entrepreneurial knowledge and skills and is an entrepreneurial skill training education. The school established the Entrepreneurship Management Training Institute to specialize in entrepreneurship education research.

2.2 Characteristics of Innovation and Entrepreneurship Education in Chinese Universities

2.2.1 Curriculum System

In August 2012, the Ministry of Education clearly stipulated that the Foundation for Entrepreneurship should be a compulsory course for colleges and universities. Some colleges and universities offer a variety of courses in theory and practice. For example, the School of Economics and Management of Nanjing University of Science and Technology has established courses in entrepreneurship and innovation management; the School of Entrepreneurship Management Training of Beijing University of Aeronautics and Astronautics has courses in entrepreneurship management, establishment of ventures and research and development; Harbin Engineering University has opened all three courses. At the same time, the construction of teaching materials has begun to take shape and level. Previously, innovative and entrepreneurial textbooks relied mainly on translation. In recent years, the amount of textbooks in China has been much higher than before.

2.2.2 Teaching Methods

In the innovation and entrepreneurship courses of colleges and universities, teachers gradually adopted the methods such as case analysis, teacher-student interaction, role simulation, field trainee, entrepreneurial competition, etc., to comprehensively carry out innovation and entrepreneurship education.

2.2.3 Research Institutions

Nanjing University of Science and Technology, Shandong University and other universities have established innovative and entrepreneurial service platforms; in order to cooperate with practical teaching, more universities have established entrepreneurs associations. Heilongjiang University Entrepreneurship Education College and Xiamen University's Essex Entrepreneurship Education Center are institutions dedicated to innovation and entrepreneurship. Innovative entrepreneurial research institutions have also provided intellectual support for the development of education.

3. Problems in Innovation and Entrepreneurship Education in Chinese Universities

3.1 The concept of Innovation and Entrepreneurship Education is lacking

Innovation and entrepreneurship education started late in China, and the history of just over a decade is still in the stage of exploration and start-up. At this stage, it has not been fully recognized and accepted by society and universities. People's rational understanding of the necessity, importance and urgency of innovation and entrepreneurship education has not yet been formed. Although there have been successful entrepreneurs like Jack Ma and Richard Liu, tens of thousands of entrepreneurial losers still cannot be ignored. Therefore, stability is still the goal pursued by most college students. The whole society's awareness of innovation and entrepreneurship is indifferent and the atmosphere is not strong. At present, the value orientation of innovation and entrepreneurship education in colleges and universities is still to solve the current employment

difficulties of college students. It is not regarded as a long-term behavior of cultivating outstanding talents, leading to the lack of connotation and value of innovation and entrepreneurship education. Some colleges and universities only equate innovation and entrepreneurship education with simple forms such as entrepreneurial plan competitions, and pay too much attention to the pursuit of competition achievements. It is a utilitarian concept of innovation and entrepreneurship education.

In general, the concept of innovation and entrepreneurship education has not been deeply accepted in China at the present stage, and entrepreneurship education as a "third education certificate" for college students has not been accepted by most students, teachers, and school management departments.

3.2 The edge of Innovation and Entrepreneurship Education

At present, in China's colleges and universities, innovation and entrepreneurship education is not a part of the mainstream education system. It is either included in the discipline of technical economy or the discipline of business management, and there is no clear professional orientation.

3.3 The practice of Innovation and Entrepreneurship Education is lacking

In the innovation and entrepreneurship education, entrepreneurship practice is its advanced level, and it is also the basic way to improve the effectiveness of innovation and entrepreneurship education, and can comprehensively enhance the overall quality of entrepreneurs. The lack of capital investment in most colleges and the weakness of the practice base have led to the teaching practice links that are basically a fancy tour, which hinders students' understanding and contact with entrepreneurial practice.

4. Measures to Improve Innovation and Entrepreneurship Education in Chinese Universities

4.1 Promoting the reform of colleges and universities themselves

The difficulty of college students' employment makes the original educational phenomenon of "appreciating knowledge, ignoring practice and creativity" can no longer adapt to the development of society. Therefore, colleges and universities should attach great importance to innovation and entrepreneurship education, integrate it into the school talent training plan, set up a special innovation and entrepreneurship education institution, establish the goal of innovation and entrepreneurship education according to national conditions and school conditions, strengthen the education process, and pay attention to the evaluation of results.

In addition, colleges and universities can also set up special funds for graduates to promote the implementation and practice of innovation and entrepreneurship projects, and promote the transformation of entrepreneurial achievements through the implementation of support policies such as rent subsidies and entrepreneurship parks.

4.2 Establishing the concept of Innovation and Entrepreneurship Education

China's traditional higher education goals are limited to cultivating research-oriented and applied-oriented talents. Lack of training for students' creation, innovation and entrepreneurship has led to the emergence of many high-scores and low-abilities students who cannot stand up in the fierce social competition. Innovative entrepreneurship education pays attention to the free and all-round development of human beings. In essence, it is a kind of individuality education. It aims at cultivating students with professionalism and pioneering ability, and it is an important part of college education reform. Therefore, we must establish the concept of innovation and entrepreneurship education for college students. The idea is the forerunner of action. Without the idea, it is impossibility for the innovation and entrepreneurship education of college students.

4.3 Building a system of Innovative Entrepreneurship Education

Innovative entrepreneurship education is a comprehensive and systematic process that should be integrated into the entire stage of university education.

The freshman year is an important stage in the development of college students' ideology,

concepts and behavioral habits. Courses such as “Entrepreneurship Foundation”, “Innovation and Entrepreneurship Theory” and “College Students Career Planning and Development” can be established to enable students to have a clear understanding of the concept of innovation and entrepreneurship and to enhance students' awareness and concepts of innovation and entrepreneurship.

For sophomore students, we can carry out "innovative thinking techniques", "entrepreneurial guidance series lectures", "interpersonal communication and communication skills" and other courses to cultivate students' innovative thinking and quality, and experience the entrepreneurial spirit of students.

For juniors and seniors, we can provide students with special tutors, organize students to participate in the Innovation and Entrepreneurship Competition, and then learn the writing of business plans, and exercise innovative and entrepreneurial skills in actual combat. By organizing students to visit the company, to truly understand the operation and culture of the company, to participate in product development and management of small and medium-sized enterprises, and to cultivate students' practical skills.

5. Conclusion

China's traditional higher education goals are limited to cultivating research-oriented and applied-oriented talents. Lack of training for students' creation, innovation and entrepreneurship has led to the emergence of many high-scores and low-abilities students who cannot stand up in the fierce social competition. Innovative entrepreneurship education pays attention to the free and all-round development of human beings. In essence, it is a kind of individuality education. It aims at cultivating students with professionalism and pioneering ability, and it is an important part of college education reform. Therefore, we must establish the concept of innovation and entrepreneurship education for college students. The idea is the forerunner of action. Without the idea, it is impossibility for the innovation and entrepreneurship education of college students.

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