

## **Study on the effective integration of innovative entrepreneurship education and professional education in higher vocational colleges**

**Yufang Wang\***

Shijiazhuang University of Applied Technology, Shijiazhuang 050081, China

Wangxiu\_djlg@163.com

**Keywords:** effective integration; innovative entrepreneurship education; professional education; higher vocational colleges.

**Abstract:** It is very necessary for higher vocational colleges to combine the innovative entrepreneurship education with the professional education. The effective integration of the innovative entrepreneurship education and the professional education can be completed by changing teaching concept, optimizing curriculum system, building practice platform, constructing teacher team, establishing management mechanism and so on.

### **1. Introduction**

In the new time of "mass entrepreneurship and mass innovation", the innovative entrepreneurship education in higher vocational education is not only an important measures to build an innovative country, but also an inherent requirement to promote higher vocational education to a higher level. At present, the education of innovation and entrepreneurship in our country has entered a transition period from quantitative change to qualitative change. The effective combination of the innovative entrepreneurship education and the professional education is not only the need of doing well the innovative entrepreneurship education, but also the inevitable choice for higher vocational colleges to carry out educational reform in the new era.

### **2. The necessity of the effective integration of the innovative entrepreneurship education and the professional education in higher vocational colleges**

The basis and carrier of implementing the innovative entrepreneurship education is the professional education. The purpose of the professional education is to cultivate talents with systematic professional knowledge and skills that can serve for development of society and economy, but the aim of the innovative entrepreneurship education is to train talents with innovative spirit and entrepreneurial ability [1]. The professional education which provide students with better employment and career choice, has a strong career orientation. The innovative entrepreneurship education cannot exist independently from the professional education. On the contrary, it should rely on the professional education, and cultivate students' entrepreneurial spirit, through the combination of theory and practice. Profession is the cornerstone of innovation, that is the premise of entrepreneurship. Only when the students have a solid professional knowledge, could they carry out innovation and entrepreneurship better. The combination of the innovative and entrepreneurial education and the professional education can promote the effective implementation of the innovative entrepreneurship education.

On the other hand, the innovative entrepreneurship education is an extension of the professional education. The specialized knowledge and skills is an important foundation for students to develop their career in the society, and determines their direction of entrepreneurship[1].Now, both the government and colleges have devoted more efforts to develop the innovative entrepreneurship education. In order to carry out the innovative entrepreneurship education better, they have made great reforms in the curriculum system, practical training platform, teacher team, management mechanisms and other aspects. They pay attention to train the students' innovative consciousness and

entrepreneurial ability in the the professional education, which is the enrichment and supplement to the the professional education.

The integration of the innovative entrepreneurship education and the professional education is an inevitable trend. The professional education is the core of the innovative entrepreneurship education [2]. The innovative entrepreneurship education should not be divorced from the students' professional knowledge and technical skills, but should cultivate students' innovative awareness and improve their entrepreneurial ability constantly. They complement each other. It is a powerful way to promote the sustainable development of the students and deepen the reform of the higher vocational education.

### **3. The tactics of the effective integration of the innovative entrepreneurship education and the professional education in higher vocational colleges**

#### **3.1 Change the teaching concept.**

Under the background that the innovative entrepreneurship education of colleges and universities in China attracted more and more attention, the professional education in higher vocational colleges should change the traditional educational idea, and acutely aware that the innovative entrepreneurship education is very important for the country and colleges as well as the self-development of the students. The purpose of the innovative entrepreneurship education in colleges and universities is not just to train a few entrepreneurs, or open a few online stores, or gain a few awards for innovative and entrepreneurial work. However, it is the transformation and upgrading of the goal of school education. Its aim is to provide skilled talents with innovative and entrepreneurial skills for social and economic development. This require us to fully understand the relationship between the innovative entrepreneurship education and the professional education. Only by combining the standards of the innovative entrepreneurship education with that of the professional education, will the innovative entrepreneurship education develop better. Without the professional education, the education of innovation and entrepreneurship becomes “the water without source”.

#### **3.2 Comprehensive optimization of the curriculum system.**

The reform of the curriculum system should be comply with the innovative entrepreneurship education. The contents and form of the innovative entrepreneurship education should be changed by incorporating the elements of innovation and entrepreneurship into the professional curriculum. The most important thing is to run the idea of innovation and entrepreneurship in the whole process of designing curriculum. In the curriculum, there are not only the basic innovative entrepreneurship courses for all students, but also the courses of innovation and entrepreneurship with professional characteristics for students of different majors and grades. The public basic course is the required course of the whole school, so the teachers can integrate the elements of innovation and entrepreneurship into the public basic course, which is beneficial for the integration of the professional education and the innovative entrepreneurship education [3]. In addition, we should constantly enrich the resources of innovation and entrepreneurship related to the professional knowledge and refine the innovative entrepreneurship education, so that both the professional education and the innovative entrepreneurship education can be developed well at the same time.

#### **3.3 The combination of the theory and the practice.**

The education of innovation and entrepreneurship has strong practicality and application. Higher vocational colleges should advance with the times. According to the characteristics and the actual situation of each major, it is necessary to cultivate students' innovative entrepreneurial ability in practical teaching.

Carrying out the professional practice teaching which has the characteristics of innovation and entrepreneurship can make the integration of the innovative entrepreneurship practice and the professional practice better. First, in order to achieve the educational function of the innovation and entrepreneurship in the process of the practice teaching, we can build the practice places inside and

outside the school. Second, it is necessary for students to set up different training regulations and management system about innovative entrepreneurship competition. The students should actively participate in the innovative entrepreneurship competition, so as to stimulate their creative potential. Thirdly, through the cooperation between schools and enterprises, the students can take part in the real innovative entrepreneurship projects, which could help students to complete the transformation from professional cognition to innovative practice and then to the entrepreneurial practice, and achieve the integrated learning of the professional practice and the innovative entrepreneurial practice.

### **3.4 Strengthen the construction of the teacher team and enhance the teachers' ability of innovative entrepreneurship education.**

The teaching staff of innovation and entrepreneurship is very important to ensure the effective combination of the innovative entrepreneurship education and the professional education [4]. The teaching idea, the course content and the teaching process should be finished finally by the teachers. This requires that the teachers should not only have the professional quality and theoretical knowledge, but also have the skill of innovation and entrepreneurship. However, at present, the number of innovative entrepreneurship teachers in higher vocational colleges is relatively scarce. The existing professional teachers lack of the innovative entrepreneurship consciousness.

In order to meet the requirements of innovative entrepreneurship education for teachers, higher vocational colleges should adopt the mean that combining "going out" and "bringing in" to construct the teachers team. First, the teachers should not only strive to improve their professional theoretical level, but also actively participate in the practice and the competition of the innovation and entrepreneurship. As a result, their educational ability of innovation and entrepreneurship can be improved in both theory and practice. Second, the schools should organize various training courses about innovation and entrepreneurship for the professional teachers, and encourage them to go to work in the enterprises, so as to enhance their perceptual knowledge about the innovation and entrepreneurship. Besides, some successful entrepreneurs with professional background can be hired as innovative entrepreneurship mentors for the students, so that they could share their successful entrepreneurial experiences with the students. Then the students will take less detours in their future entrepreneurship. In short, innovative entrepreneurship teachers play a very important role in the integration of the innovative entrepreneurship education and the professional education. Higher vocational colleges should strengthen the construction of teaching staff and try to improve their ability of innovation and entrepreneurship [4].

### **3.5 Improve the management mechanism and promote the effective integration of the innovative entrepreneurship education and the professional education.**

So far, although the teaching idea and method of the innovative entrepreneurship education are gradually integrated into the professional education in higher vocational colleges, it is difficult to carry out the effective integration of the innovative entrepreneurship education and the professional education only by these. The management mechanism must be considered comprehensively and coordinate the different departments as to form a extensive and efficient guarantee for the integration of the innovative entrepreneurship education and the professional education. Now, it is impossible for only one department to manage two kinds of education. And it is needful for all departments to work together to form a interrelated mechanisms that will ensure the organic integration of the innovative entrepreneurship education and the professional education. Each department should have a clear responsibilities. For example, the student affairs department is responsible for all kinds of innovative entrepreneurship competitions and the operate the innovative entrepreneurship projects. The teaching affairs office is responsible for building a curriculum system that combines innovative entrepreneurship courses with specialties. The personnel department is in charge of the construction of teacher team and the financial department is in charge of the management of innovation and venture capital. All departments should focus on the goal that cultivating talents with innovative technical skills and share resources to promote the effective integration of the innovative

entrepreneurship education and the professional education.

#### 4. Conclusion

The innovative entrepreneurship education is a complex, arduous and long-time systematic project in higher vocational colleges and it must rely on the professional education, which is an inevitable reform trend of the higher vocational education. The talent training model should be established based on the deep integration of the innovative entrepreneurship education and the professional education. The effective combination of the innovative entrepreneurship education and the professional education will not only be helpful for the cultivation of innovative technical talents, but also play a key role in promoting the sustainable development of higher vocational colleges.

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