

Optimizing the Management Model of Innovation and Entrepreneurship Training Plan for College Students Based on the Mode of School-Enterprise Cooperation

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Abstract: The training program of College Students' innovation and entrepreneurship plays an important role in improving students' innovation and entrepreneurship ability and cultivating high-level innovative talents. Although school-enterprise cooperation in China is still in its infancy, it is needed by universities, enterprises and the government, especially in Western universities. At present, although there are still some problems in school-enterprise cooperation, we can not use this as an excuse to pretend to be self-confident. In this paper, based on the school-enterprise cooperation mode, the author studies the optimization of management mode of College Students' innovation and entrepreneurship training plan. This paper analyses the current situation of innovation and entrepreneurship practice in Colleges and universities, and puts forward corresponding improvement measures. Research shows that innovation and entrepreneurship is the theme of the development of the times. College students' innovation and entrepreneurship education is the inevitable mission of colleges and universities. School-enterprise cooperation is an important form to promote the reform of college students' innovation and entrepreneurship education. Through school-enterprise cooperation to optimize talent training objectives, reform education and teaching forms, and create an innovative and entrepreneurial education platform. Thereby, improve the level and effectiveness of innovation and entrepreneurship education.

1. Introduction

The “College Student Innovation and Entrepreneurship Training Program” (hereinafter referred to as “Da Chuang” Project) plays an extremely important role in cultivating undergraduates' innovative consciousness, innovative ability, practical ability and comprehensive quality, and improving the quality of personnel training [1]. The countermeasures of the Chinese educational revolution are the brain-brain alliance, and the result is that the power of both hands and brain can be unbelievable [2]. Encouraging college students to start their own businesses can not only reduce employment pressure, but also cultivate the innovative spirit of college students and inject new vitality into the national economy [3]. In recent years, project has received more and more attention in the development of undergraduate colleges, and the coverage of students has become more and more extensive [4]. In addition, school-enterprise cooperation is still in a civilian state, legal safeguard measures are not in place, and a series of problems such as reward and punishment measures and evaluation standards are plagued by the development of school-enterprise cooperation [5]. In fact, the ultimate goal of higher education is to cultivate high-quality application-oriented talents, help them find jobs and start businesses quickly, and realize their self-worth. Therefore, the mode of school-enterprise cooperation has become the inevitable way for the development of today's colleges and universities [6]. The school-enterprise cooperation mode not only strengthens the internal connection between educational development and social demand for talents, but also helps to innovate and improve the long-term mechanism of cultivating innovative and high-quality talents [7]. The Higher Education Law stipulates that “the task of higher education is to train high-level specialized personnel with innovative spirit and practical ability.”

Local governments and universities have also issued relevant policies and measures to encourage

and support college students' innovation and entrepreneurship, hoping to promote employment by entrepreneurship and alleviate the current huge employment pressure[8]. In this process, there are many problems in college students' independent entrepreneurship, and there are still many bottlenecks to break through [9]. Colleges and enterprises belong to different systems, with different management mechanisms and value orientations, different needs, poor information channels, lack of specialized research institutions and management institutions, and local education departments are often unable to help because of the limitations of jurisdiction [10]. With the gradual increase of employment competition pressure, many students are faced with the embarrassing situation of graduation and unemployment, which makes the “high school useless theory” such a slogan, which has brought great obstacles to the operation and development of colleges and universities. The integration of diversified entrepreneurial resources and entrepreneurial platforms has played a positive role in promoting the reform and development of higher education. From a macro perspective, China's economic and social development is in a critical period of transformation, restructuring, and promotion. It is in urgent need of a large number of high-quality talents with innovative entrepreneurial awareness and capabilities. We believe that the use of school-enterprise cooperation to carry out “Da Chuang” projects can improve project management and implementation quality. Promote the cultivation of talents in line with industry and enterprises, promote the cultivation of innovative undergraduate talents, and meet the needs of talents in social and economic development.

2. The status quo of innovation and entrepreneurship practice in colleges

2.1 Insufficient understanding of innovation and entrepreneurship education

The entrepreneurship education in our country started late, and the development time is not long. With the development of the times and society, the understanding of innovation and entrepreneurship education has been improved by government departments and University leaders, but there are still some misunderstandings. However, the training methods of our universities have transplanted the training programs of academic degrees. There is a model of copying academic education in the formulation of teaching plans, the selection of topics and the evaluation of the quality of papers, which emphasizes theory rather than practice. As a result, college students “do not climb mountains and do not know how thick the sky is.” Not facing the deep stream, I don't know how thick the land is. They believe that only students need to carry out innovation and entrepreneurship education, but they pay little attention to the innovation and entrepreneurship education of college teachers. When both schools and enterprises choose cooperation channels, the ideas should be broad. The cooperation channels of school-enterprise are smooth, and the success of college students' entrepreneurial practice is feasible. The education of the students is undertaken by the teachers. If the teachers who teach are not related knowledge and experience, the effect of education can be imagined, let alone the practice of innovation and entrepreneurship.

In recent years, the number of researches related to the optimization of the management model of college students' innovation and entrepreneurship plans is increasing, which indicates that this kind of related research has been paid attention to by many scholars. Figure 1 shows the trend of increasing and decreasing the quantitative statistics.

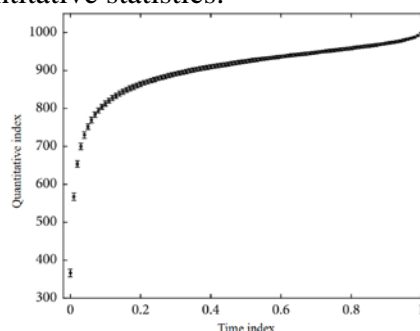


Fig.1. This year, we will study the trend of quantity increase and decrease

2.2 The importance of school-enterprise cooperation

School-enterprise cooperation provides a large number of practical positions for students. Students can choose post practice according to the goal of entrepreneurship, accumulate experience, help students set clear employment goals, and point out the direction for students' entrepreneurship. With the rapid development of economy, the competition among enterprises is becoming more and more fierce. In order to realize the sustainable development of enterprises and make their products occupy more market share, more and more enterprises pay more attention to the research and development of new products. In practice, students can only imitate the teacher's actions at a glance. Moreover, it is a practical and operational plan, but due to the lack of relevant practical platforms and system support, it can only be forced to give up. Therefore, in the process of cooperation, most of the schools are actively seeking partners from the business community in order to survive, develop and adapt to the requirements of the market economy. In this respect, enterprises also have a tendency to be "pragmatic" and "reward for profit". Although some projects are more innovative, the selection of design and research methods from topic selection to research route is carried out by the instructor, and the enthusiasm and initiative of the students are not really mobilized.

In terms of the construction of the incubation platform, in recent years, in the many documents such as entrepreneurship promotion and college graduate work, it has emphasized that a number of positions and platforms have been formed to strengthen the construction of innovative entrepreneurship and service platforms for college students. As shown in Table 1.

Table 1 College students' innovation, entrepreneurship and service platform construction

Platform type	Specific project	Main content	Organizer
Incubation platform	Business incubator base	Human resources of the business incubator base established by human resources and social security departments at all levels	Provincial Human Resources Social Security Department
	Preincubator	Science and Technology Enterprise Incubator Established by Science and Technology Departments at All Levels	Provincial Science and Technology Department
	Pioneer Park, Science Park	Various Science and Technology Achievement Transfer Bases Established by Universities and Localities	Universities and localities
Financial Platform	"Qingchuang" equity crowdsourcing platform	Internet crowdsourcing platform specializing in providing comprehensive financial services for young college students' innovative entrepreneurship projects (enterprises)	The League Provincial Committee
	Innovative Venture Capital Fund for College Students	The First Equity Investment Fund Focusing on Investing in Innovative and Entrepreneurial Projects of College Students	League Provincial Committee

3. The Mode of School-Enterprise Cooperation in College Students' Entrepreneurship Practice

3.1 College students' entrepreneurship practice the form of school-enterprise cooperation mode

"Marriage" type of college students entrepreneurship school-enterprise cooperation includes the establishment of entrepreneurship incubator park and joint research and development of new

products with universities and enterprises. Influenced by traditional ideas, in the process of innovation and entrepreneurship education in general colleges and universities, they only pay attention to the imparting of knowledge, neglecting to cultivate students' innovation and entrepreneurship and innovative thinking. There are not too many conditions for students to carry out extracurricular scientific and technological activities such as project, and some universities do not attach importance to the construction of conditions for students' scientific research projects, which results in the quality of project implementation being affected. School-enterprise cooperation has transformed the concept of higher education, enabling students to verify theoretical knowledge in practice and promote the integration of theoretical knowledge and practical skills. From the perspective of internal colleges and universities, the homogenization of talent cultivation is serious, and there are still many disconnects with the talent demand of the society. Vigorously carrying out innovation and entrepreneurship education has become an important direction and important task of higher education reform.

In order to understand the entrepreneurial practice of college students across the country, questionnaires were sent to college students across the country. Statistics on the choice of self-employment, study abroad, postgraduate study, and employment after graduation. The result is shown in Figure 2.

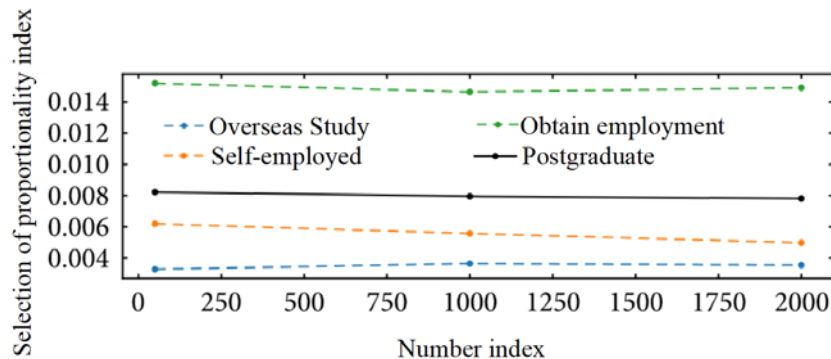


Fig.2. College students' entrepreneurial practice choice intention

3.2 Make full use of alumni resources and social resources

The school has cultivated a large number of outstanding alumni in the history of running a school. They have considerable influence and appeal in the enterprise, and have good contacts. The alumni enterprises are widely distributed throughout the province and have wide professional coverage. They are a good resource for school-enterprise cooperation. . Some graduates are not clear because of their own positioning, coupled with the influence of family, business, environment and other factors, so it is difficult to work smoothly, become a leisurely person in the society, causing waste of human resources, but also not conducive to social stability. Unity. Through the enterprise-led school-enterprise cooperation model, enterprises gain more economic benefits while improving product competitiveness, and the ability of students to engage in scientific research has also been well trained. Not only can we hire senior management and technical experts from enterprises and society to give lectures, but also we can recommend teachers to take part-time jobs in enterprises and related institutions to improve teachers' practical operation and guidance ability. However, the teaching hardware facilities and faculty of universities are limited, and the teaching environment of universities is always closed relative to the production line, which to some extent limits the improvement of the implementation quality of project. Enterprises also have such problems. Enterprises are profit-oriented organizations, which determines that the technology of enterprises needs to be kept secret. Only in this way can they be competitive in the market economy and achieve their own purpose of school-enterprise cooperation.

4. Conclusion

Although school-enterprise cooperation in China is still in its infancy, it is needed by universities,

enterprises and the government, especially in Western universities. In this context, according to the actual situation of running a school, it is a beneficial attempt for colleges and universities to adopt the way of school-enterprise cooperation to implement some “big-break” projects and promote the quality of implementation. Therefore, colleges and universities should first take the initiative to guide, pay attention to cultivating college students' innovative and entrepreneurial spirit, grasp the opportunity of current school-enterprise cooperation, actively participate in innovative and entrepreneurial projects, and cultivate their practical and innovative abilities through projects. From the reality, the exploration of school-enterprise cooperation as a pioneering practice of college students, although still in its infancy, provides a good start for college students to understand and understand the needs of enterprises and local governments, and actively explore entrepreneurial approaches. Of course, not all projects can adopt the school-enterprise cooperation method, and we can gradually advance in a selective and step-by-step manner. Of course, how to make school-enterprise cooperation receive practical results and achieve a win-win situation for college students and enterprises, there are still many problems to be explored, and we must continue to work hard on the details of cooperation.

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