

Research on Innovation and Entrepreneurship Education and Practice in Colleges and Universities in China

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Abstract: This paper briefly expounds the importance of innovation and entrepreneurship education in colleges and universities, analyzes the problems existing in innovation and entrepreneurship education in colleges and universities in china, and puts forward four practical strategies of innovation and entrepreneurship education in colleges and universities in order to ensure the effect of innovation and entrepreneurship education in china.

1. The Importance of Innovation and Entrepreneurship Education in Colleges and Universities

At present, innovation and entrepreneurship have set off a wave in our country, colleges and universities have explored the effective methods of innovative entrepreneurship education, the author combines their own experience, put forward the following views.

From the psychological point of view, creative intelligence is the same as other human capabilities, are some of the ability to develop, sustainable development. Generally speaking, the influence factor of human creation intelligence mainly includes two factors, one is genetic factor, the other is environmental factor, the former is the basis of the continuous development of creative intelligence, and the latter is the main influence factor of creating intelligence. For students, school is the main learning environment, colleges and universities are an important place for college students to receive education, not only need to spread scientific knowledge, promote knowledge innovation and application, but also need to train comprehensive talents for the society, is the shake of the cultivation of innovative entrepreneurial talents. According to the survey data, there were nearly 6.809 million graduates in colleges and universities in China in 2015, of which nearly 204,000 chose to start their own businesses, and about 3 percent chose to start their own businesses six months after graduation. In recent years, the country's economic situation has been constantly changing, and the industrial structure and population structure have also undergone certain changes. Under the background of the Chinese Dream era, colleges and universities should seize the opportunity of the times to develop, vigorously promote innovative entrepreneurship education, constantly improve students' innovative thinking level, enable them to master more technology and skills, strengthen their innovative entrepreneurial practice, enable them to accumulate rich experience in enterprise management and project management during their study period, examine the scientific nature and feasibility of innovative entrepreneurial projects from different angles, reduce the resistance to promote the promotion of enterprises, reduce the risk to further enhance the success rate of entrepreneurial projects.

2. Problems of Innovation and Entrepreneurship Education in Colleges and Universities in China

2.1. The Level of Cooperation Between Schools and Enterprises is Low

Innovation and entrepreneurship education is a strong practical education work, not only requires students to have rich theoretical knowledge, but also requires students to master the corresponding technical skills, more important is to require students to have the ability to operate a project

independently. The above-mentioned personnel training content, some can rely on the guidance of the school to achieve, but also some of the content needs to cooperate with each other between schools and enterprises. At present, the innovation and entrepreneurship education mostly takes the higher education as the main body, which is not in accordance with the goal of innovation and entrepreneurship education. Although most colleges and universities have adopted the mode of college cooperation, the cooperation between the two is only superficial phenomenon. In the concrete innovation and entrepreneurship training activities, the participation of the enterprises is not very good, the main reason is that there are certain differences in the interests of the school and enterprise, which needs to be adjusted by the government department to solve this problem.[1].

2.2. The Concept of Innovative Entrepreneurship Education is Backward

Although in recent years our country vigorously promotes innovation and entrepreneurship education, and has issued a series of policies to support innovation and entrepreneurship education, some colleges and universities still do not really realize the important meaning of innovation and entrepreneurship education. Only simply take innovation and entrepreneurship education as an ordinary education task, some colleges and universities have established cooperative relations with enterprises, but still carry out all kinds of work according to the educational concept of the past, without taking into account the development characteristics of the times. Innovation and entrepreneurship education not only requires schools to teach students some basic contents of entrepreneurship, but also requires schools to popularize the theoretical content of specialty for students, cultivate students' corresponding literacy, and actively infiltrate the concept of innovation and entrepreneurship in the whole teaching link.

2.3. The Practical Experience of Guiding Teachers is Not Rich Enough

Different from the teaching of other courses, innovative entrepreneurship education has a high demand for the comprehensive quality of the guidance teachers, not only requires the guidance teachers to have a strong theoretical knowledge reserve, but also requires the guidance teachers to have a large number of practical classics. However, most of the teachers of innovation and entrepreneurship in colleges and universities are teachers who stay in school, the professional theory is very solid, but the practical experience is very few, and the specific operation and understanding of enterprises are relatively one-sided, which leads to the innovation and entrepreneurship education of colleges and universities only stay on the theoretical level, the guidance teachers only follow the case in the teaching materials to start teaching activities, the classroom explanation lacks the actual case support, the teaching activities can not meet the needs of the development of the times. Although some institutions of higher learning have invited in-house employees to teach on campus, most of them answer some of the students' questions in the form of lectures, and do not carry out systematic teaching, it is very difficult for students to learn more valuable things. Figure 1 shows the scene of the seminar on innovation and entrepreneurship.



Figure 1 Students attend seminar on innovation and entrepreneurship

3. Practical Strategies for Innovation and Entrepreneurship Education in Colleges and Universities in China

3.1. Giving Full Play to Government Functions and Providing Policy Guarantees

The smooth development of innovation and entrepreneurship education activities can not be separated from the support of government departments. In the activities of innovation and entrepreneurship education, government departments should give full play to their own functions, strengthen the guidance to institutions of higher learning and enterprises, draw on the advanced experience of foreign countries, introduce a series of policies conducive to innovation and entrepreneurship education in colleges and universities, and create innovative and entrepreneurial education for the government, colleges and enterprises. Local governments should formulate relevant policies according to the specific economic situation and the actual situation of regional development, issue corresponding big green, and promote the cooperation between institutions of higher learning and enterprises. In order to ensure the smooth development of innovation and entrepreneurship education activities, it is also necessary to increase the investment of funds, optimize the resources of teaching, realize the combination of production and learning, constantly strengthen the students' innovative and entrepreneurial spirit, and promote the steady development of innovation and entrepreneurship education.

3.2. Pay More Attention to Innovation and Entrepreneurship and Change Teaching Ideas

Under the background of mass entrepreneurship and mass innovation, colleges and universities should fully realize the value of innovation and entrepreneurship education, follow the pace of development of the times, adhere to the principle of market-oriented talent training, carry out characteristic teaching, and promote the smooth opening of innovation and entrepreneurship education activities. Innovation and entrepreneurship education is mainly practice, therefore, colleges and universities should actively establish practice base, create a large-scale simulation teaching platform with open characteristics, pay attention to the construction of training base and laboratory, and actively build innovation and entrepreneurship demonstration park.

Colleges and universities also need to cultivate students' innovative and entrepreneurial spirit, so that they can fully understand and understand innovation and entrepreneurship, and adopt a series of projects, such as creators, classroom innovation and scientific and technological innovation, to strengthen the creation of innovative entrepreneurial culture environment, as shown in figure. Teachers need to innovate traditional teaching methods, adopt the forms of flipping classroom and experiential teaching, and put innovative entrepreneurship into students' thinking, and encourage students to face up to the challenges[2].



Figure 2 A student's creative activity in a university

3.3. Improving the Education System and Strengthening the Teaching Staff

The organizers of innovative entrepreneurial education activities are teachers, and teachers are also the designers and implementers of teaching activities. In a certain sense, teachers' own quality can affect the success of teaching. This means that the teachers of innovation and entrepreneurship in various colleges and universities need to strengthen their learning, constantly improve their own

innovation and entrepreneurship literacy, open up the eyes of the guidance teachers, change their way of thinking, always pay attention to the relevant frontier news, and then ensure the effectiveness of the teaching guidance. For the school, it is necessary to provide training for the guidance teachers, according to the professional level of the guidance teachers and the content of teaching, encourage teachers to carry out practical training in the enterprise, obtain advanced management technology and manufacturing technology in practice, and ensure the effective teaching guidance. Colleges and universities can also actively absorb talents with rich experience in entrepreneurial practice from the society or enterprises, let them serve as guidance teachers for innovation and entrepreneurship, share some practical experience and real cases of entrepreneurship for students, constantly strengthen the team of innovative entrepreneurship guidance teachers, and ensure the effectiveness of innovative entrepreneurship education.

3.4. Strengthening Cooperation Between Schools and Enterprises and Changing Evaluation Methods

First of all, it is necessary to strengthen the cooperation between institutions of higher learning and enterprises, to provide a place for students to practice, to enhance their practical ability, to let the students know the scientific research trend of the enterprise and the related technical needs, to stimulate the students' desire for innovation and entrepreneurship, and to promote the good development of innovation and entrepreneurship.



Figure 3 Schools and schools jointly develop talent training plans

Secondly, it is necessary to innovate the traditional evaluation system, reform the standards and steps of teaching evaluation, put forward the creative evaluation mechanism, fully respect the main position of the students during the period of establishing and carrying out the evaluation system, let the students score on the performance of themselves and other students, and realize self-summation and opposition in this link. By adopting this method, students can be given multiple identities, not only the evaluator, but also the evaluator, which will help to cultivate students' reflective ability, make continuous progress in the process of reflection, and then cultivate students' innovative and entrepreneurial ability[3].

4. Conclusion

To sum up, infiltrating innovative entrepreneurial ideas in higher vocational Chinese teaching is helpful to improve the effectiveness of classroom teaching and improve students' innovative entrepreneurial ability. Therefore, Chinese teachers in higher vocational schools can fully refer to the above teaching strategies, popularize the knowledge of innovation and entrepreneurship for students, apply the classroom learning to innovative entrepreneurial activities, reform the standards and steps of teaching evaluation, put forward creative evaluation mechanism, cultivate students with excellent comprehensive quality, better deal with the pressure of employment in the future, innovative entrepreneurial education is particularly important in the 21st century, colleges and

universities can fully refer to the above contents to ensure the quality of innovative entrepreneurial education, improve the students' innovative entrepreneurial spirit and ability, and improve the success rate of entrepreneurship.

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