

On the Construction of Cooperative Mechanism of Innovative Entrepreneurship Education in Colleges and Universities in the New Age

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Abstract: One of the important characteristics of college education at present is to carry out innovative entrepreneurship education for college students, which gives a special flash point to social entrepreneurship in the current era. In the social entrepreneurship team, college students are a special and very important group, which needs extensive attention from the state and society. In recent years, in order to encourage college students to start their own businesses, China has promulgated a large number of preferential policies to provide opportunities for students to start their own businesses and employment, so as to promote the establishment of a cooperative mechanism between schools and society, and then truly realize the development and progress of education in the times. Based on this, this article starts with the problems existing in the construction of the cooperative mechanism of innovative entrepreneurship education in colleges and universities at the present stage, and analyzes and discusses how to construct the cooperative mechanism of innovative entrepreneurship education in colleges and universities for reference.

1. Problems in Innovation and Entrepreneurship Education in Colleges and Universities

At present, our country steps into the ranks of innovative countries, in this context, our college students as the most potential and vitality of social development, its entrepreneurship directly reflects the openness of society and become an important symbol of the development of the times. Therefore, the development of innovative entrepreneurship education has become an important link in college education, how to promote the work of innovative entrepreneurship education for college students and the implementation of innovative entrepreneurship policy guarantee mechanism is an important issue facing schools and even today's society. In order to fully arouse the entrepreneurial enthusiasm and enthusiasm of college students, when promoting the work of innovative entrepreneurship education, the government, enterprises, colleges and universities and college students should be closely combined to actively build a "four-in-one" cooperative mechanism of innovative entrepreneurship education with students as the main body, so as to effectively cultivate the entrepreneurial spirit and entrepreneurial ability of college students.

1.1. Inadequate Operational Mechanisms

On the one hand, because the innovation and entrepreneurship education of colleges and universities in our country is still in its infancy at present, it lacks a perfect education system; the ability level of supporting teachers' team is limited; and the practical training mechanism is also in the process of continuous development. On the other hand, although the government department realizes that it can increase the economic benefit by widening the way to transfer the surplus labor force, it fails to form a sound docking mechanism with colleges and universities in the aspect of entrepreneurship education, which makes it difficult for the two to realize the real cooperation.

1.2. Lack of Start-Up Funds

Entrepreneurship needs to have a certain economic base, for college students as a special group, it is difficult to have more sufficient start-up funds, its demand is also relatively urgent. Although our government has given it certain financial support, such as opening up financial policies such as

"small guarantee loans ", in practice, the conditions for the enjoyment of these policies are high and it is difficult to face all college students.

1.3. Lack of Practical Training Bases

With the continuous development of innovation and entrepreneurship, the government has established the training base of innovation and entrepreneurship one after another, which is of great practical significance as an important carrier of innovation and entrepreneurship education. However, in general, the location of the training base is mostly located outside the school, thus causing transportation pressure for students to a certain extent. In addition, college students also need to take into account their studies when starting a business, so some colleges and universities provide them with entrepreneurial practice center in the school, but because of the differences in the strength of each university, the development of students' entrepreneurial level is not balanced.

1.4. The Effectiveness of Entrepreneurial Training Needs to be Improved

Today, the government has built a relatively sound entrepreneurship training system, but it still has a large flaw in its audience, often focusing on entrepreneurs who consider public services. In addition, the professional teachers involved in the entrepreneurship training system fail to realize the common development of professional accomplishment, academic standard and practical experience, which to some extent affects the quality of entrepreneurship training. Therefore, it is particularly important to introduce a sound entrepreneurship training system, which can not only enrich the practical content of the teaching classroom, but also realize the organic combination of theoretical knowledge and practical knowledge, so as to better carry out the work of innovation and entrepreneurship.

1.5. Lack of Entrepreneurial Simulation Training Opportunities

Because there is a large risk of entrepreneurship, and there is a special entrepreneurial group in the university, so in order to effectively reduce the risk of entrepreneurship, we should carry out simulated entrepreneurship before starting a business. For college students, it is necessary to provide a simulated entrepreneurial practice platform and give them entrepreneurial consulting services if necessary. At present, many entrepreneurship simulation training platforms have been developed in China, but the opportunities for students to conduct entrepreneurship simulation training are few, mainly due to the lack of sufficient funds for entrepreneurship education in colleges and universities, and in the aspect of entrepreneurship consulting services, it is also restricted by the lack of professional teachers in colleges and universities.

2. An Overview of the Cooperative Mechanism of Innovative Entrepreneurship Education for College Students " Four in One "

In the face of the current problems in the development of innovative entrepreneurship education for college students, the "four-in-one" innovative entrepreneurship model has been put forward, in which the government, enterprises, universities and college students play different roles in this model: the government makes full use of its public service function, plays a leading role in the development of innovative entrepreneurship education. College students play the main role of education in this process and actively carry out innovative entrepreneurial practice. The government, enterprises, universities and college students have the relationship of cooperation and common development (as shown in figure 1), which promotes the smooth progress of innovative entrepreneurship education in colleges and universities.



Figure 1 Elements and relationship of "Four in One" cooperative mechanism of innovation and entrepreneurship education

3. Construction of Cooperative Mechanism of Innovative Entrepreneurship Education in Colleges and Universities

The cooperative mechanism construction of innovative entrepreneurship education in colleges and universities, that is, on the basis of following the concept of synergy, to establish the "four in one" innovative entrepreneurship model.

3.1. Establishment of Operational and Safeguard Mechanisms

The establishment of operation and guarantee mechanism is an important basis for constructing cooperative mechanism of innovative entrepreneurship education in colleges and universities, which emphasizes that the government should cooperate with enterprises. The government, in cooperation with enterprises, provides support for the development of innovative entrepreneurship education for college students, such as policies, funds and technologies, which are unique to the state and enterprises, so that the operation and guarantee mechanism can develop steadily. In addition, the government also encourages enterprises to provide entrepreneurial support for college students, that is, local governments combine local enterprises to use their respective resource advantages to establish training bases such as "innovative and entrepreneurial bases for college students ", and provide comprehensive entrepreneurial services such as incubator, information consultation, fund support, entrepreneurship guidance, legal aid and so on for college students.[1]. On the other hand, enterprises respond positively to the call of the state to provide professional training programs and talents for students to be able to innovate in entrepreneurship education. For example, enterprises send outstanding talents as teachers of innovative entrepreneurship courses to provide professional guidance to students. In a word, promoting the cooperation between government and enterprises can greatly establish the operation and guarantee mechanism, support college students to start a business (as shown in figure 2), and then promote the healthy development of the cooperative mechanism of "four in one" innovative entrepreneurship education.



Figure 2 Government and enterprises jointly support university students to start a business

3.2. Participation and Incentive Mechanisms

The key to establish participation and reward mechanism needs to promote the cooperation between colleges and students. First of all, schools need to carry out innovative entrepreneurship education for the whole school, take the development and reform of innovative entrepreneurship education as the key to promote the development of schools, and actively implement the main responsibility of innovative entrepreneurship education. Secondly, schools need to create a good atmosphere of innovative entrepreneurship education for students, and actively publicize and encourage college students to participate in innovative entrepreneurship education, so as to ensure the quality of their innovative entrepreneurship education. In addition, in the face of the current more severe forms of employment, colleges and universities should provide the following suggestions for students: first, to participate in various innovation and entrepreneurship competitions, such as the recent "innovation in Shanghai" international innovation and entrepreneurship competition (as shown in figure 3), to improve their own practical experience; second, to learn the entrepreneurial experience of successful people in various industries in combination with their own circumstances; third, to make full use of the school experimental teaching platform or entrepreneurial base and other effective resources. In addition to providing students with the above basic advice, colleges and universities also need to establish a reward mechanism. To stimulate students' interest and enthusiasm in starting a business, entrepreneurship will be directly linked to various selection activities, such as credit evaluation and scholarship evaluation. This operation can also play an exemplary role to a certain extent and promote more students to start a business [2]. As an educational and teaching unit, the establishment of its participation and incentive mechanism can better promote the development of innovative entrepreneurship education.



Figure 3 "Entrepreneurship in Shanghai" innovation and entrepreneurship competition

3.3. Assessment and Feedback Mechanisms

One of the important factors to ensure the sustainable development of innovative entrepreneurship education in colleges and universities is that the information exchange between the four elements is effective and smooth, and its essence is to establish the evaluation and feedback mechanism so as to realize the "four in one" synergy. The establishment of evaluation and feedback mechanism involves many aspects, such as "government assessment and feedback on enterprise participation in entrepreneurship support; enterprise evaluation and feedback on the performance of college students' entrepreneurial practice; evaluation and feedback on the actual situation of college students' participation in entrepreneurship ".[3].

4. Summary

To sum up, the establishment of cooperative mechanism of innovative entrepreneurship education for college students has a long way to go, which requires the joint efforts of the government, enterprises, universities and college students, and then urges our college students to solve the current problems, set foot on a new level, and achieve sustainable development.

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