

# Research on Innovation and Entrepreneurship Education and Innovation Model of College Students

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**Abstract:** With the development of society and the improvement of economic level, the content and thought of education and teaching in colleges and universities in our country are constantly changing, gradually from the traditional theory teaching to the practical teaching of theory. In the information age of economic globalization, the market demand for talents is also constantly changing, and many colleges and universities encourage college students to start a business in order to realize the promotion of economic construction and the mastery of college students' compound technology. Innovation is the fundamental driving force of the development of the times and economy. Only continuous innovation and entrepreneurship can enhance the sustained growth of market economy and expand more diversified. This article first analyzes the current situation of the development of innovative entrepreneurship education for college students, and then expounds the shortcomings of the current innovative entrepreneurship education for college students.

## 1. Introduction

The innovation and entrepreneurship education of college students refers to the education and the establishment of a solid foundation for the related knowledge of innovation and entrepreneurship based on the education of improving students' basic quality of sustainable development. Through the cultivation of students' innovative ability and basic quality, college students can have a higher level of innovation and entrepreneurship ability, and help students to realize the increase of the starting point of development, promote the employment rate of college students, and then realize the effect of modern education to meet the needs of social development.

## 2. Current Development of College Students' Innovative Entrepreneurship Education

In the face of such a competitive employment market and employment situation, colleges and universities must consider the future development of college students carefully and expand the development of students constantly. According to the report on entrepreneurship of college students issued by Renmin University of China, the employment rate of colleges and universities in various regions of China is gradually decreasing, as shown in Figure 1:



Figure 1 Job fair for a university in spring 2019

With the increasing support for college students' entrepreneurship practice from all walks of life, the proportion of college students choosing to work directly after graduation is decreasing year by

year. More and more college students choose to start their own businesses after graduation. According to incomplete statistics, more than 90% of college students have considered their own entrepreneurship. The state and the government have also introduced a number of preferential policies to promote college students' entrepreneurship, and have established a number of university students' entrepreneurship bases, entrepreneurial parks and entrepreneurial guidance offices. As shown in figure 2:



Figure 2 University graduates

From this aspect of analysis, the current college students are very strong willingness to start a business. However, it is not enough to start a business, but it is not enough to have a passion. Therefore, colleges and universities have actively carried out innovative entrepreneurship education courses, pointing out the direction for some college students who have no place to start, and providing theoretical and technical support for potential entrepreneurs and economic development forces. In order to encourage and help young college students to start a business, colleges and universities are constantly looking for new ways and new models of innovative entrepreneurship education, which can help college students to realize their dream of entrepreneurship [1].

### **3. At Present, there are Some Shortcomings in the Mode of Innovative Entrepreneurship Education for College Students**

#### **3.1 Lack of Convergence between Innovative Entrepreneurship Education and Professional Discipline Education**

As far as the connection between the innovation and entrepreneurship education and the content of the specialty education is concerned, the driving force of the university students' entrepreneurship is mainly influenced by many factors, such as social practice, market development trend, enterprise image, social scope, etc. Many students have the idea of entrepreneurship under the course of innovation and entrepreneurship education offered by colleges and universities. How to link up the innovation and entrepreneurship education with the innovation and entrepreneurship education is the effective link between the innovation and entrepreneurship education in order to strengthen the students' professional knowledge and the innovation education.[2]. At present, the contents of the innovative entrepreneurship education of college students and the areas involved in student entrepreneurship can be clearly seen from the statistical chart, as shown in figure 3:



Figure 3 Entrepreneurship guidance meeting

From the chart can be found that the majority of students choose to start a business industry is retail, it is also a relatively low requirements of the industry so far, for college students, the lack of

relevant technology and management skills they can only choose a less difficult industry to start, the first to build the entrepreneurial basis.

### **3.2 Practical Guidance Setting of College Students'Innovation and Entrepreneurship Education**

Because of the influence of the educational thought and educational system factors of some colleges and universities, many college students are difficult to obtain employment after graduation, and they cannot adapt to the rapid work rhythm of the enterprise after entering the post. This is all because colleges and universities only pay attention to theory and despise the result of practice. It is also the drawback of traditional education, and this situation also exists with the actual situation of innovative entrepreneurship education in colleges and universities. Therefore, colleges and universities must constantly promote the establishment of innovative entrepreneurship education curriculum system and the increase of practical courses, and also pay attention to the students'mastery of innovative entrepreneurship skills.

### **3.3 Effective Evaluation of the Lack of Effective Innovative Entrepreneurship Education Model**

How to measure the effect of innovative entrepreneurship education mode and the mastery of innovative entrepreneurship knowledge and skills of college students need to adopt scientific and effective evaluation methods, but many colleges and universities only regard innovative entrepreneurship education as a means to improve employment rate, and do not attach importance to the accurate assessment of innovative entrepreneurship level of college students, so they cannot grasp the innovative entrepreneurship level designed by students, which also leads to the poor effect of innovative entrepreneurship courses in colleges and universities.

## **4. Thinking on the Innovation and Change of College Students'Innovation and Entrepreneurship Education Model**

### **4.1 Strengthening the Construction and Improvement of the Curriculum System of College Students'Innovation and Entrepreneurship Education**

In the course of innovative entrepreneurship education for college students, colleges and universities must combine the requirements of innovative talents standards under the background of socialist market economy, design the curriculum content and construct the curriculum system according to the current trend of innovation and entrepreneurship development and the policy of innovation and entrepreneurship, and classify the innovative entrepreneurship curriculum into modular teaching and hierarchical teaching, and break down the regional teaching content such as practical courses, management courses and technical courses. In particular, we should pay attention to the scientific division of students'innovative entrepreneurship related knowledge content and entrepreneurial risk, entrepreneurial quality, entrepreneurial thinking and so as to improve the teaching curriculum system [3].

### **4.2 Practical Curriculum Design with Actual Job Entrepreneurship as its Main Objective**

Therefore, colleges and universities must strengthen the establishment of the expert team of entrepreneurship education, invite the entrepreneurs with rich entrepreneurial experience or the outstanding managers of the market to go into the campus for the practical teaching of innovative entrepreneurial posts, and combine the characteristics and actual changes of the modern market and the relationship between industry development and entrepreneurship to train and promote the students'entrepreneurial ability.

### **4.3 Rational Design of the Evaluation Mechanism for the Innovation and Entrepreneurship Education of College Students**

Colleges and universities should set up the evaluation mechanism of college students'innovation and entrepreneurship education scientifically. From the perspective of education evaluation, the

effective evaluation mechanism can help students to clearly understand their current level of innovation and entrepreneurship ability, and remove and recognize their own shortcomings and defects from the objective evaluation. Therefore, colleges and universities must scientifically and reasonably design the evaluation mechanism of innovative entrepreneurship education for college students, and constantly improve and supplement it through practice to ensure that it can help students improve themselves continuously.

#### **4.4 Actively Build a Professional Faculty of Innovative Entrepreneurship Education for College Students**

From the point of view of college students'ability of innovation and entrepreneurship, it lacks a certain degree of professionalism in the mode and content design of innovation and entrepreneurship education in colleges and universities. The main reason lies in the lack of excellent college students'ability of innovation and entrepreneurship. Therefore, colleges and universities must actively carry out the training and establishment of professional innovative entrepreneurship education teachers, effectively enhance the level of innovative entrepreneurship education and practical teaching quality, and constantly strengthen the level of entrepreneurship skills and innovative entrepreneurial knowledge of college students. Colleges and universities should properly employ the excellent teachers of various teaching institutions to teach in the Institute of Innovation and Entrepreneurship Education, so as to ensure the professional level of teachers, and constantly encourage teachers to infiltrate the content of innovation and entrepreneurship education in the course of daily teaching, so as to promote the high connection between innovation and entrepreneurship education and professional education. [4].

#### **5. Conclusions**

At present, the innovation and entrepreneurship education of college students has gradually become a hot research topic in the field of higher education in China, which has a great impetus to the level of higher education and the effect of the comprehensive reform of education in China, and is also an effective way to make strategic adjustment to the economic structure of our country. Teachers must first change their education and teaching ideas, do a good job of professional knowledge and innovative entrepreneurship education content of a reasonable link, colleges and universities should also actively do a good job of innovative entrepreneurship education professional teachers, to maximize the level of innovative entrepreneurship education and education quality, so that college students can quickly adapt to the rapid development of the economic market, quickly into the socialist economic construction.

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