

Problems and countermeasures of innovation and entrepreneurship education in Application-oriented Universities

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Keywords: Application-oriented Universities; innovation and entrepreneurship; countermeasures

Abstract: colleges and universities are an important part of the national innovation and entrepreneurship system. Although innovation and entrepreneurship education has been carried out for many years, questions remain. Based on the analysis of the problems existing in the innovation and entrepreneurship education of application-oriented universities, this paper proposes solutions and explores a diversified educational model of innovation and entrepreneurship.

Introduction

With China's economic and social development into the new normal, the economy is changing from high speed growth to Medium high speed, from factor driven, investment driven to innovation driven. Innovation has become the core driving force of the new normal economy, and innovation and entrepreneurship is one of the effective ways to transform the innovation achievements into the actual productive forces. The Central Committee of the Communist of China and the State Council have made important decisions to speed up the implementation of innovation driven strategies and build an innovative country. Prime Minister Li Keqiang pointed out in the government work report in 2015 that " Widespread entrepreneurship and innovation should become an important engine to promote the development of Chinese economy", The innovation driven is essentially a talent-driven, and talent is the core factor of innovation. It is necessary to deepen education reforming for training creative talents. Especially, the Reforming of innovation and entrepreneurship education should be carried out.

At present, the majority of local universities are developing and transforming to application-oriented universities. Training special personnel engaged in technical application and technical research and development as the goal, leading professional construction through the innovation and entrepreneurship education, exploring the ways of training applied personnel of academic, industrial, employment and entrepreneurship, promote the close integration of talent training and social needs .

Problems existing in the development of innovation and entrepreneurship education in Application-oriented Universities.

Application-oriented Universities aim at training application-oriented talents with certain innovative consciousness and entrepreneurial ability. However, most of Application-oriented Universities are not deep enough in the field of innovation and entrepreneurship education, and the main problems are as follows.

Innovation and entrepreneurship education system is not perfect, innovation and entrepreneurship education has not been effectively incorporated into the personnel training system.

Innovation and entrepreneurship education has not been organically integrated with professional education and quality education. Curriculum design of innovation and entrepreneurship, teaching content and teaching method has many problems, systematic innovation and entrepreneurship education system has not yet formed .

The construction of practical platform for innovation and entrepreneurship education is not in place. the lack of a variety of innovation and entrepreneurship practice base, students experience and cognition on market development, prevention and control of venture capital , leading to lack of students literacy for innovation and entrepreneurship.

Application-oriented Universities do not guarantee enough innovation and entrepreneurship education. These universities do not invest enough hardware. The ability of coordination and management of various kinds of support system is not strong. Service level is not high. It is not enough that the manpower, equipment and facilities are inclined to the cultivation of students' entrepreneurial spirit, entrepreneurial capabilities and entrepreneurial quality. To a certain extent, it restricts the development of innovation and entrepreneurship Education.

There is no cultural atmosphere for campus entrepreneurship, incentive mechanism, credit substitution and evaluation system are not perfect. It leads to the students' lack of experience in the campus culture of innovation and entrepreneurship, and the lack of motivation for the sustained innovation and entrepreneurship activities.

Countermeasures of innovation and entrepreneurship education in Application-oriented Universities

Application-oriented Universities play an important role in the development of training high-quality applied and technical talents for local economic construction and society, and the innovation and entrepreneurship education is an important driving force to improve the quality of personnel training, therefore, we should design the whole process of innovation and entrepreneurship talent training in an all-round way , build a complete education system of innovation and entrepreneurship in Application-oriented Universities.

First, the top-level design for innovation and entrepreneurship education. Renewing educational teaching concept and defining the goal and idea of university Students' innovation and entrepreneurship education. Do the top-level design for innovation and entrepreneurship education in Application-oriented Universities, Construct a systematic, complete innovation and entrepreneurship education system which integrates new thinking, new mechanism, new management, innovation and entrepreneurship education, innovation and entrepreneurship services, innovation and entrepreneurship support. Strengthen the cooperation between universities and enterprises and the integration of production and education, encourage the government and enterprises to participate in the training of talents in Application-oriented Universities, and promote the organic integration of classroom teaching, production practice, application research, scientific and technological innovation and social services. Reform the management system of student status and formulate elastic school system to support entrepreneurship. Allow students who have a strong desire to do business and have practical projects to leave school for business. They are allowed to retain their status. Students are allowed to arrange the course assignments according to the characteristics, needs and pace of innovation and entrepreneurship. Implement the system of innovation and transformation of credit accumulation, students will participate in innovation and entrepreneurship education evaluation and personal comprehensive quality assessment, graduation and credit granting, build innovation and entrepreneurship practice project and occupation qualification certificate of credit reporting system to identify, formulate incentive policies to promote the innovation and entrepreneurship of teachers and students, implement system that full-time teachers to industry testing exercises.

Second, establish professional teachers team of innovation and entrepreneurship . The problem of teachers is the bottleneck of innovation and entrepreneurship education, Many application-oriented universities are lack of innovation and entrepreneurship teachers, theory curriculum based innovation and entrepreneurship often taught by the similar professional full-time teachers or administrative part-time teachers. it is difficult to ensure the effectiveness of teaching. Innovation and entrepreneurship education is a strong practical system engineering. It has a high demand for teachers. we must establish a professional training system for teachers in the aspects of innovation and entrepreneurship, introduce the high-quality innovation and entrepreneurship teacher

resources, and thus format high-quality, diversified, professional faculty for innovation and entrepreneurship education. To organize and build an innovation and entrepreneurship supervisor's library with the teachers as the main body and attracting the entrepreneurial stars, excellent alumni, entrepreneurs and career guidance experts. Innovation and entrepreneurship Supervisor who combines both internal and external work, combines part-time and part-time jobs, provides students with innovative, entrepreneurial, professional and personalized guidance, and undertakes innovation and public, professional and professional entrepreneurship curriculum and project development. At the same time, the skill masters studio should be established in the Secondary College. Skill masters fully play the leader role of various industries in various fields in creating innovative and unique heritage, personnel training and other. Carry out the plan of innovation and entrepreneurship teacher training. Make long-term teacher training programs, organize who part-time and full-time teachers of innovation and entrepreneurship education to take part in training. Encourage actively teachers to enterprises to conduct the testing exercise, participate in social practice activities of industry innovation and entrepreneurship, and improve constantly the professional quality of innovation and entrepreneurship teachers.

Third, establish and improve the curriculum system of innovation and entrepreneurship education. With the increase of social concern about innovation and entrepreneurship education, the number of innovation and entrepreneurship courses offered by Application-oriented Universities has increased, but many universities have not formed a complete curriculum system of innovation and entrepreneurship. There are few hours in innovation and entrepreneurship courses, but the content is unitary and the practice is insufficient. We should integrate innovation and entrepreneurship education into teaching plan and credit system of professional education and comprehensive quality education, and establish a multi-level innovation and entrepreneurship curriculum system. In the process of the revised personnel training program, combining the subject development and professional education, the innovation and entrepreneurship education will be carried out through the whole process of personnel training, and the innovation and entrepreneurship education will be integrated into the teaching management system and personnel training program. At the same time, according to the students' different professional background, classified guidance and differentiated teaching should be implemented. Open the general public innovation and entrepreneurship courses for all students, such as occupation career planning, employment and entrepreneurship, policies and regulations of innovation and entrepreneurship, business, Internet plus and core competence. We choose some specialized courses to promote the reform of innovation and entrepreneurship education in the curriculum reform of professional education, and increase gradually the professional innovation and entrepreneurship courses offered in different specialized technical fields, and improve the innovation and entrepreneurship education curriculum group. To formulate and implement the construction plan of school-based teaching materials for innovation and entrepreneurship education, and gradually form a school-based curriculum of public awareness of innovation and entrepreneurship and professional innovation and entrepreneurship courses.

Fourth, strengthen the construction of practice bases for innovation and entrepreneurship both inside and outside schools. Firstly, establish practice base for innovation and entrepreneurship rely on universities have professional counterparts in the field of training practice base, promote deeply cooperation in research and production, establish a new mechanism for joint training of talents between schools and enterprises and institutions, strengthen innovation and entrepreneurship education in school-school and school-enterprise cooperation, and provide support for students' innovation and entrepreneurship education. Set up the profession background for the specialty, develop the new way of the application talented person training. The outside-school practice base will be built into a cooperative platform for practice teaching, innovation, entrepreneurship and employment. Secondly, the construction of innovation and entrepreneurship incubation base for undergraduates should be built rely on the inside-school practice training center. Support a number of innovation and entrepreneurship team, fostering leading cadres and pioneering undergraduates about innovation and entrepreneurship. Application-oriented University provide necessary support for entrepreneurs in the initial field, hydropower, communication, network and other hardware

facilities; provide policy guidance, funding, technical appraisal, consulting and planning, project consulting, personnel training and other types of business services; the introduce enterprise, venture capital to the base, choose high-quality and innovative entrepreneurial projects settled in the base ; provide support for training and practice of innovation and entrepreneurship education.

Fifth, the universities should set up practice platform for undergraduates' innovation and entrepreneurship, give full play to the professional laboratory, students Pioneering Park, business incubators and other functions, support all kinds of universities students' innovation and entrepreneurship practice training plan, carry out innovation and entrepreneurship competitions and activities, the implement guide project of the Students' entrepreneurship, strengthen the practice of Students' entrepreneurship, stimulate students' innovative and entrepreneurial activity. Constructing a superimposed platform for universities students' innovation and entrepreneurship education. Hold the "Internet plus" innovation and entrepreneurship competition and other activities, create the atmosphere of innovation and entrepreneurship, build communicate and learning platform for students in different grades and different disciplines. guide and encourage outstanding students through various competitions and activities show their talent. Strengthening the construction of undergraduates' innovative and entrepreneurial society. Set up various types of innovation and entrepreneurship association or business club, invite regularly famous entrepreneurs and experts to hold lectures on innovation and entrepreneurship.

Acknowledgements

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