

Research on College Students' Innovation and Entrepreneurship Education in the New Era

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Abstract: Socialism with Chinese characteristics has entered a new era, and put forward new requirements for innovation and entrepreneurship education in colleges and universities. It puts forward a paradigm of innovation and entrepreneurship education in colleges and universities in the new era, and gives theoretical support from the three levels of the major contradictions of the country's major strategic society. The basic concept of the expected target content supply describes the main content in three aspects and demonstrates the realization path from the perspectives of quality education, professional education and general education.

1. Introduction

Entrepreneurship has always been one of the ideal ways for college students to graduate. Since the 18th National Party Congress, as innovation and entrepreneurship have become national strategies, policies to encourage and support college students' innovation and entrepreneurship have been introduced. Double creation has become more and more popular among college students. It is imperative to establish a standardized innovation and entrepreneurship education method and education system that meets the needs of students and the reality of society. It is imperative to educate college students in the field of innovation and entrepreneurship. A good innovation and entrepreneurship education will have a far-reaching impact on the university's optimized education model to overcome the employment bottleneck and implement the innovation-driven strategy.

2. The significance of innovation and entrepreneurship education

The first thing that college students must solve in their innovation and entrepreneurship is the ideologically fearful mood. Therefore, the teachers engaged in the teaching of innovation and entrepreneurship should teach students in accordance with their aptitudes, help students to establish a correct outlook on the world of values, be able to correctly view the society, and be able to recognize the hardships of innovation and entrepreneurship. Subjectively, the quality of personal qualities and the ability to solve problems independently and independently are the qualities and awareness necessary for students to innovate and start a business.

Establishing a targeted education system for college students' innovation and entrepreneurship is an important part of the school's entire education system. It is also the basis for the success of college students' innovation and entrepreneurship. At present, the basis for college students to accept innovation and entrepreneurship education is the classroom teaching link. Through reasonable curriculum arrangements, teachers The basic knowledge of innovation and entrepreneurship should be taught to the student system, such as the type of connotation theory of innovation and entrepreneurship, and the various support policies of the state for innovation and entrepreneurship. It is also necessary for students to have basic management leadership, financial taxation and other basics related to business operations. Knowledge, a good knowledge reserve for entrepreneurship after graduation.

Innovative entrepreneurship is a complex behavioral activity. Students must not only master the basic knowledge, but also strengthen their ability, including the ability to predict the direction of things, find problems, analyze and reasonably avoid possible risks, and also have product design, development, sales, etc. Aspects of ability, etc.

3. Problems in the innovation and entrepreneurship education in Chinese universities

Since the 18th National Congress of the Communist Party of China, the party and the state have successively introduced a package of support policies, including tax credit facilitation procedures, for innovation and entrepreneurship. The innovation and entrepreneurial dynamism of the whole society, especially the college students, has been spurred by the higher education sector to seize this social focus. In the theoretical level, sufficient research has been carried out, but in the process of actual education and teaching, the innovation and entrepreneurship curriculum has not been incorporated into the student employment guidance system, and there is no effective connection in the school enterprise society. How to innovate and entrepreneurial education adhere to the problem-oriented and truly solve the students in the future The actual problems encountered in the stage of innovation and entrepreneurship have not been solved. At present, the innovation and entrepreneurship courses in colleges and universities in China are basically carried out in the form of elective courses. The curriculum is scattered, and there is no relatively effective teaching content for students with different needs at different levels. Teachers' classroom teaching is very subjective and random. It is basically based on their own life experience and social experience. Classroom teaching lacks unity and science. Students lack good classroom experience, so it is difficult to form good teaching. effect In addition, the current teaching system in our country, innovation and entrepreneurship courses as a new discipline, there is no effective integration with other professional courses, the curriculum lacks co-ordination.

Innovation and entrepreneurship is a practical activity. The teaching of this kind of course requires not only the teachers to have strong theoretical literacy, but also a certain social work practice, especially the enterprise management experience. The teachers are basically composed of full-time teachers engaged in business management disciplines or staff members in charge of employment guidance departments. Although they have reached the theoretical requirements for conducting classroom teaching, they are basically limited by the nature of work, and basically have no work-management activities for entrepreneurial management. Therefore, they are difficult to effectively combine theoretical teaching with practical application of quality education and ability training in teaching.

The actual effect of carrying out innovation and entrepreneurship education requires students to be tested in various innovation and entrepreneurial practice activities. At present, most of the innovation and entrepreneurship courses in China's colleges and universities still focus on classroom teaching, and students lack practical channels, mainly in various types of innovation and entrepreneurship. Competitions and exhibitions are the mainstays. They often participate in the selection of outstanding achievements or works, and the participation is limited. It is impossible to enhance the innovation and entrepreneurship of all college students. In addition, many colleges and universities are constrained by the conditions of schooling, understanding, and other conditions, and they are innovative and entrepreneurial. Practice is not enough, and many of the students' design or entrepreneurial ideas are difficult to achieve.

4. Countermeasures for University Innovation and Entrepreneurship Education System

The curriculum of innovation and entrepreneurship can neither be simply equated with other professional courses, nor can it exist separately from the course of development. Therefore, in the curriculum, it is necessary to strengthen the integration of innovation and entrepreneurship education with the existing curriculum system. The system is set up, and the ability to cultivate innovation and entrepreneurship to shape risk control and other professional courses can be effectively combined with other professional courses to teach students in accordance with their aptitudes, to form a personalized education concept and education model, to help them achieve their personal ideals and help them to do career planning. It is necessary to motivate the ideals and passions of college students' innovation and entrepreneurship from the establishment of a healthy personality and strong will knowledge reserve necessary for innovation and entrepreneurship, to help them supplement and improve the knowledge system that should be possessed in the

development of entrepreneurial activities, to help them develop the habit of lifelong learning, and to be brave. The ideas and methods for solving problems in the face of problems.

Innovative entrepreneurship is a high-risk practice. In particular, the possibility of college students who have no practical experience failing to truly initiate innovation and entrepreneurship after entering the society is very likely. School-enterprise cooperation should be strengthened to help students accumulate experience in advance. Understand and even be familiar with the future of entrepreneurship, try to avoid students taking the wrong road when they are engaged in innovation and entrepreneurship. It is recommended to combine the professional practice courses of colleges and universities, arrange fixed-post internships or adopt the mode of apprenticeship, so that students can enter the enterprise ahead of time. Under the guidance of enterprise employees, how to lead innovative and entrepreneurial enterprises, how to lead the team to build products, develop markets, manage and shape culture to deal with crisis and other knowledge, truly feel the working environment and corporate culture of the enterprise, and lay the foundation for the subsequent real entry into the workplace. Help college students who are interested in innovation and entrepreneurship learn to make the right strategic plan and adjust it in time to clear the obstacles for the preliminary work; also enable them to fully understand how to achieve the goals and the elements needed to achieve the goals, improve the ability of scientific decision-making and leadership overall, and solve student The comprehensive ability shortcomings that can't be improved through classroom teaching alone, and strengthen the interaction and exchange between the entrepreneurial enterprises and their experience sharing.

After several years of development, many innovations and entrepreneurship education in colleges and universities across the country have formed many characteristics and highlights, but it is undeniable that the level between universities is uneven. Therefore, it is urgent to establish a platform for mutual exchanges between different universities. It is recommended that the education management department make full use of the Internet to build an innovative and entrepreneurial education platform, integrate resources such as effective teaching methods for outstanding teachers' excellent practice courses in the country, and jointly build resources and participate in the innovation and entrepreneurship education platform through video learning network teaching practice teaching. En can fully realize the exchange of information, and achieve the goal of complementing each other. Colleges and universities can also display their own innovative and entrepreneurial projects on the platform, promote the cooperation of innovation and entrepreneurship projects among universities through the platform, and realize the integration of innovation and entrepreneurship education resources.

Innovative entrepreneurship education is an important component of general education and a new development dimension of general practice. Integrating innovation and entrepreneurship education into a general education system and realizing all-round education is an inevitable requirement for cultivating innovative talents in the new era. The era, the ever-changing, and innovative new development of the five development concepts, only continuous innovation can keep up with the pace of the times, to help the development of the entrepreneurial spirit is the essential basic quality, is the core competitiveness for the future world.

Due to the complexity of the environment and the rapid development of the society, the society calls for generalists who are constantly innovating in a certain field. Innovation and entrepreneurship education can provide a practical carrier for this general training goal, help to cultivate the overall quality of people and deepen the objective world. At the same time as the understanding and cognition of the subjective world, the complex problems faced by innovation and entrepreneurship are often not solved by a single subject area, but by a comprehensive problem of complex uncertainty such as interdisciplinary interdisciplinary, and general education can be used in this respect. Provide extensive knowledge and vision support. Innovative entrepreneurship education should be integrated with the general education system to achieve different perspectives in the process of educational practice, to bring together different ways of thinking, and to bring into play the rich educational resources contained in diversified differentiation. Inspired by cross-border collisions to generate value and achieve all-round education. Innovation and entrepreneurship

education is the deepening of quality education under the new normal economic conditions. It is an important focus of quality education for college students in the new era. Breakthroughs The ability to innovate and innovate is an essential quality for future talents. Therefore, the new era of innovation and entrepreneurship education is not just for A selective education for the group of college students for innovation and entrepreneurship needs, but a comprehensive education that should cover all types of students.

5. Conclusion

As a paradigm and a standardized function, the new era innovation and entrepreneurship education paradigm provides a basic framework for the development of the theory and practice of innovation and entrepreneurship education in the new era. Practice is the only criterion for testing truth, with the continuous exploration of innovation and entrepreneurship education. The paradigm of innovation and entrepreneurship education in colleges and universities will also be continuously developed and improved.

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