

Research on Management Methods of Innovation and Entrepreneurship Education

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Abstract: The management of innovation and entrepreneurship in colleges and universities is in response to the needs of social development and progress. It is a powerful driving force for promoting the reform of teaching management in colleges and universities, improving the quality of education, and improving the employment rate of students in the information economy era. Starting from the concept and significance of innovation and entrepreneurship management, this paper focuses on the internal factors related to innovation and entrepreneurship in the information economy era, namely, values, achievement motivation and creativity, and the differences between undergraduate and higher vocational management models. By analyzing the differences in the environment of innovation and entrepreneurship under the new economic normal, this paper explores the new mode of innovation and entrepreneurship management in universities from the perspective of the combination of internal and external factors.

1. Introduction

The information economy is a powerful driving force for China's economy. It will inevitably bring profound reforms to traditional industries, and innovation should be born from the times. The main solution is the issue of development dynamics. In the era of information economics, under the background of China's economic normalization, university management and talent cultivation also need innovation. In recent years, innovation and entrepreneurship management has become an important teaching reform issue in colleges and universities. With the strong support of the government, it shows a trend of rapid development and rapid growth. However, the concept of innovation and entrepreneurship management lags behind, and it is not tightly integrated with professional education. The outstanding problems in the management of innovation and entrepreneurship education in China's colleges and universities can not be ignored. Innovation is generated in response to the needs of social development and progress, and is a powerful driving force for promoting university teaching reform and improving the quality of education. The development of the student subject has regular rules, and the differences in the environment and management system will make the psychological state of college students different. Therefore, in the era of information economy, the subjective factors and developmental rules of students cannot be ignored in the management of innovation and entrepreneurship.

2. The concept and significance of innovation and entrepreneurship

The concept of innovation and entrepreneurship. Innovation and entrepreneurship are both different and closely related, as Jeffrey Timmons, the father of entrepreneurship education, says: "If you compare entrepreneurship to the engine of the US economy, then innovation is the cylinder of this engine, which drives important the birth of new inventions and new technologies." Valuable innovation can bring about new causes, and innovation can be generated in the process of entrepreneurship. Professor Wang Zhanren proposed that "innovation and entrepreneurship" is in the form of "innovation" and the word "entrepreneurship" is added. The essence of this is to stipulate the application attribute of innovation, the innovation that points to entrepreneurship, and the innovation of application. Promote the marketization and commercialization of innovation

results. Innovative entrepreneurship education can be aimed at some students with entrepreneurial intentions, but also for all students. Relevant documents and notices issued by the State Council and the Ministry of Education on innovation and entrepreneurship education can clearly show that the orientation of innovation and entrepreneurship in China is carried out for all students. Innovation and entrepreneurship are important teaching reforms in colleges and universities, and they are included in the construction of teaching. . The innovation and entrepreneurship management carried out in China echoes the concept of “mass entrepreneurship and innovation”, aiming at stimulating the innovative spirit of all college students, cultivating their entrepreneurial awareness and improving their entrepreneurial ability.

3. Factors affecting innovation and entrepreneurship

(1) Values. Values refer to an individual's overall evaluation of the meaning, function, effect, and importance of objective things and the results of their actions. They are the criteria that determine a person's direction and actions. Economic development needs innovation-driven, society needs innovative talents. Students need to have an accurate understanding of the meaning and urgency of innovation and entrepreneurship and internalize to their own value system, in order to become the driving force of hard work, otherwise even complete In the curriculum system, if students only respond to the behavioral model of exam-oriented education, it is also difficult to achieve behaviors that motivate students to try boldly and innovate. (2) Achievement motivation. Achievement motivation refers to the drive that a person has to try to achieve and achieve goals. McClellan believes that everyone's motivation for achievement is at a relatively stable level. Atkinson et al. found that people in the competitive environment will have two psychological tendencies of achievement motivation: the motivation to pursue success and the motivation to avoid failure. The greater the attraction of the goal, the greater the motivation for achievement, the more opportunities the individual has to perform, and the stronger the motivation for achievement. Therefore, innovative innovation and entrepreneurship emerged as a management reform in colleges and universities, encouraging students to set clear goals, allow failures, and encourage trials. (3) Creativity. Creativity is the ability to generate new ideas, discover and create new things. Creativity is a psychological factor that is directly linked to innovation and entrepreneurship. It requires a long-term exercise and training process. Innovation and entrepreneurship are the driving force of national economic development and social progress. It is the direction of education management reform in colleges and universities, and it must be the value orientation for all students. It can be seen that the reform of the teaching system can not only stay in colleges and universities, but also requires full-school reform, stimulating students' curiosity and curiosity, cultivating keen observation, respecting students' individualized thinking, and fostering students' innovative spirit. Provide a fertile ground. 2. Environmental factors affecting innovation and entrepreneurship. Hunan Higher Vocational Education Quality 2016 Annual Report, the employment rate of higher vocational graduates in the province has been basically the same as that of undergraduates for three consecutive years. After three years of graduation, the monthly income of higher vocational students has increased by 94.87% compared with the graduation year. In the study of student entrepreneurship cognition, “initiatives for entrepreneurial action” have higher intentions to engage in entrepreneurial activities, and families are more likely to accept the form of employment for children’s entrepreneurship, but students are generally far weaker in “initiatives for entrepreneurial action”. “Initiative for entrepreneurship preparation”. This shows the importance of the family environment and the university environment on the impact of student entrepreneurship.

4. University innovation and entrepreneurship management model

Incorporating campus culture, students can feel the cultural atmosphere and concept of innovation and entrepreneurship when they enter the school. Chinese traditional culture planting the "iron rice bowl" in the minds of students is the seed of value orientation, so it is not difficult to understand that thousands of people compete for a civil service position. In the university, we will

create a strong atmosphere of campus culture and environment for innovation and entrepreneurship, form a new professional value orientation, and stimulate the needs and passion of entrepreneurship. Innovative and entrepreneurial campus cultural environment includes institutional environment, material environment and spiritual environment. The reform of innovation and entrepreneurship in higher vocational colleges is by no means the task of several teachers. It requires full participation and the concept of talent training. Students with high scores do not represent good students. Students who have ideas and are not obedient should receive more encouragement and affirmation, respect individuality, and discover the bright spots of students, so that all students can develop basic innovation and entrepreneurial ability.

Innovative entrepreneurial instructional design. China's innovation and entrepreneurship orientation is for all students. Simply opening an innovation and entrepreneurship course obviously cannot satisfy the intricate individual differences. The divergent thinking, innovative spirit, creativity and other psychological needs need to be guided from a small scale, and need to be cultivated step by step. Therefore, the innovation and entrepreneurship management of primary and secondary schools is an important foundation and guarantee for college entrepreneurship education. Therefore, while designing innovative and entrepreneurial courses in colleges and universities, it is necessary to strengthen the supporting development of entrepreneurship education in primary and secondary schools. Innovative entrepreneurial elective courses and associations are set up according to the characteristics of students, guiding the design of entrepreneurial projects from shallow to deep, step by step, giving students rewards and positive feedback through step-by-step competitions, stimulating students' achievement motivation, stimulating students' autonomy and enthusiasm for learning, and expanding teaching space.

Social system support. The American Innovation and Entrepreneurship Teaching presents the characteristics of support for the improvement of the guarantee system, extensive cooperation between industry and university, emphasis on entrepreneurship and value leadership, and focus on internationality and openness. It can be seen that innovation and entrepreneurship management is not a "one-man show" of colleges and universities, but requires a huge support system to form an ecosystem that promotes entrepreneurial innovation. China's innovation and entrepreneurship management should also attach importance to and encourage the participation of all parties. In 2015, the State Council's "Implementation Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Management in Colleges and Universities" has already made an overall deployment of innovation and entrepreneurship management reform, higher vocational colleges and enterprises. Strengthen cooperation, let enterprises actively participate in the entrepreneurial education system, and form an ecological system of innovation and entrepreneurship management through effective interaction.

Improve the base of innovation and practice, and strengthen the combination of production, teaching and research. The combination of production, teaching and research not only helps students to consolidate textbook knowledge, but also raises students' awareness of innovation and entrepreneurship, and also cultivates students' innovative ability in specific skills training. Higher vocational colleges attach importance to the training of talents in the cultivation of talents, starting from the actual needs of the society and showing strength in the employment competition. Theoretical teaching, practical teaching and scientific research are organically combined to encourage innovative research, enhance the effectiveness of innovative entrepreneurial teaching practice, and cultivate students' innovative consciousness and entrepreneurial ability.

There is a fundamental difference between entrepreneurial management and innovation and entrepreneurship education in colleges and universities. "China's innovation and entrepreneurship education is an educational activity that meets the needs of the economic society and the national development strategy, and cultivates students' innovative spirit, entrepreneurial awareness and innovative ability as the main content, pays attention to practice, and stimulates students' creativity." As a new concept of education, innovation and entrepreneurship education is aimed at students. The main content is to cultivate students' entrepreneurial spirit, entrepreneurial awareness and entrepreneurial ability. The purpose is to cultivate higher quality talents and promote employment.

The entrepreneurial management of colleges and universities is the application and promotion of the new management paradigm of entrepreneurship management in colleges and universities. The research object is the entrepreneurial activities of colleges and universities. It mainly studies how colleges and universities can seize opportunities and integrate resources in an environment full of uncertain factors. The outside world interacts.

At the same time, entrepreneurial management in colleges and universities is inseparable from innovation and entrepreneurship education. Students are not only the “resources” of colleges and universities, but also the “containers” of campus culture. The innovation and entrepreneurship education of colleges and universities determines the quality of students’ “resources”, and also transmits the ideas of colleges and universities to students. Unique culture. Therefore, colleges and universities should integrate innovation and entrepreneurship education into entrepreneurial management, and promote the effective operation of entrepreneurship management with the hidden power of “education”.

5. Conclusion

The purpose of reforming entrepreneurship and entrepreneurship in colleges and universities is to improve the quality of personnel training and inject strong momentum into social and economic development. Innovation and entrepreneurship is a complex ecosystem, and it will inevitably encounter various problems in the process of advancing. Under the background of China's new economic normal, college educators should attach great importance to it, keep pace with the times, make good use of the combination of production and education, school-enterprise cooperation platform, have sufficient patience to achieve hierarchical classification, and gradually guide and promote all students. Innovation and entrepreneurship education management reform. It is the historical mission of the new era to cultivate and create the reform of innovation and entrepreneurship in an all-round way. It is the historical mission of the new era and the only way to provide strong technical talents for the construction of innovative countries.

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