

Research on the Construction of Ecological Model of Effective Interaction between Innovative Entrepreneurship Education and Professional Education in Shaanxi Colleges and Universities

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Abstract: The cultivation of the spirit of innovation and the ability of entrepreneurship is the soul of the development of a country or a nation. In 2015, the country put forward the “innovation-driven development” strategy and the All-in-one’s entrepreneurship and the mass innovation’s strategy, and encouraged the university students to innovate and start the enterprise and become the national strategy. At the same time, the number of college students is increasing, and the great employment pressure is brought about. Through the integration of innovative start-up education and professional education, improve the actual effect of the innovation and start-up education, combine with the professional education, train the innovative and pioneering talents with comprehensive knowledge, such as the innovative spirit, the entrepreneurship consciousness, the entrepreneurship psychology, the entrepreneurship ability, and so on. It is an important breakthrough to deepen the reform of higher education, and the innovation and entrepreneurship education is an important breakthrough. The goal of the innovation and entrepreneurship education is to be able to have a broad field of vision, a decisive decision-making power, a willingness to do it, for innovation, with a social contract spirit and a strong economic mind, good interpersonal communication, management and management ability, from simple employment to job creation, to meet the needs of economic transformation and development, to explore the integration path of various professional and innovative start-up education, to improve the quality of personnel training, to improve the students’ employability and to promote the realization of the education goal.

1. Introduction

The theory and practice of innovative entrepreneurship education have been improved, and the literature on the integration of innovative entrepreneurship and professional education has increased dramatically in recent years. Chi Chen (2015) pointed out that innovative entrepreneurship education in colleges and universities has the characteristics of practicality, diversity and comprehensiveness, encouraging students to go out of the classroom, and it is easy to produce contradictions with professional education in the process of development. Therefore, it is urgent to strengthen the integration of innovative entrepreneurship education and professional education. Jun Qian (2016) pointed out that the integration of innovative entrepreneurship education and professional education is the symbol of integrated and comprehensive development of higher education. In order to improve college students’ ability of innovation and entrepreneurship and their professional technical accomplishment, colleges and universities should integrate the training of innovative entrepreneurship into curriculum teaching, and deepen the education of innovation and entrepreneurship in colleges and universities by means of cross-specialty and joint teaching, to promote the interactive integration of innovative entrepreneurship education and professional education in colleges and universities with the mode of socialized cooperation, and to form an innovative and entrepreneurial education system with Chinese characteristics in colleges and universities. Dan Yu and Tianquan Ding (2017) pointed out that the lack of innovative thinking and entrepreneurial skills of college students in China is due to the failure to integrate innovative

entrepreneurship education into professional education. How to construct a higher education system where the contents of specialty teaching and innovative entrepreneurship are connected with each other and how to promote the deep integration of innovative education and professional education are the key to cultivate high quality graduates with innovative spirit and entrepreneurial potential. This paper focuses on the construction of the ecological model of the effective interaction between innovative entrepreneurship education and professional education in Shaanxi colleges and universities.

2. The current situation and existing problems of the integration of innovative entrepreneurship education and professional education in Shaanxi colleges and universities

At present, great progress has been made in innovative entrepreneurship education in colleges and universities in Shaanxi Province, but there is a serious disconnection between innovative entrepreneurship education and professional education in colleges and universities in Shaanxi Province. Both of them need to build a mechanism to promote deep and organic integration. At present, the integration of innovative entrepreneurship education and professional education in Shaanxi colleges and universities exist problems in the following aspects:

2.1 Misunderstandings on the integration of innovative entrepreneurship education and professional education

Colleges and universities in Shaanxi Province have insufficient understanding of innovative entrepreneurship education, and there are some misunderstandings about innovative entrepreneurship education, which are manifested in the belief that innovative entrepreneurship education is dispensable, and there is no need to integrate it with professional education. To give students some theoretical knowledge, or just a part of employment, one-sided understanding is a way to solve students' employment. The integration of innovation and professional education is not only a solution to employment problems, but also an important way to improve students' comprehensive quality.

2.2 The curriculum system for the integration of innovative entrepreneurship education and professional education has not yet been completed

There is a disconnection between innovative entrepreneurship education and professional education in Shaanxi colleges and universities, and there is a serious disconnection between innovative entrepreneurship education and professional education in curriculum design. At present, most colleges and universities in Shaanxi only regard innovative entrepreneurship education as a part of college students' employment guidance, and the professional level of innovation and entrepreneurship needs to be improved.

2.3 Professional teaching content and teaching methods fail to embody the idea of innovative entrepreneurship education

At present, most colleges and universities in Shaanxi still adopt the traditional teaching method of infusion in the teaching of professional courses, innovating the teaching contents of entrepreneurship education and professional education lags behind, separating each other, and there is a disconnect between theory and practice. Innovation and entrepreneurship education teachers and professional education teachers communicate less, it is difficult to effectively improve the integration of innovative entrepreneurship education and professional education, resulting in the students generally do not have innovative entrepreneurial awareness and innovative entrepreneurial skills.

3. The path of constructing the ecological mode of effective interaction between innovation and entrepreneurship education and specialty education in colleges and universities of Shaanxi

The ecological model of effective interaction between innovative entrepreneurship education and professional education in colleges and universities of Shaanxi is constructed, the training target of professional talents is redesigned, and the curriculum system of innovation and entrepreneurship relying on specialty is constructed.

3.1 Redesigning the goal of professional talent training

It is necessary to strengthen the professional internal talent training direction analysis, combining with innovative entrepreneurship education, scientific re-determination of talent training goals. Relying on the professional personnel training to enter the industry, to explore the "different specialties and characteristics of innovation and entrepreneurship" talent training model, improve and improve the talent training program, To construct the curriculum system of different specialties, which not only embody the characteristics of the industry but also not lack of innovation and entrepreneurship, perfect the practice teaching system with innovative and application-oriented characteristics, and establish the scientific and technological innovation and entrepreneurial base of college students. Cultivate innovative quality of applied technology talents and independent entrepreneurial high-level, high-quality talents.

3.2 Constructing curriculum system of innovation and entrepreneurship based on specialty

Combining professional knowledge and skills with innovative entrepreneurship quality education, relying on the curriculum system of professional innovation and entrepreneurship: combining innovative entrepreneurship education directly with professional education, That is, professional basic courses, professional core curriculum innovation entrepreneurship education curriculum, strengthen the integration of professional practice and innovative entrepreneurial practice, encourage students to learn professional knowledge to use. It is important to set up the Intra-Specialty Innovation Entrepreneurship Competition can not only consolidate the students' professional foundation, improve their communicative expression and performance ability on the spot, but also improve their professional skills and transform the theoretical knowledge into the practice of innovation and entrepreneurship. Incubate excellent business planning projects, from which to cultivate innovative entrepreneurship and professional awareness of college students.

3.3 Improving teaching methods

It is necessary to optimize the relationship between theoretical teaching and practical teaching, to integrate the traditional professional education practice platform with the innovative entrepreneurship education practical training platform, to obtain more external support, to encourage and guide enterprises to participate in professional construction and innovative entrepreneurship education. Enterprise continues to actively participate in the process of integration of professional education and innovative entrepreneurship education, provide practical platform and related resources.

4. The guarantee measures of constructing the ecological model of the effective interaction between innovative entrepreneurship education and professional education in colleges and universities of Shaanxi

The ecological model of effective interaction between innovative entrepreneurship education and professional education in Shaanxi colleges and universities should be constructed, the practical conditions of professional innovation and entrepreneurship should be perfected, the innovative entrepreneurial team of teachers and students should be built, and the incentive mechanism of innovation and entrepreneurship in specialty should be established.

4.1 Perfecting the practical conditions for intra-professional innovation and entrepreneurship

Innovative entrepreneurship education is a practical education, to create a variety of innovative entrepreneurial practice platform, is the key to enhance college students innovative entrepreneurial practice ability. Colleges and universities in Shaanxi need to organize students to participate in various professional competitions, participate in various kinds of innovation and pioneering competitions, and hold a forum for college students to start their own businesses, relying on the strengthening of the practical platform of innovation and entrepreneurship within their specialties. When entrepreneurs enter the campus and receive professional education, they help college students to initiate the idea of serving the society with their own professional knowledge, and set up an entrepreneurial team under the guidance and help of innovative entrepreneurial mentors.

4.2 Building innovative and pioneering team of teachers and students in specialty

It is necessary to build an integrated teaching staff. On the basis of optimizing post setting and setting up special teaching post of innovative entrepreneurship education, we insist on the combination of "going out" and "bringing in", so as to promote professional teachers to participate in the practice of innovation and entrepreneurship. At the same time, attract successful entrepreneurs with professional background into the classroom as part-time teachers. In order to strengthen the integration of professional education and innovative entrepreneurship education, guide and support teachers and students in colleges and universities, encourage teachers and students to set up innovative entrepreneurial teams, promote the transformation of scientific research achievements within their specialties, and incubate a number of innovative and entrepreneurial enterprises among teachers and students. It is important to cultivate a group of teachers and students innovation startups, and to significantly enhance teachers and students innovative entrepreneurial ability.

4.3 Establishing intra-professional innovation entrepreneurial incentive mechanism

Colleges and universities of Shaanxi need to have a solid incentive theory as the foundation stone, combining with the actual situation of every region, university, department, specialty and every student, to establish and implement the incentive mechanism in order to establish the incentive mechanism of innovation. Because of the important function of motivation, the incentive mechanism needs to be further popularized in the integration of innovative entrepreneurship education and professional education in colleges and universities. In order to encourage college students to carry out innovative entrepreneurial activities, Shaanxi colleges and universities should form a spirit, material as the main form of incentive mechanism. Mainly includes offering incentive courses, practical incentives, scholarships, credit system, awards, public praise, employment recommendations, etc.

5. Conclusion

In a word, it is the necessary way to train innovative entrepreneurial talents those colleges and universities in Shaanxi province interact with and effectively integrate innovative entrepreneurship education and professional education. The current integration of innovative entrepreneurship education and professional education in colleges and universities in Shaanxi Province is only high. Innovation and entrepreneurship education pays too much attention to theoretical teaching and ignores the needs of professional development. Colleges and universities in Shaanxi Province should continue to cultivate innovative talents according to market changes and promote national innovation-driven development.

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