

Inheritance and Innovation: Research on the Construction of Cultural Ecology System of Higher Vocational Entrepreneurship Education

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Abstract: The highest form of entrepreneurship education is to form a cultural ecology which integrates concept consciousness, knowledge content, atmosphere field and system at the cultural level. The entrepreneurship education in higher vocational colleges refers to the education of knowledge, practice and cultural accomplishment. Entrepreneurship education should be targeted to design a cultural and ecological guidance system for entrepreneurship education, and scientifically analyze the potential cultural appeals and visions of entrepreneurship education, integrate entrepreneurship education culture into subject exploration and professional construction, and give full play to the driving and guiding role of culture in entrepreneurship education in higher vocational colleges.

1. Introduction

Culture is the symbol of survival and continuity of the school, with unparalleled centripetal force and cohesiveness. Entrepreneurial culture is the value concept, spiritual outlook and overall atmosphere formed by individuals or groups in the process of stimulating their potential and creating social value. It is the support and soul of all entrepreneurial activities. Entrepreneurial education culture is an independent culture formed in the process of cultivating entrepreneurial culture through the carrier of courses and practice, and is the essential attribute of entrepreneurial culture. Compared with institutions of higher learning, the cultural ecology of entrepreneurship education has not yet taken on a perfect form. The long-term absence of entrepreneurship education leads to the loss of entrepreneurship culture, especially the neglect of the innovative and entrepreneurial ability of Higher Vocational students. As the third ability after academic ability and professional ability, entrepreneurship education is of great significance to the vocational development and potential stimulation of Higher Vocational students. Therefore, increasing investment in entrepreneurship education and building the cultural ecological system of entrepreneurship education are the necessary measures for higher vocational colleges to achieve leapfrog development.

2. On the Value of the Cultural Ecosystem of Entrepreneurship Education in Higher Vocational Colleges

With entrepreneurship gradually becoming a social phenomenon, entrepreneurship activities are becoming more frequent, and vocational colleges begin to tend to entrepreneurship education in the orientation of education. Higher vocational colleges have begun to break through the traditional vocational education concept, incorporate innovation and entrepreneurship education into the higher vocational education mechanism, and start the construction of entrepreneurial culture. Undoubtedly, entrepreneurship education is of great significance to the development of higher vocational education.

2.1 Relieve the employment pressure of vocational college students

Constructing a cultural ecosystem of higher vocational education is an effective means to ease employment pressure. For a long time, the habit of entrepreneurship education has been ignored by higher vocational colleges. The growth environment of entrepreneurship education culture is inherently inadequate, and the cultural background has a profound impact on entrepreneurship. Entrepreneurship education culture is the unity of values, rules and regulations and material environment. It is the highest form of entrepreneurial education behavior and has the effect of infiltrating and guiding entrepreneurship education. The cultivation of entrepreneurship education culture can cultivate the entrepreneurial consciousness of Higher Vocational students, stimulate their interest in entrepreneurship, form the entrepreneurial tradition, and encourage more higher vocational students to devote themselves to entrepreneurship practice. The strong entrepreneurial culture atmosphere is the accumulation of the continuous and in-depth development of entrepreneurship education, and the cultivation of entrepreneurial education culture is an effective measure for higher vocational colleges to provide diversified employment choices.

2.2 Improving the Quality of Campus Culture

Constructing the cultural ecological system of entrepreneurship education in higher vocational colleges is an inevitable requirement for improving the cultural quality of campus. Campus culture is a combination of school system, material, spiritual and environment, reflecting the history and tradition of the school. The innovative creation, adventure exploration, solidarity and cooperation qualities covered by the entrepreneurial education culture are important elements of an active and healthy campus culture. In the process of cultivating the culture of entrepreneurship education, these spiritual qualities are also integrated into the blood of campus culture, and are passed on in the form of campus culture.

2.3 Help students develop careers

Constructing a cultural ecosystem of higher vocational education is an important opportunity for the career transformation of higher vocational students. Entrepreneurship education aims to cultivate entrepreneurial awareness, stimulate creativity and create innovative character. Under the edification and baptism of entrepreneurial education culture, higher vocational students can change their ideas and concepts, and have more choices for future career development in the context of mastering the relevant knowledge and skills of entrepreneurship. The culture of entrepreneurship education has both instrumental value and spiritual value. It can not only provide entrepreneurship atmosphere and public opinion support for Higher Vocational students, but also improve their comprehensive quality, encourage them to realize their self-worth and complete their career transformation.

3. Deconstruction of the Elements of the Cultural Ecosystem of Higher Vocational Entrepreneurship Education

The culture of entrepreneurship education in Higher Vocational Colleges manifests itself as a kind of ideology in cultural form. Generally speaking, the so-called entrepreneurship concept, entrepreneurship spirit and entrepreneurship system are all manifestations of the cultural ecological diversity of entrepreneurship education. The cultural ecological system of entrepreneurship education in higher vocational colleges is the result of the interrelationship and interaction of various elements. Deconstruction of its elements is the premise of the overall construction. From the perspective of cultural morphology, the cultural ecosystem of higher vocational education is composed of subcultures such as institutional culture, material culture and spiritual culture. Institutional culture is the skeleton that supports entrepreneurial education to form a cultural form. Material culture is flesh and blood, promoting the benign operation of entrepreneurial education culture and ecology. Spiritual culture is the soul, guiding the development of cultural and ecological development of entrepreneurship education.

3.1 Skeleton: institutional culture

The entrepreneurial education system culture in higher vocational colleges is an organic whole consisting of the entrepreneurial education system, the entrepreneurial entity management organization mechanism and the specific entrepreneurial practice content. The formation of the entrepreneurial education culture ecosystem requires the operation and operation of specific institutions, and also requires relevant systems for protection. Therefore, the leading group of entrepreneurship work, innovation and entrepreneurship guidance service center and other specialized agencies are of great significance for the development of entrepreneurship education. Full-time entrepreneurship teachers and professional guidance institutions are the guarantee for the cultivation of entrepreneurship education culture. Scientific and sound rules and regulations are also the basis for the continuous development of entrepreneurship education. These rules and regulations regulate and regulate the relationship between all teachers and students in Higher Vocational Colleges and entrepreneurship activities.

3.2 Flesh and blood: material culture

The material culture of entrepreneurship education in higher vocational colleges includes places, platforms, funds, materials and equipment, entrepreneurship entities and other material resources in the process of developing entrepreneurship education. Specifically, the important elements of material culture of entrepreneurship education in higher vocational colleges are as follows: First, entrepreneurship platform. The entrepreneurship platform includes all kinds of entrepreneurship competitions and activities organized by the school, which can provide the stage and space for higher vocational students to exert their innovative and creative abilities. The second is entrepreneurship training. Entrepreneurship training can be achieved through a variety of ways, including entrepreneurial knowledge lectures, entrepreneurial story sharing sessions, entrepreneurship education exhibitions, and entrepreneurship education courses. The third is the place of entrepreneurship education. Such as entrepreneurship education consulting center, maker space, entrepreneurial guidance institutions, etc. are all material carriers to achieve entrepreneurship education. The fourth is the venture capital. A certain amount of venture capital can encourage higher vocational students to participate in the practice of innovation and entrepreneurship, and mobilize the enthusiasm of participating in the construction of entrepreneurial education culture.

3.3 Soul: Spiritual Culture

The spiritual culture of entrepreneurship education in higher vocational colleges is the sum of the spiritual achievements of the long-established entrepreneurial spirit and entrepreneurial philosophy. The soul of the cultural ecosystem of higher vocational education is the entrepreneurial spirit and personality of all teachers and students and their bodies. In the final analysis, the cultural ecological system of entrepreneurship education serves higher vocational students, and it is also created by all teachers and students in Higher Vocational colleges. The core of the cultural ecological system of entrepreneurship education is entrepreneurship. It reflects the idea of running a higher vocational college, the goal of personnel training, development strategy, etc. The entrepreneurial spirit and culture of daring to question, dare to take risks, dare to innovate, and strive to be pioneers can provide motivation and support for entrepreneurship.

4. Integral Construction of Cultural Ecology System of Higher Vocational Entrepreneurship Education

At present, there are some phenomena in Higher Vocational Education in China, such as emphasizing skills over culture, emphasizing imitation over creation. Repeated mechanical training results in Higher Vocational Students tending to seek stability and are not good at reflection. On the whole, the cultural environment of entrepreneurship education in Higher Vocational Colleges lacks the soil to form the innovative consciousness and desire for entrepreneurship, and the cultural atmosphere to encourage innovation and entrepreneurship has not yet formed. Therefore, the task of

constructing a cultural ecosystem of higher vocational education is arduous and imperative. Starting from the concept of entrepreneurial education culture, the top-level design, the implementation of entrepreneurial education mechanism and system construction, specific to entrepreneurial education and cultural facilities and practical entrepreneurial practice activities, thus completing the optimization of entrepreneurial education and cultural environment in higher vocational colleges.

4.1 Design entrepreneurship education culture concept

A clear and clear cultural concept is the core content of constructing a cultural ecosystem of entrepreneurship education. Under the background of “mass entrepreneurship and innovation”, the spirit of innovation and entrepreneurship should be reinfused into the concept of running a higher vocational college. "Entrepreneurship education should change from cultivating students' adaptability and job-hunting ability to cultivating students' innovative consciousness, entrepreneurship and entrepreneurial ability" [1]. Higher vocational colleges should clarify the value orientation of entrepreneurship education, upgrade the cultivation of entrepreneurship ability of higher vocational students to the guiding ideology of education, and take entrepreneurship talents as the training goal of colleges and universities.

4.2 Establishing the Cultural View of Scientific Entrepreneurship Education

The most urgent task for higher vocational colleges to construct the cultural ecological system of entrepreneurship education is to break the traditional cognition and establish the cultural view of entrepreneurship education. The formation of any cultural form must first achieve spiritual victory. Specifically speaking: First of all, higher vocational colleges should form a scientific understanding of entrepreneurship education culture in concept. Secondly, teachers and students in higher vocational colleges should also change their ideas. Teachers should fully believe in students, be good at discovering the bright spots on students, help students explore their potential and embark on the road to entrepreneurship. Students should clearly define their career orientation, consciously accumulate knowledge of entrepreneurship, and actively try entrepreneurial practice. Finally, the social level should respect and recognize the entrepreneurial behavior of higher vocational students, dispel the prejudice against higher vocational students, and give more tolerance and understanding to the entrepreneurial behavior of higher vocational students.

4.3 Create a strong cultural atmosphere of campus entrepreneurship education

Entrepreneurship education practice can be immediate, and the cultivation of entrepreneurship education culture is not an overnight success. The cultivation of entrepreneurial education culture in higher vocational colleges can be promoted in parallel with the construction of campus culture. Comprehensively optimize the cultural environment of entrepreneurship education from the aspects of school motto culture, community culture, event culture and theme culture [2]. First of all, it is necessary to integrate the elements of entrepreneurial education and culture into all kinds of campus cultural activities, and create a strong atmosphere of entrepreneurship education through rich and colorful campus cultural activities. Secondly, we will organize thematic activities related to entrepreneurship education and share typical cases of successful entrepreneurship through opening lectures or forums on entrepreneurship education. Organize innovative entrepreneurship competitions and other specific entrepreneurship education practice activities to guide higher vocational students to participate in them, and encourage higher vocational students to start their own businesses. Finally, we should emphasize the cultural and educational nature of entrepreneurship education, and highlight the characteristics of "literature". Enhancing the infectivity and penetration of entrepreneurship education culture, forming a cultural pattern of entrepreneurship education with both inheritance and innovation, and building the cultural ecology of entrepreneurship education.

4.4 Establishing the Course System of Entrepreneurship Education Culture

The construction of entrepreneurship education culture system should rely on curriculum to help higher vocational students to carry out knowledge reserve. Through the establishment of a sound

curriculum system, all-round and multi-angle training of students' entrepreneurial skills and literacy. Specific operations are as follows: First, according to the actual situation of school professional construction and school characteristics, the entrepreneurship curriculum is embedded in the professional curriculum system. Second, we should set up entrepreneurship education courses, popularize relevant theoretical knowledge of entrepreneurship, share successful cases of entrepreneurship, and provide independent counseling and counseling opportunities for vocational students with Entrepreneurship intention. The third is to cooperate with well-known social enterprises, establish internship training relationships, build practical classrooms, and accelerate the transformation of entrepreneurial theoretical knowledge into entrepreneurial combat skills. The fourth is to explore a comprehensive entrepreneurial education system of "classroom + practice", which integrates entrepreneurship education into general education courses, professional skills courses and practical courses, and forms a multi-level entrepreneurship education curriculum system.

4.5 Create a professional entrepreneurship education faculty

A team of entrepreneurial education teachers with professional skills and literacy is a necessary condition for cultivating entrepreneurial talents. At present, one of the difficulties in carrying out entrepreneurship education in higher vocational colleges is the lack of relevant professionals. Higher vocational colleges should start from the organization, concentrate resources and advantages, set up a special entrepreneurial guidance center, and be responsible for coordinating various types of entrepreneurial work. In addition, higher vocational colleges should provide relevant preferential policies to encourage teachers to work in enterprises, regularly participate in Entrepreneurship training, and improve the level of teachers themselves. At the same time, the school can also employ entrepreneurs of cooperative enterprises or successful alumni as part-time teachers to guide vocational students to conduct practical entrepreneurial guidance and enhance the persuasion of entrepreneurial education.

4.6 Perfecting the cultural system of entrepreneurship education

Higher vocational colleges should focus on the cultivation of entrepreneurship talents and the cultivation of entrepreneurship education culture in accordance with the development requirements of Higher Vocational education. From the perspective of teaching organization, entrepreneurship practice, teacher construction and platform building, we should formulate a sound system and strive to form a scientific mechanism conducive to the cultivation of entrepreneurship education culture [3]. Specific measures include: flexible arrangements for academics and entrepreneurship, and seizing opportunities for entrepreneurial practice. Implement the entrepreneurial tutor system and assign professional instructors to students who intend to start a business. In addition, it is also possible to establish an entrepreneurship scholarship system, an entrepreneurial credit incentive system, and a venture fund application system. A sound institutional system can help entrepreneurial practice activities to be based on evidence and grow rapidly.

In short, the construction of a cultural ecosystem of entrepreneurship education in higher vocational colleges is a long-term development plan. The employment environment in the future will be even worse, and the demand for talents will be higher and higher. Especially with the opening of the intelligent era, the demand for simple technicians will be less and less. Higher vocational students must seek new changes, consciously understand entrepreneurship, support entrepreneurship, and engage in Entrepreneurship in order to smoothly move towards career. Higher vocational colleges must start from the cultivation of entrepreneurship education culture and focus on the overall situation, so as to play a good educational chess and establish a solid foundation in the future educational pattern.

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