

Training Path of Innovative and Entrepreneurial Talents in Business Administration Major of Higher Vocational Colleges

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Abstract: The shortage of entrepreneurs is not only one of the important reasons for the serious employment situation of Chinese college graduates, but also the main bottleneck restricting the development of China's economy. Compared with the frontline production, the management requirements of enterprises for talents are more stringent. They not only require them to master certain professional knowledge, but also require them to have certain comprehensive qualities. At present, actively promoting college students' independent entrepreneurship requires the joint efforts of students and schools. Starting with the cultivation of students' innovative and entrepreneurial awareness, and on the basis of establishing a diversified practice system, schools should further improve students' practical ability and problem-solving ability so that they can develop in society. This paper analyses the objectives and requirements of the training mode of entrepreneurial talents, and the problems existing in the training mode of entrepreneurial talents, puts forward the training mode of entrepreneurial talents, and expounds the solutions.

1. Introduction

The most important thing is to pay attention to the training mode and path of innovative and entrepreneurial talents in enterprise management. After proper guidance and training, business managers have the ability of innovation and entrepreneurship, and it is possible to carry out innovation and entrepreneurship. [1]In order to cultivate innovative and entrepreneurial talents, we must explore the disadvantages of the traditional training mode, how to reform the old traditional training mode, create a new path for innovative and entrepreneurial talents training, deeply understand the connotation of innovative talents training, and explore reasonable ways and methods. Effective measures based on system optimization theory. [2]

Higher vocational colleges are the main body of training applied talents. Higher vocational graduates play a very important role in society. [3]In some enterprises, they are indispensable talents. The reform of business administration teaching mode in higher vocational colleges is related to students' quality and has a great impact on graduates' employment. [4]Under the background that the country pays more and more attention to talents with practical ability, it attaches importance to the independent development of college students' entrepreneurship. [5]With the students' professional ability and professional knowledge as the main objective, the curriculum content is designed and arranged.

2. What is the Business Administration Major of Higher Vocational Colleges?

Compared with other business administration majors in Colleges and universities, business administration majors in Higher Vocational Colleges adhere to the employment-oriented model, the development path of combining production, teaching and research, and the teaching method of "learning by doing". [6]This requires that while consolidating students' theoretical foundation, it is necessary to pay attention to and strengthen the cultivation of students' practical ability and innovative consciousness, and cultivate students' innovative consciousness education.

2.1 The Meaning of Entrepreneurial Ability

(1). Introducing entrepreneurship content

In short, entrepreneurship refers to the construction of new career needs or the choice of new enterprises to meet employment needs. The entrepreneurship is the key to the success of entrepreneurs. It is not only the intellectual performance of entrepreneurs themselves, but also the basis of their management and construction activities. It includes the personality characteristics of entrepreneurs, the level of knowledge and skills, practical operation ability and the quality of responsibility fulfillment. [7]Of course, in the practice of entrepreneurship, students need to have the ability to understand and discover market opportunities, as well as the ability to build organizational team and management capabilities. From this we can see that the content of entrepreneurship ability can be divided into two parts: entrepreneurship awareness and entrepreneurship skills.

1). Entrepreneurship Awareness

Entrepreneurial awareness refers to the strong internal motivation of people engaged in entrepreneurial activities. It is not only the personality factor of entrepreneurship in Entrepreneurship activities, but also the first subsystem of entrepreneurship quality system, namely the driving system. Its main contents include: business opportunity consciousness, change consciousness, strategic consciousness, risk consciousness and diligent dedication consciousness. It includes four elements, namely:[8]

a) The entrepreneur's demand refers to the entrepreneur's dissatisfaction with the existing conditions, resulting in new demand, desire and consciousness, which is the initial motive force and motive force for the development of enterprise's practical activities. But entrepreneurship only needs entrepreneurship, not entrepreneurship.

b) Entrepreneurial motivation refers to the intrinsic motivation of entrepreneurs to participate in Entrepreneurship practice. Entrepreneurial motivation is a kind of achievement motivation. This is the driving force for the best results and excellence. Entrepreneurship behavior only occurs when there is entrepreneurial motivation.

c) The interest of entrepreneurs refers to the understanding of their feelings and attitudes towards entrepreneurship practice. It can stimulate entrepreneurs' deep feelings and strong will. Let entrepreneurship consciousness further sublimate.

d) Entrepreneurial ideal refers to the psychological quality of entrepreneurs, who have more stable and lasting yearning and pursuit for the future goal of enterprise practice. Entrepreneurship is a part of life ideal, mainly professional ideal and professional ideal, rather than political ideal and moral ideal. Entrepreneurship is the core of entrepreneurship consciousness.

2). Entrepreneurial skills

Entrepreneurial skills are the ability of entrepreneurs to engage in any entrepreneurial activity. There are seven core skills in entrepreneurship: career planning, self-learning, data and information processing, communication, problem solving, innovation, team building and management.

3. The Necessity of Establishing Talents Training Model of Enterprise Management Specialty in Higher Vocational Colleges

With the development of the new economy and the upgrading of the industry, there is an increasing demand for integrated strategic managers and new business managers to adapt to the team. In China, there is a big gap between the demand for talents in industrial development and economic management activities in various regions. [9]This requires enterprise management specialty to determine the goal and direction of enterprise management specialty education according to social needs and its comprehensive strength. This paper expounds the necessity of the training mode of entrepreneurship talents for business administration specialty in higher vocational colleges. [10]

3.1 Problems in the training model of enterprise management professionals in higher vocational colleges

One of the most important forms of higher education in China is higher vocational education. Higher vocational education shoulders not only the important task of bringing about economic and social development by transporting highly skilled talents, but also the task of training applied talents, which proves that its important position in Higher Education in China is beyond doubt. However, with the continuous progress and development of society, the shortcomings of the traditional talent training mode of enterprise management specialty in higher vocational colleges gradually appear, mainly reflected in the following aspects: [11]

(1).The understanding and orientation of entrepreneurship education in higher vocational colleges are not accurate enough. Higher vocational colleges, because of their outstanding professional characteristics, highlight their professional characteristics, which have a great impact on the cultivation of students' practical ability, but have a positive impact on the development of students' employment. However, they neglected the cultivation of students' innovative thinking and consciousness, practical ability and entrepreneurial ability, and lacked humanistic quality education and entrepreneurial education for students.

(2).The course of entrepreneurship education is not scientific enough. Higher vocational colleges are often limited to the transfer of theoretical knowledge, which makes entrepreneurship education superficial and has little impact on the cultivation of students' entrepreneurial awareness and ability. The establishment of entrepreneurship education curriculum goes beyond professional courses, limits the role of entrepreneurship education, and affects the overall role of entrepreneurship education.

(3).The construction of teaching staff for entrepreneurship education needs to be improved. The entrepreneurship education in enterprise management covers a wide range of fields. It requires correct judgment and analysis of the current situation, and can tell students and teachers in service. However, most of the teachers in higher vocational colleges only have the status of teachers. They have no experience in enterprise work and lack of entrepreneurial experience, which greatly affects the development of entrepreneurship education in Higher Vocational colleges.

(4). Lack of entrepreneurship. Entrepreneurship refers to the ability of entrepreneurs to establish and manage enterprises. It is an invisible factor of production. The ideas, qualities, moral qualities and spiritual connotations of entrepreneurs are affecting the ability requirements of the new generation of enterprise management talents. [12]Therefore, in training innovative and entrepreneurial talents, we should attach importance to the cultivation of students' entrepreneurship, so that students can realize the importance of entrepreneurship as soon as possible.

(5). Neglect to cultivate the ability to cope with changes in the external environment of enterprises. The ability of enterprises to cope with the changes of external environment is one of the factors directly reflecting the ability level of innovative talents. In the traditional talent training mode, teachers are not aware of this important factor. It is totally isolated from the changes of the external environment of enterprises, and the actual situation is that the changes of the external environment of enterprises are also important environmental factors. Talents should also be seriously considered.

(6).The development ability of students is not comprehensive enough. Although many colleges and universities have realized the importance of cultivating students' abilities, they still insist on inculcating students' abilities according to the old inculcation methods. Students do not really understand and master their abilities, so they do not have the training required by their abilities and achieving goals. The cultivation of innovative entrepreneurs is mainly based on ability. Combining with the current research on the cultivation mode of business management professionals in Colleges and universities, it is necessary to further develop students' abilities in depth and comprehensively.

3.2 The training of enterprise management professionals in higher vocational colleges is the need of social development

Business management students have strong application skills and practical skills. Through the

effective use of excellent and innovative methods and means of modern management, effective management of student management and business decision-making, to ensure that students can adapt to the survival and development needs of today's enterprises. However, in recent years, the employment situation of university graduates is grim. In order to alleviate employment difficulties, higher vocational colleges must improve their ability of "self-employment" and "job creation". In the teaching process of business management, we should strengthen entrepreneurship education and attach importance to the cultivation of entrepreneurship ability.

4. The Connotation of Enterprise Management Innovation and Entrepreneurship Talents Training

In the training of innovative entrepreneurs, it usually includes the following contents: (1) cultivating innovative consciousness, namely, cultivating innovative consciousness, differentiating innovative thinking and establishing innovative goals. (2) The cultivation of innovative thinking and innovative thinking directly affects the cultivation of innovative ability. All innovations are embodied in innovative thinking. (3) Innovation skill training and innovation skill is the most effective, direct and effective way to cultivate innovation ability, referring to the cultivation of various innovative skills. (4) The cultivation of innovation emotion and innovation emotion directly influences the motive force of innovation, including the unique goal of innovation.

5. Measures to Solve the Training Model of Entrepreneurial Talents in Enterprise Management Major of Higher Vocational Colleges

5.1 Re-orientating the training objectives of entrepreneurship education

The traditional business management teaching mode in Higher Vocational Colleges pays less attention to the cultivation of students' innovative spirit and entrepreneurial ability. Therefore, we should reorient the training objectives of entrepreneurship education and incorporate the concept of personalized talent training in line with the needs of social development. We will accumulate experience in Entrepreneurship from three aspects: entrepreneurship knowledge, entrepreneurship awareness and Entrepreneurship Management ability. Have entrepreneurial knowledge, cultivate entrepreneurship awareness, improve entrepreneurship ability, and maximize the role of business and entrepreneurship education in management.

5.2 Perfecting the course of entrepreneurship education

To improve the entrepreneurship education curriculum of enterprise management specialty, higher vocational colleges are required to design courses scientifically, reasonably and acceptably, cooperate with the new curriculum of enterprise management specialty, further targeted, selective and innovative construction, so as to make the construction of entrepreneurship education curriculum of enterprise management specialty more innovative. European education in enterprise management reform and innovation can improve innovation ability and create more resources. The purpose of industrial knowledge is to emphasize the mutual penetration of professional teaching and entrepreneurship education in the formulation of professional teaching plans and entrepreneurship education.

5.3 Improving the teacher system

In order to ensure the effective development of business administration in Higher Vocational colleges, schools must strengthen the service of high-quality, experienced and powerful teachers, and even teachers themselves are talking about their own experiences, so as to form a unique classroom. In order to better learn students' practical ability and effectively respond to the basic requirements of the school, the college can invite managers to give lectures in schools and other places to answer students' questions.

5.4 Establish a platform or carrier for entrepreneurship training, pay attention to practice and improve students' practical ability

Creativity and entrepreneurship are not enough. Today's society needs applied talents who can be down-to-earth, pragmatic and solve practical problems. Most students rely on school development. Schools are responsible for creating platforms for students to practice, not superficial ones. Schools should establish a multi-level practical teaching system to enable students to become real beneficiaries.

5.5 Protect students' enthusiasm for free exploration and cultivate students' spirit of freedom and subjective consciousness

In the process of innovation and entrepreneurship, the most important thing is to cultivate students' free spirit and self-consciousness. They must be able to embody their spirit and do whatever they want. Under the mode of complete relaxation and free exploration, we can achieve innovation and innovation, thereby improving the ability of innovation and entrepreneurship.

5.6 Developing competitive awareness and cooperative ability

Competition is one of the basic laws of market economy and the lifeline of market economy. Competition can stimulate people's vitality and is the driving force of innovation and innovation. Collaboration requires solidarity and cooperation, because in many cases, it is impossible to complete a project on your own. Therefore, while competing, we should work together to achieve the goal of common progress.

5.7 Developing a multi-knowledge structure and a comprehensive capacity structure

Knowledge structure is an important foundation for all innovative entrepreneurship projects. In the aspect of enterprise management, students are required to have a diversified and open knowledge structure, which will not hinder the creation of all projects. In addition, the structure of comprehensive ability is that students can have different abilities and respond to different environmental changes. Faced with the trend of economic globalization, business management graduates should have strong comprehensive innovation ability, entrepreneurship ability, development ability and practical ability. They should also have flexible adaptability and decisive decision-making ability so that they can withstand the tide of economic globalization.

6. Conclusion

To sum up, the focus of enterprise management is to train innovative and entrepreneurial talents. It can no longer be applied to the traditional mode and path of personnel training. It is necessary to clarify the connotation of innovative talents training in enterprise management specialty, explore a new way of talents training according to its connotation, and open up a new way for innovative talents and entrepreneurship talents training in enterprise management according to the development path of enterprises. Under the guidance and guidance of the new generation of economic development, we should train new talents, provide innovative talents for innovative entrepreneurship, make more business management graduates have innovative and entrepreneurial spirit, and encourage students to innovate and start businesses. We should make bold innovations, actively explore and practice, comprehensively improve our comprehensive ability, and create new business for our country. Injecting new sources of vitality will realize the innovative and entrepreneurial consciousness of the new generation of College students, and at the same time will bring tremendous progress to the development of China's economy.

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