

Research on the innovation of the training mode of management innovation and entrepreneurial talents in colleges and universities based on demand

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Keywords: demand; management talents; innovation and entrepreneurship; talent training

Abstract: In order to meet the needs of social development for entrepreneurial management talents, this paper is committed to exploring the training objectives of changing the traditional applied management talents. Relying on the theoretical research on entrepreneurial management and entrepreneurial education, from clear training objectives, innovative curriculum settings, and enriching teaching It tries to build an overall training model for entrepreneurial management talents in terms of content, improving teaching methods, systematically building a practical education system, broadening training channels, and constructing and implementing supporting measures. In order to promote the integration of entrepreneurship education and management professional education, improve the teaching level and talent training quality of colleges and universities, and cultivate and deliver entrepreneurial management talents with entrepreneurial spirit and entrepreneurial ability for the society.

1. Introduction

With the continuous development of economic society and management practice, the management curriculum system in colleges and universities is gradually enriched and improved. However, some management courses in colleges and universities have problems in the process of education and teaching, such as emphasizing theory over practice, emphasizing knowledge over ability, and emphasizing scientific research over teaching[1]. When applied to management practice, it cannot effectively stimulate students' initiative, enthusiasm and creativity in learning, and it is difficult to meet the needs of industries and employers for high-quality talents. Therefore, this paper attempts to be demand-oriented and conduct research on the cultivation of management innovation and entrepreneurial talents in colleges and universities, in order to provide a reference for the cultivation of talents needed for the development of our country.

2. The necessity of training innovative and entrepreneurial management talents

2.1 Entrepreneurial and entrepreneurial management talents drive social and economic growth

With the progress of society and economic development, the theory of technological progress and the theory of capital determinism that promote social and economic growth have been gradually replaced by the theory of human capital, and human resources have become the first resource to promote economic growth. "Innovative and entrepreneurial" talents with innovative spirit and entrepreneurial ability are the driving force of social development and national economic growth, as well as the embodiment of a country's soft power. Positioning, training goals, and talent training models directly determine the level of running a school. Schultz, a Nobel Prize winner in 1979, pointed out in the book "Economic Value of Education" that some human abilities are not innate, but What individuals acquire through self-investment through education, including the necessary skills for survival and the world outlook, values, and outlook on life in line with the trend of the times, create social value to increase their spending power and promote social economic growth. China, which is in the process of economic transformation, urgently needs strong intellectual resources as support[2].

2.2 Entrepreneurial and entrepreneurial management talents ease the employment difficulties of college students

With the increase of college graduates year by year, coupled with the deterioration of the global economic environment, the employment situation of college students is becoming more and more severe, and encouraging college students to start their own businesses is undoubtedly a good medicine to ease the difficulty of college students' employment. After successful entrepreneurship, college students not only realize their own life value, has created a world of its own, and has also transformed from the former job demander to the job supplier, creating employment opportunities for the society and providing a solution to the social problem of employment difficulties. "Mass Entrepreneurship, Mass Innovation" is a specific measure to support college students' innovation and entrepreneurship. Innovation and entrepreneurship are used to stimulate employment, and the wisdom of mass entrepreneurship is used to promote economic upgrading, realize industrial transformation, and then create new economic growth points. This requires colleges and universities to attach great importance to innovation and entrepreneurship education, vigorously implement teaching reform, improve the innovation and entrepreneurship teaching system, and for economic and management talents, exercise their entrepreneurial thinking, cultivate their entrepreneurial spirit, enhance their entrepreneurial ability, and develop their entrepreneurial awareness. Continue to deliver "double-creation" intellectual flow and talent flow[3].

3. Demand-oriented strategies for cultivating innovative and entrepreneurial management talents in colleges and universities

3.1 Formulate the training goals for innovative and entrepreneurial management talents

Entrepreneurship is a process of practice. The key to implementing entrepreneurship education is to establish a talent training model for cultivating high-quality entrepreneurs who have a solid theoretical foundation and strong entrepreneurial practice ability[4]. The goal of cultivating entrepreneurial management talents is to shift from cultivating professional applied talents to cultivating compound entrepreneurial talents, so that students have the entrepreneurial awareness of courage and creativity. He has the general ability to solve practical problems of management and strong entrepreneurial ability. He can not only lead the enterprise to realize the company's continuous entrepreneurial business, but also devote himself to the self-employment of the individual.

3.2 Innovative and innovative management talents training mode

3.2.1 Innovative curriculum system enriches teaching content

The teaching content should not only retain the knowledge system of the original management major, but also increase the knowledge content related to entrepreneurship. Therefore, in terms of curriculum setting, a modular approach can be adopted. For example, on the basis of the original basic courses of management, courses such as "Entrepreneurship Management" and "Entrepreneurial Investment" can be opened by adding professional basic courses or elective courses. Infiltrate entrepreneurship-related knowledge into the teaching content of management majors, so that students can systematically learn entrepreneurship theories, skills and methods, and organically combine professional knowledge and entrepreneurship knowledge to form a reasonable knowledge structure.

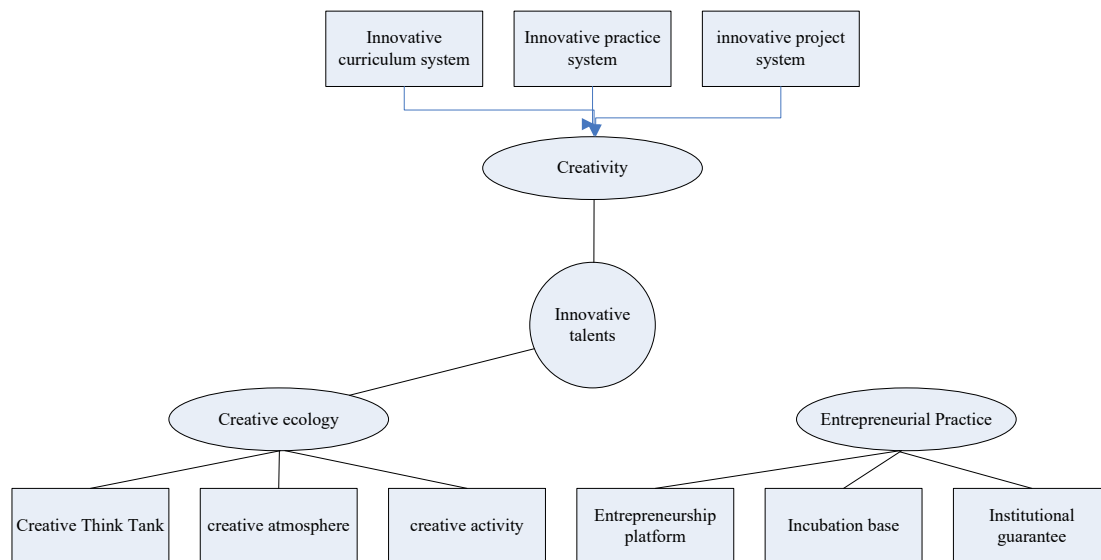


Figure 1 "Three-in-one" talent training model

3.2.2 Improve teaching methods and emphasize the link between theory and practice

Entrepreneurship is to face the uncertain situation, start from scratch, and create a process from scratch. While carrying out theoretical teaching, actively carry out curriculum practice to simulate the entrepreneurial situation. Vigorously promote the case teaching method. By organizing students to discuss a series of successful and failed entrepreneurial cases and analyze the reasons for their success or failure, students can master relevant professional skills, knowledge and theories. The simulation teaching method is widely used, and students can play an entrepreneurial role in a close-to-real situation through a simulated situation, and interact with the people or things in it to achieve the expected learning goals[5].

3.2.3 Attach importance to practical education and establish a training base

Entrepreneurial ability is the key to determine the success or failure of entrepreneurship, and entrepreneurial ability is generated and developed in practice. Therefore, the practice teaching content system should be constructed with the cultivation of entrepreneurial ability as the main line. First of all, strengthen the construction of simulation practice bases in the school to realize "entrepreneurship" in school. Set up an integrated and comprehensive training teaching platform and a simulated practice base for students' entrepreneurial practice in the school, such as tax hall, simulated bank, simulated stock market, and ERP experimental teaching platform, so that students can live in a simulated environment without leaving the school. Experience the whole process of entrepreneurship, so as to cultivate their entrepreneurial spirit and entrepreneurial ability. Secondly, off-campus "entrepreneurship", establish off-campus college students' entrepreneurial practice base, and form an integrated education model of production, learning and research[6]. Third, a second classroom can be built by means of entrepreneurial forums, entrepreneurial competitions, entrepreneurial alliances, and entrepreneurial societies to attract interested students to better understand entrepreneurship.

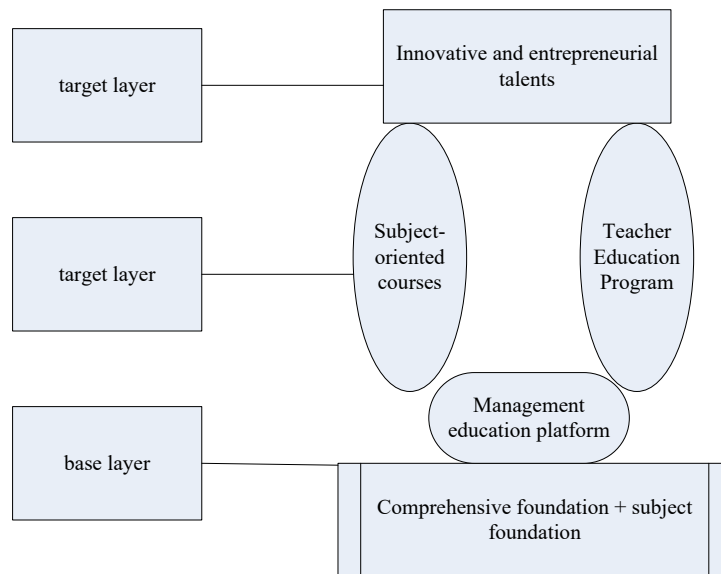


Figure 2 Innovation and Entrepreneurship Talent Training System

3.2.4 Open up training channels for innovative and entrepreneurial management talents

The society's demand for entrepreneurial talents is expanding, and we can try to cultivate entrepreneurial management talents from four channels: First, we can face management students, set entrepreneurial management orientation, and train management majors in entrepreneurial management. Under the circumstance, consider establishing a management major (entrepreneurship class) to train entrepreneurial management talents more systematically and comprehensively. Second, for students of different majors in the school, a double-degree approach is adopted to set up a double-degree entrepreneurship class in management, trying to leverage the basic characteristics and advantages of other majors to cultivate a compound entrepreneurial type that has both the professional knowledge and skills and entrepreneurial knowledge and skills. talent. The third is to open a series of elective courses related to entrepreneurship management for all students in the school, and carry out universal entrepreneurship education, so that students can understand entrepreneurship, and then have an interest and intention in entrepreneurship, so as to further guide them to strengthen the learning of entrepreneurship management related knowledge. The fourth is to cultivate professional entrepreneurial management talents, that is, under the premise of conditions permitting, try to jointly launch an industry (entrepreneurship class) with a strong industry background and industrial background with relevant industries, and cultivate a strong industry background, profound Relevant professional entrepreneurial management talents[7].

3.2.5 Build supporting facilities for the cultivation of innovative management talents

In order to better promote the implementation of the entrepreneurial management talent training model, the construction of supporting measures should be carried out from the following aspects: First, we must establish a team of full-time and part-time teachers with distinctive characteristics, so as to realize the diversity, practicality and flexibility of the teaching team. Some entrepreneurs, successful entrepreneurs, and technical innovation experts can be hired to teach part-time, cooperate in research or jointly write teaching materials on entrepreneurship, and expand the teaching force of entrepreneurship education. Second, we must enrich the assessment forms and innovate the assessment mechanism. In the usual course assessment, change the content and format of traditional test papers, seek to establish a diverse and flexible evaluation mechanism, and actively implement a practice-oriented assessment system for core courses. For example, entrepreneurial achievements such as the successful opening of an online store can be included in the core of test scores constituent parts. In terms of graduation thesis, it can be used as a dissertation or graduation thesis by submitting an enterprise investigation report, business plan, business plan, or directly carrying out entrepreneurial practice and submitting entrepreneurial results, which will be evaluated by

teachers, experts, and business people. The third is to establish a guarantee mechanism and improve the organizational management system for the cultivation of entrepreneurial management professionals.

4. Conclusion

Under the new situation of "mass entrepreneurship and innovation", strengthen innovation and entrepreneurship education, raise innovation and entrepreneurship education to a position of equal importance with traditional employment education and academic education, explore the organic integration of innovation and entrepreneurship education and management professional education, and cultivate "Entrepreneurial management talents" who can lead the economy and society forward, on the one hand, supply the required entrepreneurial management talents to enterprises, lead the sustainable development of Chinese enterprises, and then create more jobs to solve the growing employment need. On the other hand, devote yourself to self-employment, start new enterprises, and develop new careers. While solving their own employment problems and creating wealth, they can create more jobs, so as to expand employment, lead the economy and society forward, and then realize the realization of colleges and universities. Its historical mission as a training base for innovative and entrepreneurial talents.

Acknowledgments

2021 Henan higher education teaching reform research and practice project: Research on the innovation of the training mode of demand-oriented innovative and entrepreneurial talents in Colleges and Universities (2021SJGLX190)

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