

## Exploration on the Path of Innovation and Entrepreneurship Education in Colleges and Universities\*

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**Abstract:** Innovation and entrepreneurship education in Colleges and universities is of great significance to talent cultivation and industrial upgrading. With the gradual acceleration of social development process, the demand for college students'talents has been gradually increased. It requires that students should have a sound scientific theory knowledge and a strong physique, at the same time, they should also have the corresponding awareness of innovation. However, there are still many outstanding problems in innovation and entrepreneurship education in China's universities. In view of the existing problems, this paper probes into the main problems in the development process of innovation and entrepreneurship education in Colleges and universities, and puts forward reasonable countermeasures and measures to provide effective guidance for the practice of innovation and entrepreneurship education, so as to improve college students'innovation and entrepreneurship consciousness and ability.

### 1. Introduction

With the popularization of higher education in China, college students are facing more and more severe employment situation. Colleges and universities should adjust their training objectives in time, focus on improving students'entrepreneurship and comprehensive quality, and respond to the needs of society and enterprises for talents. College students have high professional quality and ability, they can accept new things in time, and also play a strong sense of entrepreneurship. It can be said that college students are undoubtedly one of the groups with the greatest potential for innovation and entrepreneurship. Promoting innovation and entrepreneurship education can cultivate students'entrepreneurship quality, which is the realistic demand of higher education in China and a rising trend in developed countries. Innovation and entrepreneurship education is no longer the requirement of self-realization of a few students. Nowadays, innovation and entrepreneurship education has become an inevitable trend of deepening the reform and development of higher education. Starting from the existing experience, combining with the theoretical framework and development trend, we should correctly carry out the reform of innovation and entrepreneurship education in Colleges and universities, so as to stimulate students'enthusiasm for entrepreneurship, which is a major course facing Colleges To seize the opportunity is not only the development and progress of innovation and entrepreneurship education within universities, but also the common opportunity and progress of the whole society.[1-3].

### 2. Text

Innovation and entrepreneurship education in Colleges and universities in China started in the late 1990s. At present, China is in the ecological environment of building a good innovation and entrepreneurship policy. In order to encourage college students to innovate and start businesses, the central and local governments have provided a series of preferential policies for college students, such as entrepreneurship platform, entrepreneurship training, entrepreneurship services and

entrepreneurship funding. It can be predicted that a new wave of entrepreneurship will become an important engine for stabilizing China's economic growth.

## **2.1 Major Aspects of College Students' Innovative and Entrepreneurial Quality Education**

**Innovative quality:** Innovative quality mainly refers to solving new problems in a flexible and ingenious way so as to create new things. This ability quality usually includes innovative consciousness, innovative spirit, innovative thinking ability and innovative practical ability. For the cultivation of innovative quality, it is necessary to effectively cultivate college students' innovative consciousness in the quality education of innovative entrepreneurship, so as to change their innovative and entrepreneurial thinking and provide a good guarantee for students' innovative and entrepreneurial activities.

**Innovative Ability:** Innovative ability is formed through the continuous accumulation of theoretical knowledge and practical experience. To a certain extent, innovative ability is the external expression of innovative thinking and innovative consciousness, which mainly includes good expression ability, observation ability, memory ability, creative thinking ability and so on.

**Innovation and entrepreneurship theory and Practice:** Innovation comes from practice, and knowledge theory is an important foundation of practice. At the same time, practice will have a negative effect on knowledge theory. The relevant theoretical knowledge of innovation and entrepreneurship has certain complexity in the process of practice. Therefore, colleges and universities should focus on cultivating students' innovation quality and entrepreneurship ability when carrying out the quality education of innovation and entrepreneurship.[4,5]

Innovation and entrepreneurship education in China's universities has initially realized the transition from simply encouraging and guiding college students to participate in innovation and entrepreneurship competitions to exploring and constructing innovative and entrepreneurship education model with characteristics. To sum up, it has the following characteristics. First, relying on the Pilot Universities of innovation and entrepreneurship education, a diversified and typical model of innovation and entrepreneurship education has been formed. Secondly, relying on the regional universities which are relatively developed in innovation and entrepreneurship, the innovative and entrepreneurship education model with certain characteristics has been formed. Third, influenced by the policy of encouraging innovation and entrepreneurship, the proportion of college students who choose innovation and entrepreneurship has shown an upward trend in recent years. Fourthly, the overall geographical distribution of innovation and Entrepreneurship of college students in China is unbalanced. The proportion of college graduates from coastal provinces choosing innovation and entrepreneurship is higher, while the central and western regions are lower. Fifth, the education level of entrepreneurs in China is generally low, and the choice of entrepreneurship industry tends to be low-end.

The development of innovation and entrepreneurship education in China is characterized by dot-like and fragmentation. Compared with the systematic innovation and entrepreneurship education model abroad, the gap and shortcomings are very obvious. Therefore, it is particularly important to look up the problem and analyze the causes of the gap.[6,7]

## **2.2 Improving the organizational structure of innovation and Entrepreneurship Education**

At present, innovation and entrepreneurship education in China is still in its infancy, and many aspects need to be strengthened and improved. First of all, many people still hold a doubtful attitude towards innovation and entrepreneurship education. Most of them think that universities should concentrate on academic research, enhance scientific research ability, and put their energies into entrepreneurship education too much for quick success and instant benefit. Therefore, we need to make long-term exploration and practice to induce it with typical successful examples of innovation and entrepreneurship education. Secondly, the organizational structure of innovation and entrepreneurship education is not perfect. In order to do a good job in innovation and entrepreneurship education, it is necessary to establish a special organizational structure as a guarantee to promote the development of innovation and entrepreneurship education. Student practice base, in the school-wide innovation and entrepreneurship education, to achieve the "three-

level linkage" entrepreneurship practice platform, the establishment of the infrastructure platform is the basis and guarantee for success.

### **2.3 Improving the Practice System of Innovation and Entrepreneurship Education**

In the process of deepening the reform of innovation and entrepreneurship education, colleges and universities in our country should combine the characteristics of innovation and entrepreneurship itself, strengthen the practical training links, explore a variety of practical ways, improve the practical system and enhance the ability of innovative entrepreneurship subjects. Colleges and universities should actively unite with governments, enterprises, financial institutions and other non-profit social organizations to establish a variety of innovative entrepreneurship service platforms; integrate various funds, technologies, venues, information and other resources inside and outside the school, create conditions for students to simulate innovative entrepreneurship and to establish, manage and operate entity enterprises independently, and provide students with the opportunity to get out of the classroom and close to the real business environment of enterprises; and In the practical training, we can learn the daily business management, marketing, technology research and development and other business operations and practical operation skills to create conditions.

### **2.4 Optimizing the Teachers of Innovation and Entrepreneurship**

At present, the common problem faced by teachers of innovation and entrepreneurship in Colleges and universities is that only a few teachers who are engaged in innovation and entrepreneurship education in Colleges and universities have experienced innovation and entrepreneurship in person, and the courses taught are limited to theoretical knowledge. The information transmitted by innovation and entrepreneurship is relatively backward, which makes it difficult to achieve educational purposes and even hinders students'innovation and entrepreneurship. Planning and practice of industry. Therefore, each height Schools should actively develop and utilize full-time and part-time teacher resources. In addition to equipping experts and scholars, they should actively face the society and attract more entrepreneurs and successful innovators to join the college students'innovative entrepreneurship education team. Through the way of joint linkage, colleges and universities can promote the circulation and interaction of teachers'resources, realize the sharing of resources and enhance teaching staff.

### **2.5 Establishment and improvement of incentive policies for innovation and Entrepreneurship Education**

Colleges and universities vigorously carry out innovative entrepreneurship education for college students. Teachers and students are not only the main body of the policy, but also the inexhaustible driving force for its development. The development of innovative entrepreneurship education can not be separated from teachers'instruction and guidance to students. Teachers are the most direct influencers of students. Encouraging and leading students to participate in all kinds of double-venture competitions at all levels can stimulate students' inspiration for entrepreneurship and lay a At the same time, the establishment of incentive policies for students, to a great extent, encourage college students to actively start their own businesses.

### **2.6 Establishing an evaluation system for entrepreneurship education**

With the development of entrepreneurship education, the establishment of evaluation system and mechanism is becoming more and more important. The evaluation of entrepreneurship education is a criterion for the cultivation of students'theoretical literacy and self-realization of entrepreneurship in Colleges and universities. The evaluation focuses on the determination of evaluation methods, the formulation of standards, the implementation and the analysis and feedback of results.[8-10]

## **3. Conclusions**

Innovation and entrepreneurship education plays a key role in the sustainable development of Higher Vocational colleges. It can effectively improve the professional quality and innovation ability

of students. Through a thorough understanding of the current situation of College Students'innovation and entrepreneurship education at home and abroad, studying the existing problems and shortcomings, adopting such schemes as improving the organizational structure of innovation and entrepreneurship education, creating a platform for integration of innovation, upgrading the service system of entrepreneurship Park and establishing and improving the incentive policy of innovation and entrepreneurship education, etc., to provide practical and effective guidance for the development of innovation and entrepreneurs

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