

## **Reflections on the Teaching Model of Entrepreneurship and Innovation Education in Research-oriented Colleges and Universities in the New Normal**

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**Keywords:** new normal; research-oriented college and university; entrepreneurship education; innovation model

**Abstract:** In recent years, China's economy has gradually shifted from a high-speed growth state to a moderate one. Economic development has shifted from factors-drive and investment-drive to innovation-drive and China's economy has officially entered a new normal. In order to quickly adapt to the new normal and once again drive China's economy to rapid development, "mass entrepreneurship and innovation" is the key to future development. Based on this, in order to meet the needs of the society for innovative talents and promote the construction of innovative countries, this paper explores the teaching model of entrepreneurship and innovation education in research-oriented colleges and universities.

**Preface:** Research universities mainly refer to universities that offer comprehensive bachelor's degree programs and put research at the top. The school is committed to the cultivation of high-level talents and the development of technology. It can be said that the research university is the center of the highest level of talent cultivation in China and the school is responsible for cultivating the professional talents needed by the society. In this regard, under the new normal situation, research universities should grasp the needs of the society for professional talents and high-level talents in a timely manner, innovate traditional entrepreneurial education, closely link entrepreneurship education with China's economic development, cultivate entrepreneurial talents and promote employment through entrepreneurship for China's further development.

### **1. The significance of innovation in research-based universities in entrepreneurship education**

It should be noted that innovation is the soul of a nation's progress. Under the new normal situation, improving students' innovative ability and building an innovative society have become the core of China's future development. As a training base for important talents in China, research universities should innovate innovation education, cultivate innovative and entrepreneurial talents needed by the society and drive China's economic construction. In fact, innovation and entrepreneurship complete each other. Innovation is the origin of entrepreneurship, the characterization of innovation at the time of entrepreneurship and the height of innovation determines the quality of entrepreneurship<sup>[1]</sup>. Therefore, innovation is the key to entrepreneurship education.

Entrepreneurship education, academic education and vocational education are the main education in higher education. They are the challenges to the future in the 21st century and the key to optimizing the overall quality of the future human beings. In research universities, it is suitable for professionals and high-level talents who are suitable for the needs of the society. In the face of an ever-evolving society, if traditional education methods are always used in entrepreneurship education, it is difficult to ensure that the students are in line with social development. Moreover, it is difficult to achieve success by taking the path that others have traveled. Only by creating a new path can we seize the opportunity of success<sup>[2]</sup>. In this regard, in entrepreneurship education, innovation directly determines the efficiency of entrepreneurship education, and is of great significance in research-based university entrepreneurship education.

## **2. The main factors in the teaching of innovation and entrepreneurship education in research universities under the new normal situation**

### **2.1 It is the inevitable trend of building an innovative country**

It can be said that the main base for cultivating high-level talents in research universities is an important support for the rapid development of the country. In research universities, innovation strategies should be implemented to train students in all aspects, improve students' multiple functions and strengthen students' independent innovation ability. To update the school development concept, implement efficient entrepreneurship education, build a reasonable platform for innovation and entrepreneurship, cultivate innovative talents with high entrepreneurial awareness and promote the construction of an innovative country. In short, in entrepreneurship education, if one layer remains unchanged, it is extremely difficult to ensure that the students cultivated are in line with social development. Only innovative and entrepreneurial education enables students to keep pace with the society and promote the rapid development of the country<sup>[3]</sup>.

### **2.2 It is the demand for the development of applied universities**

Different from ordinary colleges and universities, research universities focus on cultivating the professional talents needed by the society. Therefore, in the cultivation of talents, colleges and universities attach importance to the cultivation of students' application ability. However, in entrepreneurship education, due to the lack of awareness of entrepreneurship education in schools, in the cultivation of entrepreneurial talents, the importance of entrepreneurial practice is neglected, student entrepreneurship is difficult to succeed and entrepreneurship education is difficult to exert its effects. Under the new normal situation universities are inhibited of development. In this regard, colleges and universities should innovate traditional entrepreneurship education, focus on the characteristics and resources of research universities, actively build entrepreneurial platforms and improve students' entrepreneurial level<sup>[4]</sup>. In short, research-based universities want to cultivate applied entrepreneurial talents with social needs and innovation of traditional entrepreneurship education is the key.

### **2.3 It is the need for sustainable development of college students**

At present, the society is developing at a rapid pace and various industries have put forward higher requirements for high-quality advanced talents. As a research-oriented university that transports professional talents for the country, it is a key point to further improve the overall quality of students, innovate entrepreneurship education and improve students' practical ability. The author believes that under the new normal situation innovation and entrepreneurship education should focus on the combination of theory and practice, cultivate students' creative thinking, enhance students' ability to solve problems on their own and lay the foundation for students' entrepreneurial success. In short, under the new normal situation, if we want to promote social development, research universities must innovate and innovate education and promote the sustainable development of college students in to promote China's rapid economic development.

## **3. Innovative thinking on teaching model of entrepreneurship education in research university under the new normal**

### **3.1 Comprehensively integrate entrepreneurship education resource of research university**

Research university plays an important role in China's economic development under the new normal. In terms of talent training, research university shoulders the responsibility of cultivating social urgently-needed talents and professional and technical talents and promoting the development of the society. While research university is an intelligent station integrating teaching and research with abundant resources in scientific research. It can be said that research universities directly influence the development of regional economy, scientific research and culture. Therefore, to further improve China's international competitiveness under the new normal, she should integrate all resources of research universities, such as graduates within a wide range of industries, research

institute and enterprise cooperating with universities and their own teaching force and scientific forces. Meanwhile China should innovate teaching of entrepreneurship education, roundly cultivate innovative and entrepreneurial talents and increase the number of small and medium businesses to promote social development.

### **3.2 cultivate students with classified and stratified education and improve their innovative and entrepreneurship level**

Classified and stratified education can be adopted to achieve better results according to students' own conditions in innovative and entrepreneurship education. Entrepreneurship education can be divided into 3 stages. The first stage is school education, which aims to cultivate students' entrepreneurial ability, such as professional knowledge, innovation ability, solidarity spirit, independent ability and autonomous learning ability, to lay the foundation for entrepreneurial success. The second stage is enterprise education, in which school can actively cooperate with enterprises to teach students entrepreneurial experience, improve their understanding of social development, and improve students' entrepreneurial level. The final stage is social education, in which school guides students to practice in society and can provide them with some help to lay a foundation for entrepreneurial success. In those 3 stages, school can teach students according to their mastery degree to improve their entrepreneurial ability.

### **3.3 Improve the guidance and service of entrepreneurship**

In the innovation and entrepreneurship education of research university, university should establish guidance platform and formulate a scheme according to the actual situation of university and students, to truly realize the effect of entrepreneurship education. On the one hand, the university should establish a training institution and formulate a long-term operation mechanism to promote the smooth development of entrepreneurial education. On the other hand, the school should guide students to set up the concept of "promoting employment through entrepreneurship" and improve their attention to entrepreneurial education, giving full play to the effect of entrepreneurial education. School should innovate entrepreneurial education. Students have a good understanding of social development and can be more clear about their own development direction after entering the society. On the one hand, the construction of entrepreneurial guidance and service can be divided into the following steps: the school should improve students' cognitive ability at the first year and then their vocational ability at the second year, adaptive capacity at the third year. At the last year, school resources should be used to cultivate students' practical level, to comprehensively improve the level of entrepreneurship among students.

In addition, in entrepreneurial education, the school should publicise the importance of entrepreneurial education to improve students' enthusiasm for entrepreneurial education, update the information service platform in real time, simulate entrepreneurial assessment, and increase the success rate of student entrepreneurship. In addition, the school should integrate social, school and enterprise resources to provide guidance for students' entrepreneurship in the whole process, so as to improve their entrepreneurial level and achieve win-win results.

## **4. Conclusion**

All in all, under the new normal, research universities must innovate entrepreneurship education to truly cultivate the talents needed by the society and promote the social economy to develop rapidly. Therefore, the innovation of entrepreneurial education teaching is the inevitable trend of constructing an innovative country, the demand of development in application universities and the demand of college students' sustainable development. Therefore, the university should comprehensively integrate the entrepreneurial education resources of research universities, train students by stratified classification, improve the entrepreneurship guidance and service, enhance the entrepreneurial education level, and promote social development.

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