

# Exploration and Practice of Innovation and Entrepreneurship Talents Cultivation

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**Abstract:** Through the simple analysis of the current background and status of innovation and entrepreneurship in China, this paper discusses the current main problems existing in the cultivation of innovation and entrepreneurship talents deeply, explores and practices the cultivation of innovation and entrepreneurship talents, and puts them into practice to improve the quality of the cultivation of innovation and entrepreneurship talents effectively.

## Introduction

At present, "Innovation and Entrepreneurship" has been regraded as a strategic policy to improve the social productivity and the comprehensive national strength. As a new force to implement the strategy of innovation-driven development and promote the mass entrepreneurship and innovation, college students should not only study hard to master more basic professional scientific and technological knowledge, but also devote themselves to innovation and entrepreneurship to improve their practice capability. As the source and base for talents cultivation, colleges and universities need to make clear the characteristics and cultivating objectives of innovation and entrepreneurship talents. Especially in the opportunity period of "The Belt and Road Initiative" in China, We need to further learn the successful experience from the developed countries, fully mobilize the enthusiasm of all the talents cultivation bodies such as schools, enterprises and governments, so as to achieve the goal of the comprehensive cultivation of internationalization oriented innovation and entrepreneurship talents. It is also an inevitable requirement of the constantly developing and changing economic society for the modern colleges and universities in the talent cultivating objectives to implement the innovation and entrepreneurship education and cultivate the innovation and entrepreneurship talents. Therefore, colleges and universities must further renew their educational concepts and optimize their models for talents cultivation.

## Background and Status of Innovation and Entrepreneurship

### Current background.

At present, there are some problems in innovation and entrepreneurship education in colleges and universities in China such as the lagged educational ideas and the lack of the continuous improvement ability, which are mainly embodied as "fault of goal setting and education implementation", "fault of education implementation and effect evaluation", "fault of effect evaluation and adjustment & improvement", etc. In this regard, many scholars have made the profound reflection and put forward the specific countermeasures, including constructing the models and standards for innovation and entrepreneurship education, promoting the integration of innovation and entrepreneurship and professional education, designing the scientific course system, strengthening the industry-university-research cooperation, strengthening the practice platform construction, improving the system construction, establishing the management and feedback mechanism, etc.

### **Status in China.**

At present, our country is in a critical period of economic transformation and upgrading. Therefore, a large number of technology talents and innovation and entrepreneurship talents with the innovative consciousness, spirit and ability are very important for the development of our economy. Under the new era background, the importance of innovation and entrepreneurship education has been highlighted and gradually attracted attention from all aspects. At present, compared with the innovation and entrepreneurship education in developed countries, the innovation and entrepreneurship education in China started late, and the innovation and entrepreneurship system is not mature and perfect yet, but it also shows the regional characteristics.

### **Current Problems Existing in Innovation and Entrepreneurship Education in China**

#### **General problems existing in higher education in China.**

In our country, most colleges and universities are in the primary stage of innovation and entrepreneurship education construction. At this stage, many problems have seriously affected the progress and quality of the international innovation and entrepreneurship education in China's universities, such as the unreasonable orientation of cultivating objectives and course system & content, the imperfect cultivation system of international general innovation and entrepreneurship knowledge and skills, the shortage of qualified teachers with both innovation and entrepreneurship ability and international perspective, the outdated teaching materials which can not follow the international mainstream ideas and content, less investment in the multi-lingual and multi-cultural classroom teaching, the lack of close cooperation and division of labor cooperation for the team innovation and entrepreneurship, and the low usage of the practical tools for modern information teaching.

#### **Problems in talents cultivation.**

There is a contradiction between the innovative education and the whole process of talents cultivation. The cultivation of innovative consciousness, spirit and ability should run through the whole process of talents cultivation. It is very important to solve the problems of coordination among cultivating program, discipline construction and laboratory construction, and the contradiction between the professional education and the innovation and entrepreneurship talents cultivation. In addition, there is also a contradiction between the practical ability of talents and the excessive vacuum in the workplace.

#### **Students' thought of seeking job stability.**

The students should change their thinking of finding "an iron rice bowl" and seeking the job stability. In order to improve the quality and achievement of innovation and entrepreneurship education, we need to change the original elite innovation and entrepreneurship education system, make up for the lack of innovation and entrepreneurship education in Colleges and universities, and make innovation and entrepreneurship education cover all students. In order to form an atmosphere of innovation and entrepreneurship, we should insert the innovation and entrepreneurship genes to the process of talent cultivation, so that students can have a correct understanding of innovation and entrepreneurship, grasp the real skills in the education system of innovation and entrepreneurship, enhance their employment ability, and change their thinking of finding "an iron rice bowl" and seeking the job stability. Only in this way can they adapt to the development of the times, improve the quality of regional innovation and entrepreneurship, and further promote the social development.

#### **Shortage of teachers for education and teaching.**

In the current teacher evaluation mechanism, we usually pay more attention to the teachers' academic qualifications and scientific research achievements, so that their responsibility for innovative entrepreneurship education is not clear, their ability and level are insufficient, and their practical experience is insufficient. In addition, there is no a perfect mechanism for the disposal of scientific and technological achievements and income distribution in universities to mobilize the enthusiasm of teachers to participate in the practice of innovation and entrepreneurship. With the development of the times and social attention, the entrepreneurship education has been expanding.

The colleges and universities should formulate plans for the introduction and training of professional teachers, strengthen the construction of teaching staff, provide guarantee for the improvement of professional teachers' comprehensive professional level, attach importance to the practical ability of professional teachers, strengthen the industry-university-research cooperation, and encourage teachers to declare various teaching and scientific research projects. In addition, colleges and universities should also pay more attention to the improvement of teachers' professional quality and academic ethics, the improvement of the relationship between teachers and students, the improvement of teachers' professional level, management ability and the enhancement of students' self-management ability.

## **Countermeasures for Innovation and Entrepreneurship Talents Cultivation**

### **Create a cultural environment for innovation and entrepreneurship, build a practice platform for students.**

First of all, a good cultural environment should be provided for the cultivation of innovative talents, to promote the innovation and entrepreneurship education from "the amateur education" to "the formal education", incorporate the construction of campus culture of the spirit of the times of "innovation, creativity, entrepreneurship to create a positive, adventurous culture of innovation and entrepreneurship. In addition, we should establish various forms of educational societies for innovation and entrepreneurship, support the innovation and entrepreneurship practice of students, and carry out the creative exchange exhibition, establish the innovation and entrepreneurship brand publications for students and cultivate the innovative campus brand culture relying on some platforms such as the "Cultural Festival of Creation, Innovation and Entrepreneurship," the "business week" and the "Hero Meets Hero for Entrepreneurship".

### **Course offering and teaching mode for innovation and entrepreneurship education.**

Innovation and entrepreneurship research can be divided into two parts: innovative entrepreneurship courses and innovative business model planning. The interactive bilingual teaching model can help teachers and students enlighten each other in the communication and discussion. The importance of practical experience can be highlighted by refining the teaching content, systematically imparting the entrepreneurial methods and management knowledge, integrating the theoretical explanation and the practical drills, and adopting various teaching forms such as case analysis, field role-play simulation, group discussion, special lectures and enterprise investigation.

### **Internal coordinated operation for innovation and entrepreneurship education.**

With the guideline of improving organizational leadership, system construction and hardware support, the platform should set up some security platforms such as the leadership institutions for the innovation and entrepreneurship education, the guidance centers for the innovation and entrepreneurship, the innovation and entrepreneurship associations for students, the subject research and project exchange groups and the websites for the innovation and entrepreneurship education. A guarantee mechanism shall be established for collaborative cultivation of innovation and entrepreneurship talents in schools, which mainly includes the mechanism for the process management of innovation and entrepreneurship practice, the funding system and the credit recognition, the organization and management mechanism for subject competitions and scientific and technological innovation activities, the mechanism for the organizational declaration, mid-term inspection and acceptance work for the innovation training projects for college students, and the selection mechanism of students in the innovative training bases for college students.

### **The leadership should pay much attention to innovation and entrepreneurship.**

The leadership of the College of Energy and Safety attaches great importance to the quality of talents training, and takes the cultivation of college students' innovation and entrepreneurship awareness and the improvement of innovation and entrepreneurship ability as one of the important contents of the implementation plan for the construction of research-oriented colleges and the cultivation of outstanding engineers. The deputy dean for teaching and the deputy dean for scientific research also personally give guidance to many student teams for their innovation and entrepreneurship work every year, and achieve good results in various competitions.

### **Teachers and teaching materials for innovation and entrepreneurship education.**

The colleges and universities should define the responsibility of all teachers in the innovation and entrepreneurship education, carry out the training of teachers' awareness and ability of innovation and entrepreneurship education, enhance the teaching ability of teachers in the innovation and entrepreneurship education, implement the plan to improve the practical ability of the young and middle-aged teachers, organize the professional teachers to participate in the innovation and entrepreneurship training, subsidize the participation of high-level innovation and entrepreneurship courses at home and abroad, invite the famous experts at home and abroad to give lectures in order to expand the students' professional knowledge and bright the students into a powerful spirit for innovation and entrepreneurship activities. In addition, the colleges and universities should also invite the famous entrepreneurs to carry out the dialogue with young students on innovation and entrepreneurship.

### **Reform the education teaching model.**

The colleges and universities should explore an effective practice system of innovation entrepreneurship gene implantation in order to implant the cultivation of innovation and entrepreneurship ability into the process of talents cultivation. In the implantation process, the innovation and entrepreneurship practice is not a simple list of activities, the gene of innovation and entrepreneurship shall be inserted to the practice links with periodic characteristics in a planned way based on the students' knowledge of innovation and entrepreneurship and the characteristics of regional innovation and entrepreneurship development, in order to improve the original teaching model for innovation and entrepreneurship of focusing on the theory instead of the practice. To increase the practice links of innovation and entrepreneurship education, it is necessary to form a system of practice courses and establish the innovation and entrepreneurship workshops, practice centers and mass organizations in the practice of education and teaching.

### **Conclusion**

The continuous innovation and reform of the talents training mode in higher education and teaching is not only the social needs of the new era, but also the only way to improve the quality of talents training. In this mode reform, the main measures include strengthening the construction of teachers, deepening the reform of teaching methods, giving full play to the leading role of teaching paradigm reform courses, strengthening the construction of educational resources suitable for students' self-learning, actively creating the cultural atmosphere of campus for innovation and entrepreneurship, creating a number of practice platforms for innovation and entrepreneurship, encouraging and supporting students to actively participate in the competitions at all levels to widen their employment channels, such as the "Training Program of Innovation and Entrepreneurship for College Students". In the future, it is necessary to further establish the incentive mechanism and feedback system for innovation and entrepreneurship education evaluation in order to make the work of innovation and entrepreneurship education more perfect and systematic.

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