

# Research on the Improvement of Innovation and Entrepreneurship Education in Colleges and Universities

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**Abstract:** Innovation and entrepreneurship education reform is a strategy for colleges and universities to respond to national innovation-driven development, and is also an important measure for the country to promote comprehensive reform of higher education. Focusing on the requirements of deepening the reform of innovation and entrepreneurship education in colleges and universities, analyzing the problems existing in the current innovation and entrepreneurship education, exploring the talent cultivation system through the construction of integrated and coordinated development, attaches great importance to the construction of collaborative platforms inside and outside the school, and strives to achieve long-term development of innovative and entrepreneurial talents in colleges and universities. mechanism.

## 1. Introduction

The strategic requirements for the construction of an innovative country. Technological innovation as the core driving force of the country's economic and social development is an important criterion for measuring whether a country is an innovative country. In order to enable China to grasp the core competitiveness of the future, it is among the forefront of international competition, and it is imperative to build an innovative country and enhance national innovation. In the "National Innovation Index Report 2015", the China Innovation Index is ranked 2nd in the world, ranking 18th. Among them, enterprise innovation, as an important one of the five first-level indicators of the National Innovation Index, plays an important role in national innovation and development. To build an innovative country with independent innovation capability lies in developing innovative entrepreneurship education, reforming the current "memory education", comprehensively implementing "creative education", and cultivating entrepreneurial talents with innovative capabilities. Second, the drive demand for entrepreneurial economic development. Entrepreneurial economy is not only the inherent requirement of China's industrial structure optimization and adjustment, but also the main driving factor for economic growth. An entrepreneurial economy is essentially an entrepreneurial economy. Entrepreneurship and entrepreneurial activities are its core production factors, and innovation is its norm. In particular, SMEs play an important role in the entrepreneurial economy as a source of power. SMEs account for a high proportion of the current economic development of countries around the world, and are known as "machines for creating jobs." The entrepreneurs of small and medium-sized enterprises come from young entrepreneurs, and receive systematic entrepreneurship education and midwifery enterprises in the higher education stage. Innovation and entrepreneurship education is the key to reform and the internal driving force of the entrepreneurial economy.

## 2. Mechanism of synergy mechanism for fostering innovative and entrepreneurial talents in universities

In the external ecological environment of cultivating innovative and entrepreneurial talents in colleges and universities, enterprises and governments are the most important innovation subjects, and also an important cooperation subject in the collaborative education mechanism of colleges and universities. It is an external driving factor for the construction and operation of the university's

collaborative education mechanism. In the three spirals, the government acts as an intermediary between industry and universities to ensure the interaction between the university and the enterprise as an innovative subject. The government can play a guiding role through the formulation of a series of innovation and entrepreneurial policies, vigorously support innovation and entrepreneurship, promote the economic development of “public entrepreneurship, innovation” and provide good external development for the cultivation of innovative entrepreneurship education and innovative entrepreneurial talents. surroundings. In addition, as a source of contractual relationship, the government can establish an intermediary communication mechanism to coordinate the flow and exchange of information and resources between universities, enterprises and other innovative entities, and effectively protect the external operating environment of the innovation and entrepreneurship training mechanism. . All in all, the government influences the operation process of the university's collaborative education mechanism by means of guidance, encouragement, coordination and supervision. An enterprise is a carrier that transforms basic scientific research results into technological applications. It is an important place for society to produce, and provides various materials and services for the production and development of society. In an open environment based on the knowledge economy, the closed innovation model based on its own capital and scientific research strength is challenged by high cost and high risk. The pursuit of profits by enterprises requires innovation and research and development and marketization of new technological achievements to achieve this, which has created a favorable opportunity for strengthening the synergy between schools and enterprises. Collaboration between enterprises and universities, on the one hand, enterprises can reduce the risk of independent research and development, on the other hand, universities can enhance the speed of technological transformation and marketization of scientific research results, which is an interactive and win-win situation, providing a driving force for innovation and entrepreneurship. The synergy between universities and enterprises not only broadens the scope and diversity of the collaborative education mechanism of colleges and universities, but also provides resources, technology, platform and other resources for the cultivation of innovative and entrepreneurial talents in universities, and promotes the exploration of collaborative education mechanism in colleges and universities. Multi-path.

The construction and operation of the collaborative education mechanism of colleges and universities is driven by its internal motivation. In the context of knowledge economy, the knowledge production model has shifted from a single linear “model 1” to a multi-directional nonlinear “mode 2”. Any organization can no longer obtain all the resources that satisfy its own development in a closed state, especially in colleges and universities. The connection between talent cultivation and social needs requires the construction and operation of synergy mechanisms to strengthen and guarantee the exchanges and interactions between information and resources between other organizations, so as to ensure the cultivation of innovative and entrepreneurial talents urgently needed by the country. The internal driving force of the university's collaborative education mechanism stems from the self-development needs of colleges and universities. The internal driving force for self-development of the construction of collaborative education mechanism in colleges and universities mainly includes the creation of knowledge value, the cost of educating people and the apportionment of innovation risks. First, create knowledge value. The operation process of the collaborative education mechanism is essentially a process of value-added knowledge. Through the education mechanism, the innovative and entrepreneurial talents are cultivated, and the static knowledge is linked with the social needs, so that the value of knowledge is realized in the process of innovation and entrepreneurship. In this process, related knowledge activities can continue to interact and cycle, forming scale effect and scope effect, and the performance of cooperation depends largely on the efficiency and operation mode of knowledge value-added. 1 Second, the problem of educating people. The cultivation of innovative and entrepreneurial talents not only requires the theoretical knowledge of innovation and entrepreneurship, but also the relevant skills training and practical ability. It is difficult to cultivate innovative and entrepreneurial talents that can stand the test in actual combat by simply carrying out theoretical education and experiential teaching and lectures in colleges and universities.

### **3. Construction of a synergy mechanism for the cultivation of innovative and entrepreneurial talents in colleges and universities**

The school-school collaborative education mechanism is to construct a mechanism for co-cultivating innovative and entrepreneurial talents between universities and colleges, and to strengthen the connection and interaction among colleges and universities in talent training. China's colleges and universities include comprehensive universities, science and engineering universities, and teacher-type universities. Each university has its own distinctive disciplines and majors. The processes and methods of scientific research, personnel training, social services, and cultural innovation and inheritance functions are realized. There are differences. The cultivation of innovative and entrepreneurial talents aims to transform China's huge human resources into intellectual resources. Colleges and universities should change the mentality and style of schooling in the past, and develop their own innovative and entrepreneurial thinking and spirit based on their own characteristics. Innovate and create knowledge and skills, and have the theoretical and practical ability to innovate and start a business. Through the construction of the school-school collaborative education mechanism, colleges and universities can integrate and share the superior resources of other schools in the course teaching, faculty, and personnel training, and promote mutual teacher recruitment, student exchange, and course mutual selection among universities. Mutual recognition of credits makes the innovation and entrepreneurship talents more flexible and compatible. On the other hand, colleges and universities can further explore their own advantages and characteristics, promote the intersection and integration of the disciplines of the university, and establish interdisciplinary programs and courses through the synergy between disciplines to explore ways to cultivate innovative and entrepreneurial talents. The school-enterprise collaborative education mechanism is to construct a mechanism for the collaborative cultivation of innovative and entrepreneurial talents between universities and enterprises, and to strengthen the synergy between the innovative institutions of colleges and enterprises in the cultivation of talents. The synergy between universities and enterprises can complement each other's superior resources. Universities can get financial support from enterprises and convenience in technology transfer and application of scientific research results, while enterprises can cooperate with universities. Cooperation and sharing of knowledge innovation, talent advantage and research laboratories and other resources to promote their own continuous innovation and development. The synergy between universities and enterprises contributes to the development of innovative entrepreneurship training and activities, so that students can form a sense of innovation and entrepreneurship in the process of practice, and cultivate the ability of innovation and entrepreneurship.

The school-level collaborative education mechanism is to construct a mechanism for co-cultivating innovative and entrepreneurial talents between universities and their regions, and to strengthen communication and cooperation between universities and local governments. As the main body of regional innovation, colleges and universities have become more prominent in social service functions, and the talents they cultivate have an important role in promoting regional economic and social development. The cultivation of innovative and entrepreneurial talents requires not only the training of colleges and universities, but also the guidance and support of local governments. Local governments can give full play to the functions of policy formulation and guidance, so that the cultivation of innovative and entrepreneurial talents in universities can meet the needs of regional strategic development and economic and social development, and provide support for innovation and entrepreneurship policies and support for talents. In addition, the government can also play an intermediary role in communication, coordinate the relationship between universities and regional innovation entities and innovation factors, and promote the cultivation of innovative and entrepreneurial talents. Through the construction of the school-level collaborative education mechanism, the synergy between universities and local governments can be strengthened. Local governments can provide favorable policy support and a good development environment for innovation and entrepreneurship, and help the maker culture and entrepreneurial economy to take root in the region. This has played an active role in supporting universities to carry out innovation and entrepreneurship practice, training and personnel training.

The international collaborative education mechanism is to construct a mechanism for the collaborative cultivation of innovative and entrepreneurial talents between Chinese universities and the international community, and to strengthen the synergy between Chinese universities and foreign universities, enterprises and other innovative subjects in personnel training. The extensive and in-depth development of entrepreneurship education on a global scale is an inevitable appeal of the development of the times and the national strategy. Since the 1990s, countries in Europe, America and Asia have actively deployed entrepreneurship education to cultivate future talents of the country. Each country has formed a unique entrepreneurial education system. Strengthening the exchanges and cooperation between Chinese universities and the international community, drawing on the theoretical and practical experience of developed countries, is of great significance to the construction and practice of China's innovation and entrepreneurship education system.

#### **4. Conclusion**

Innovation is the core driving force and source of human social progress, and it is the soul of a country and nation that can progress and continue. Innovation and entrepreneurship are closely linked. It is precisely because entrepreneurs organize various elements for reproduction and innovatively change the way they combine to drive economic growth. Innovation and entrepreneurship education is the trend of higher education development. It has been placed at the same level as academic education and vocational education. It is the “three education passports” that people should hold in the future. Innovative entrepreneurship education is to cultivate innovative and entrepreneurial talents through the innovation of entrepreneurship education, and inject innovative vitality into the social development of the country, economy and employment.

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