

Research on the Combination of Innovative and Entrepreneurial Spirit Cultivation and Craftsman Spirit of College Students in Higher Vocational Colleges

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Abstract: Deeply discussing the compatibility between innovative entrepreneurship and craftsmanship spirit of higher vocational college students can provide a new path for the cultivation of craftsmanship spirit in China, find the main body of craftsmanship spirit in the new era, and open up a new way for the cultivation of innovative entrepreneurship of higher vocational college students. Therefore, based on the combination of innovative entrepreneurship and craftsman spirit of college students in Higher Vocational colleges, this paper explores the ways to cultivate innovative entrepreneurship and craftsman spirit of college students from three aspects: cultivation of self-confidence in innovative entrepreneurship culture, cultivation of innovative entrepreneurship values and cultivation of innovative entrepreneurship ideals and beliefs. The educational level of higher vocational colleges should realize the change of ideas in the development of China's economy and society.

1. Research background

1.1 Literature review

At present, college students'innovation and entrepreneurship education has some difficulties, such as slow improvement of innovation and entrepreneurship ability, which is not conducive to improving the relevant curriculum system in Colleges and universities. At present, in the process of innovation and entrepreneurship education in Colleges and universities, there are still some problems, such as poor teamwork ability, lack of training mechanism and inadequate innovation ability, which are not conducive to the improvement of teaching quality. As a brand-new spiritual concept and professional attitude, craftsmanship plays a significant role in improving college students'innovation and entrepreneurship ability (Zhang,2017).At present, the training objective of Applied Undergraduate Talents in Colleges and universities is mainly to train high-quality innovative and entrepreneurial skilled talents. The idea of running a school with excellence is the cornerstone of College Students'innovative and entrepreneurial education, which reflects to a certain extent the importance of craftsmanship in the cultivation of innovative and entrepreneurial education spirit (Chen,2017).Lu Lina briefly expounds the important relationship between innovation and craftsmanship spirit, puts forward effective measures for the cultivation of College Students'innovation and craftsmanship spirit in Higher Vocational colleges, and briefly probes into the influence of craftsmanship spirit on Universities from three aspects: pursuing excellence, creating the spiritual soil of college innovation and entrepreneurship education and strengthening professional accomplishment. The influence of the cultivation of students'innovation and entrepreneurship can provide the main reference for related fields (Lu,2018).With socialism with Chinese characteristics stepping into a new era, there are many contradictions in the cultivation program of innovative entrepreneurship in Higher Vocational colleges. In the process of practice, the relevant departments must explore new ways of innovation and entrepreneurship education, excavate and explore new methods, promote the integration of craftsman spirit and innovation and entrepreneurship education, and help schools to transport a number of highly skilled talents for society (Guo,2018). At present, in the new round of industrial and technological revolution, China

has gradually changed the mode of economic development. Under the background of Sino-German Industry 4.0 strategy, Du Zhiqiang studied the method of combining innovation and Entrepreneurship with craftsman spirit in Higher Vocational Colleges by analyzing the connotation of craftsman spirit, which is conducive to improving the teaching quality of colleges and universities (Du,2017).

1.2 Research purpose

In the report of the Nineteenth National Congress of the Chinese Communist Party, it was proposed for the first time to build a knowledge-based, innovative and skilled labor force, mainly for promoting the spirit of model workers and craftsmen. In this context, to carry forward the spirit of craftsmen has gradually become a hot word of national concern (Wang,2018). In 2015, the Plan of Action for Innovation and Development of Higher Vocational Education (2015-2018) was issued, which clearly put forward that the Chinese government departments should support the local establishment of higher vocational colleges to train innovative and entrepreneurial talents. The cultivation of craftsmanship spirit is the basis of innovation and entrepreneurship education in Higher Vocational colleges, which can promote the transformation of relevant education models from extensive to intensive, and is conducive to improving the overall teaching quality (Tang and Zou,2018). In the work of innovation and entrepreneurship education for college students in Higher Vocational colleges, the role of craftsman spirit cultivation has gradually become prominent. Innovation and entrepreneurship education curriculum, as an important public curriculum in Higher Vocational colleges, is inevitably in line with the craftsman spirit, which needs further in-depth analysis. Therefore, the research on the compatibility between the cultivation of College Students'innovation and entrepreneurship and craftsmanship spirit in higher vocational colleges is a topic worthy of in-depth discussion.

2. Definition of related concepts of craftsmanship spirit of college students

For College students, craftsmanship is not a strange word. In the five thousand years of Chinese culture, craftsmanship, as a new practical force, dominates the daily life and behavior of the public. At the same time, craftsman spirit, as a correct core value concept in China, constantly guides the public to establish correct values, which is of great significance to the cultivation of the spirit of the public. The spirit of craftsmen in practice includes not only the spirit of integrity, but also the spirit of dedication. The cultivation of College Students'craftsmanship spirit can not only practice the socialist core values, but also help college students develop good professional ethics habits, and can realize the prosperity and development of the Chinese nation.

With the help of craftsman spirit to cultivate national quality is conducive to improving the overall quality of the people. On the level of individual citizenship, craftsmanship can not only encourage citizens to strictly demand themselves, but also cultivate good living and working habits. At the social level, craftsmanship is conducive to citizens'continuous upgrading of personal skills, creating appropriate social wealth with personal values, and playing a good incentive role. Craftsman spirit is the deep definition of craftsman. From ancient times to the present, the content of craftsmen has changed significantly, from carpenters, masons and shoemakers before, to some skilled workers in different industries such as electricians, welders and so on. Although the nature of craftsmen has changed dramatically with the change of times, the temperament embodied in craftsmen has been effectively inherited. From a certain level, craftsman spirit is the craftsman's spiritual pursuit of something, including the improvement of quality, the innovation of design and the continuous improvement of technology. In social life, craftsmanship is the main indicator of knowing the relevant personnel to carry out practical activities, the main basis for self-management, and the basic norms for citizens to abide by professional ethics.

Through the analysis of domestic and foreign research conclusions, the connotation of craftsman spirit is deeply summarized. The content of craftsman spirit is defined as a kind of spirit formed by individual's pursuit of excellence at a certain level, more in actual life and work, in the context of the development of the times, in accordance with the basic conditions of the current socialist

country, in combination with the market economy, and in extension. It is mainly manifested in the following aspects: concentration, professionalism, self-discipline and attention to details. The main object of the craftsmanship spirit of college students is the students who have not yet come to work. Therefore, to determine the content of craftsmanship spirit of College students, we need to combine the living environment of College students, the theory with practice, and the campus with social practice experience to form a com.

3. The contents of cultivating innovative and entrepreneurial spirit and craftsman spirit of college students in higher vocational colleges

3.1 The Conformity of Value Objectives

The cultivation of College Students'innovation and entrepreneurship determines that this course has the attribute of employment guidance. At the same time, the cultivation of College Students'innovation and entrepreneurship has certain theoretical and humanistic characteristics, which is the main way to help college students establish a correct view of career choice and employment. In the actual work process, the cultivation of College Students'innovation and entrepreneurship in higher vocational colleges mainly guides and shapes people from the aspects of theory, politics, morality, ideology and employment, which is conducive to the delivery of high-quality talents for the society. Therefore, in the cultivation of College Students'innovation and entrepreneurship in Higher Vocational colleges, the main value goal is to cultivate comprehensive high-quality talents needed by the society. The ultimate goal of craftsman spirit is to pursue harmony and the cultivation of high-quality talents. The innovation and entrepreneurship spirit of college students in Higher Vocational Colleges makes students constantly transit from campus person to workplace person in practical teaching, and step by step from theoretical level to technical level. The cultivation of craftsmanship spirit is to maximize the individual's subjective initiative through related activities, realize the unity of self-concept and employment concept, and fully reflect the significance of personal value.

3.2 The Conformity of Educational Objectives

As a major open course set up by colleges and universities, the cultivation of College Students'innovation and entrepreneurship plays an important role in College education. In terms of educational objectives, the cultivation of innovation and Entrepreneurship of college students in higher vocational colleges has obvious directivity, which is to provide high-quality talents for the society. The cultivation of College Students'innovation and entrepreneurship in higher vocational colleges is related to the fundamental question of what kind of people universities can bring to society and what kind of people they can cultivate. Chinese higher vocational colleges shoulder the responsibility of training all-round development of high-quality personnel, mainly for the public service. The craftsman spirit has the same behavior direction as the cultivation of College Students'innovation and entrepreneurship. The cultivation of College Students'innovation and entrepreneurship needs to cultivate a number of high-quality talents, not only at the theoretical and technical level, but also at the spiritual level. The proposal and advocacy of craftsmanship coincide with the main requirements of cultivating innovative and entrepreneurial spirit of college students in Higher Vocational colleges. The cultivation and shaping of students from three aspects of theory, technology and spirit has greatly improved the level of modern education.

3.3 Consistency between Theory and Practice

The theoretical cultivation of College Students'innovation and entrepreneurship is the basis of practice cultivation, while the craftsman spirit is the basis of theory and practice cultivation. Guided by correct and scientific values, the formulation of theoretical courses for cultivating college students'innovative and entrepreneurship in Higher Vocational Colleges belongs to the category of superstructure of ideas, which is conducive to promoting social and economic development. If we promote the development of national economy, this is also the main basis for the cultivation of

innovation and Entrepreneurship of Higher Vocational College students. Therefore, the cultivation of College Students'innovation and entrepreneurship needs to reflect the characteristics and styles of the times, reflect the educational characteristics of the new era, and can solve the basic requirements of social economy. Under the background of the new era, China's social and economic development urgently needs new talents with the characteristics of the times. The combination of College Students'innovative and entrepreneurial spirit and craftsmanship spirit can meet the needs of the public and better meet the needs of talents in relevant industries.

4. Strategies for the cultivation of innovative and entrepreneurial spirit of college students in higher vocational colleges and the combination of craftsmanship spirit

4.1 Combining Self-confidence Cultivation of Innovation and Entrepreneurship Culture with Craftsman Spirit

In the report of the Nineteenth National Congress of the Communist Party of China, it is pointed out that China has entered a new era of socialism with characteristics, which is also a major direction for the prosperity of China's economic development. Therefore, the cultivation of College Students'self-confidence in innovation and entrepreneurship culture has become an important issue in the cause of socialism with Chinese characteristics. Combining the cultivation of self-confidence in innovation and entrepreneurship culture and craftsmanship spirit of college students can help the public to learn more thoughts and humanistic spirit. Colleges and universities should take the socialist cultural self-confidence with Chinese characteristics as the foundation, take cultural self-confidence as the basic content, integrate it into the cultivation of College Students'innovative and entrepreneurial spirit, and carry out relevant practical activities in combination with craftsmanship spirit, which will help to enhance college students' respect for and recognition of socialist culture, and then complete the new era. The mission of cultivating the spirit of innovation and entrepreneurship for college students.

4.2 Combining the Cultivation of Innovative and Entrepreneurial Values with the Cultivation of Craftsman Spirit

At present, in the process of Cultivating College Students'innovation and entrepreneurship, colleges and universities still regard socialist core values as the main reference index. Therefore, in the specific practice process, we should regard the socialist core values as the values of innovation and Entrepreneurship of Higher Vocational College students, and carry out innovation and entrepreneurship education activities for Higher Vocational College students. At the same time, the relevant educational institutions should combine the innovative and entrepreneurial values of college students with the craftsmanship spirit to realize the highest value appeal of college students in their personal career field. In the course of innovation and entrepreneurship for college students in Higher Vocational colleges, the socialist core values are taken as the guide. By carrying forward the spirit of craftsmen and cultivating higher vocational value orientation, this paper provides the main reference for the integration of craftsmen spirit into the innovation and Entrepreneurship of college students in Higher Vocational colleges.

4.3 Combining the Cultivation of Ideals and Beliefs of Innovation and Entrepreneurship with the Spirit of Craftsmen

Helping college students establish correct ideals and beliefs is the proper meaning of innovation and entrepreneurship education for college students. Under the background of the new era, helping students to establish correct ideals and beliefs is also the epoch mission of Vocational Education in Colleges and universities. Therefore, we should combine the ideals and beliefs of innovation and Entrepreneurship of higher vocational college students with the spirit of craftsmen. In the process of promoting the transformation of scientific and technological achievements in the new era, we should awaken the spirit of craftsmen of college students through theory and practice. This way is not only the combination of theory and practice courses, but also the combination of education and

the mission of the times, which is conducive to improving the comprehensive quality of College students.

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