

## On the Value of “Craftsman Spirit” in the Innovation and Entrepreneurship Education of Higher Vocational Colleges

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**Keywords:** Craftsman spirit; Higher vocational colleges; Innovation and entrepreneurship education

**Abstract:** Higher vocational colleges need to grasp opportunities in the new era, closely follow the national "five-in-one" and "four comprehensive" strategic layout, cultivate the innovative spirit of higher vocational colleges and promote the development of entrepreneurship. Based on the value of innovation and entrepreneurship education in higher vocational colleges, this paper illustrates the influence of craftsman spirit on the innovation and entrepreneurship education. Moreover, it proposes that higher vocational colleges should strengthen the cultivation of "craftsman spirit" and innovation consciousness, promote entrepreneurship education, so that talents with craftsmanship spirit and technical ability can go out of higher vocational colleges, and better serve the society.

### Introduction

In the government work report of the “two sessions” in March 2018, the word "craftsman spirit" appeared many times, which shows that the country attaches great importance to "craftsman spirit". After systematic analysis and study, the Chinese government has proposed the strategic goal of “Made in China 2025” and plans to transform from a big industrial country to a strong industrial country. The "dedication" contained in the core values of socialism is the requirement that we should be committed to cultivating students' craftsman spirit and innovation consciousness. It is also the realization of national development, social progress, team work, and individual actions and values.

The connotation of "craftsman spirit" is reflected in many aspects. It is not only the focus and persistence of the work, but also the refinement, excellence and pursuit of perfection of products, and as well as an extension of the deeper cultural, ethical and institutional connotations of other aspects. Therefore, "craftsman spirit" can be said to be a combination of concentration and dedication. It is very important for higher vocational education to explore the value of "craftsman spirit" in the innovation and entrepreneurship education of higher vocational colleges and continuously improve the innovation and entrepreneurship ability of students in higher vocational colleges. In the education of higher vocational colleges, "craftsman spirit" is the key to the cultivation of students' comprehensive quality. It is not only the necessary condition for the future development of higher vocational colleges, but also the necessary way to promote the development of innovation and entrepreneurship education.

### The Value of Craftsman Spirit in Innovation and Entrepreneurship Education in Higher Vocational Colleges.

With the development of the social economy, the values that "all the various trades and professions, every trade has its master" have been embedded in people's hearts. At present, there are more and more jobs, more and more detailed division of social labor, and a variety of novel jobs appear constantly, so everyone who works hard should be respected. With the strong advocacy and promotion of the state, the word "craftsman" starts to reflect the refinement in innovation education. The social values of teachers is increasingly recognized. Meanwhile, "craftsman spirit" takes the focus and persistence as the key point to persist in the innovation and entrepreneurship education of higher vocational colleges. Because students pay too much attention to the pursuit of interests in the

process of entrepreneurship, especially short-term interests, the overall situation of social economic development is in a state of eager for quick success and instant benefit, which is just due to the lack of "craftsman spirit". When the quality of products developed in the process of entrepreneurship cannot be guaranteed, or the company's operating state is not good, the endless problems is urgently calling for the arrival of "craftsman spirit". To some extent, "craftsman spirit" is also an expression of professional ethics, and a reflection of professional dedication. Therefore, we must adhere to the "craftsman spirit" in the practice of innovation and entrepreneurship education in these colleges, adhere to the unremitting belief and perseverance, and develop the spirit of love, joy and devotion to jobs. Meanwhile, we should let students carry out off-campus practice, serve the society and undertake certain social tasks in the process of innovation and entrepreneurship, so as to constantly improve their own abilities. Higher vocational education should focus on strengthening professional skills and gradually return to the "craftsman spirit" in the value of running schools. Only in this way can we continuously promote the improvement of students' ability and the development of colleges to meet the requirements of national strategic development.

### **The Internal Integration of "Craftsman Spirit" and Innovation and Entrepreneurship Education in Higher Vocational Colleges**

**"Craftsman spirit" is the inner force of cultivating innovation consciousness.** From the perspective of work, innovation consciousness is the inheritance and continuation of "craftsman spirit". In the educational concepts and goals of higher vocational colleges, it is necessary to train students' discovery and exploration consciousness, enhance their innovative abilities, stimulate their innovative thinking, and cultivate their innovative spirits. Premier Li Keqiang pointed out in his government work report in 2016 that "craftsman spirit" is a spirit of self-disciplined dedication. The innovation spirit of pursuing refinement, perfection and creativity, and vigorously developing the "craftsman spirit" are the "golden key" of China's transformation from a big manufacturing country to a strong manufacturing country. Every era has its own special and universal spiritual essence. The "craftsman spirit" is the spirit of the times in our era, which is also the spirit that is lacking in the current era. Therefore, insisting on reform and innovation is urgently needed in the new era. To realize the Chinese dream of great rejuvenation of the Chinese nation, it needs the support of continuous innovation of modern scientific and technological achievements with the "craftsman spirit". The small aspect is reflected in the high efficiency and high quality of the manufacturing link, while on the whole, it is reflected in the research and development of new products and new technologies. Behind the research, it reflects the basic concept of "craftsman spirit" as the core. In the innovation and entrepreneurship education of higher vocational colleges, it needs to explore the history and development process of this industry, study its development laws and summarize experience to usher in the real entrepreneurship and innovation, which is a process from old to new. In the long-term education of higher vocational colleges, "craftsman spirit" is developed through inheritance, innovated through development, and mastered through concentration, which makes students continue "craftsman spirit" in the process of innovation and entrepreneurship. It combines professional technology with it to realize its own value and reflect rigorous professional spirit in the working behavior.

**"Craftsman spirit" promotes innovation and entrepreneurship education.** Most college students are extremely enthusiastic when talking about entrepreneurship, but there are still many students who have ideas and energy. It can be seen from the current situation that many college students only have their impulses to start a business. They lack the accurate analysis of the market situation in the early stage and just blindly follow the trend. Moreover, they lack rich experience, which leads to the failure of entrepreneurship. All kinds of phenomena show that college students should pay more attention to details and face failure with perseverance, which is exactly the reflection of craftsman spirit.

The cultivation and education of innovation and entrepreneurship in higher vocational colleges should integrate the spirit of craftsmen. We should make students feel at ease to learn and study professional fields, encourage and guide more students interested in entrepreneurship, and form a

firm belief of "sitting on the cold bench". At present, the society has already presented the lively situation of "mass entrepreneurship and innovation", but the competition is fierce. Therefore, the innovation and entrepreneurship education of higher vocational colleges should guide more students who are engaged in innovation and entrepreneurship to adhere to their own inner and independent ideas, and regard seriousness, profession, continuity and innovation as their professional value orientation. At the same time, it should also develop the spirits of pragmatism, rigorousness and refinement. Success belongs only to those entrepreneurs with "craftsman spirit". Only by concentrating and persevering on the changeable market and making rational analysis of the situation can we achieve entrepreneurial success. The "craftsman spirit" put forward by the government is consistent with the innovation and entrepreneurship education in higher vocational colleges in principle and connotation. Therefore, it is necessary to introduce the "craftsman spirit" into the innovation and entrepreneurship education of higher vocational colleges, so that students can have a mature mind, treat entrepreneurship with persistence and concentration, and love, enjoy and devote themselves to their career pursuit. Innovation and entrepreneurship education has a long way to go, which requires persistent determination and joint efforts of society and higher vocational colleges. Only in this way can the entrepreneurship education in higher vocational colleges really move towards the innovative development road.

**"Craftsman spirit" promotes innovation and entrepreneurship education through classroom reform.** The reform of classroom teaching strategies promotes the innovation of classroom teaching and pushes students to get rid of the traditional learning modes and become the subjects of learning successfully. It adopts the deep learning and self-learning modes to enable students to learn independently and solve problems. No matter how advanced the concept of innovation and entrepreneurship education is, it must be implemented. The most effective and the most direct way is to turn the innovation and entrepreneurship education of "craftsman spirit" into courses. The concept of innovation and entrepreneurship with "craftsman spirit" should be changed into educational courses, and the classroom of vocational colleges should be reformed.

For courses of professional skills, we should reconstruct the curriculum system, add innovative educational elements, give students more inspiration and guidance, and make students' awareness form "craftsman spirit" subtly. On the one hand, "craftsman spirit" should be integrated into classroom teaching. On the other hand, we should make full use of school-enterprise cooperation. In the implementation process of the teaching projects, real-time cases can be added to make students face real cases and feel the "integration of industry, education and research" in the most intuitive way. At the same time, through the analysis of the actual cases of enterprises, we can cultivate students' innovative consciousness. Colleges can also provide professional courses on entrepreneurship, so as to learn entrepreneurship knowledge in a more systematic way. Meanwhile, the core concept of "craftsman spirit" is taught to students. The whole curriculum reform system should include ideological and political courses, theoretical courses, professional courses, practical courses and entrepreneurship courses. The "craftsman spirit" should be penetrated throughout the whole curriculum. It is necessary for students to gradually realize the importance of "craftsman spirit" in improving their professional technical skills and comprehensive ability. In this way, the learning effect of students will be improved, and the connotation of "craftsman spirit" can be mastered, which will naturally play a positive role in promoting innovation and entrepreneurship in the later stage.

**Sound systems and mechanisms and excellent team building continue to promote innovation and entrepreneurship education.** If higher vocational colleges want to continuously promote innovation and entrepreneurship education, they need to mobilize all favorable resources to the greatest degree, including sound systems and mechanisms and excellent teams. Only in this way can we achieve the ideal innovation and entrepreneurship. The excellent team of teachers in higher vocational colleges plays an important role in inheriting and promoting the "craftsman spirit". It is the first task of the development of higher vocational colleges at this stage to build such an excellent innovative team of teachers with high level, strong ability and "craftsman spirit", which is also the main force to cultivate and form students' innovative spirit. At present, some undesirable

phenomena and impetuous behaviors in the society also spread to the teaching team of higher vocational colleges. There are some phenomenon of being eager for quick success and instant benefit, lazy and careless, and inaction in work. Thus, higher vocational colleges urgently need to strengthen the connotation cultivation of "craftsman spirit", inject "craftsman spirit" into the team building to solve the existing problems, and use the "craftsman spirit" to improve the teachers' sentiments and purify the impetuous soul. In terms of spiritual awareness, master craftsmen or inheritors of intangible cultural heritage are invited to set up studios. They are the main lectures of skill practice courses, and the full-time teachers are the assistants to spread traditional skills and fully feel the infinite glory of traditional craftsman art. This will not only cultivate the firm belief of the majority of teachers, but also enable the students to inherit and develop the artistic spirit of traditional craftsmen subtly. In terms of the construction of the curriculum system, the innovation and entrepreneurship curriculum system should be established after the curriculum reform, and the front-line backbone personnel of enterprises should be introduced to strengthen the deep communication between school teachers and enterprises. This will not only implement the concept of creativity and innovation into the entrepreneurship curriculum, but also help to cultivate the "craftsman spirit" of teachers. In addition, this can also more closely understand the latest requirements for talents of enterprises, and helps to establish an effective dual-teacher training. Moreover, the innovative reform of teaching changes the traditional teaching way to a modern apprenticeship training system. Academic tutors and enterprise tutors jointly train students, carry out the "craftsman spirit", and highlight the practicability of professional technologies, so as to promote vocational colleges to cultivate more technical talents with originality in the future.

## Conclusion

As a developing country that advocates the "craftsman spirit", China needs craftsmen with real professional and technical ability and top professional ability. Social development need rely on these craftsmen to change the present situation of quick success and instant benefit. We need to actively inherit and develop the connotation education of "craftsman spirit", integrate "craftsman spirit" into work and study, fully and deeply understand the importance and value of "craftsman spirit". In addition, we also need to build a team of outstanding teachers with "craftsman spirit", and train technical talents who can provide more innovation and entrepreneurship capabilities for the society.

Only by deeply penetrating the "craftsman spirit" in higher vocational education and breaking the traditional thinking concept, can we fundamentally cultivate innovative and entrepreneurial talents in higher vocational colleges. In this way, we can finally provide the country with high-quality talents with "craftsman spirit" and better promote social and economic development.

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