

Study on the Innovation and Entrepreneurship Education in Vocational Education

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Abstract: Under the social background of China's continuous economic development, globalized market competition is also extremely intense, and there are higher requirements for the types of talents required. At present, if vocational education is to stand out from the competition in the society, it is necessary to change the traditional education model, to transform it into an innovative and entrepreneurial education model, and to lay a solid foundation for China's global talent competition. This thesis discusses and analyzes the innovation and entrepreneurship education of vocational education, and puts forward some personal opinions, hoping to promote the innovation and entrepreneurship education.

1. Introduction

Instilling entrepreneurial ideas in students, and imparting basic entrepreneurial knowledge to them, cultivating students to establish good entrepreneurial qualities, improve their entrepreneurial capabilities, and then motivate them to become entrepreneurs in the industry. This is innovation and entrepreneurship education. Against the background of the growing vocational colleges, vocational education plays an indispensable role in China's education. In recent years, various relevant departments and social groups have also paid attention to the newly created innovation and entrepreneurship education in vocational colleges, but still found problems in entrepreneurship education. How to accurately locate innovative talents, reform entrepreneurship education methods, And the cultivation of innovative talents has become an urgent problem in education.

2. Problems in Vocational Colleges in Cultivating Innovative and Entrepreneurship Talents

Other countries have started to develop education models for innovation and entrepreneurship at an early age, and even incorporated the concept of education for innovation and entrepreneurship in primary school teaching. From this we can see that the innovation education systems of some countries have already been perfected. However, China's entrepreneurship education started in 1997, which is later than other advanced countries. Therefore, in the process of realizing entrepreneurship education, there is still a constant exploration of some pilot institutions.

If the education of innovation and entrepreneurship is to be carried out smoothly, it must be effectively supported by policies. In the entrepreneurship education of various colleges, the school has set a credit system teaching mode, which has affected students' entrepreneurship to a certain extent. Even after the students have entered the job, the government's support for entrepreneurship policies has not been implemented. Did not play the role of encouragement and support [1].

Many schools neglect the training of entrepreneurship education for students, thinking that it is only a learning subject to assist students in employment, so that teachers treat entrepreneurship education teaching with a coping attitude. Moreover, the back strength of innovative teachers in schools is insufficient, and it is difficult to achieve the teaching goals of innovative education [2].

Second, the promotion of innovation and entrepreneurship education

First of all, the educational purpose of innovation and entrepreneurship teaching in various colleges and universities is mainly to cultivate the quality and entrepreneurial ability of students so that they can adapt to the needs of the modern market. In the current job market, many college students have difficulty finding jobs, and they have attracted much attention from the majority of

social groups. Entrepreneurship education is not for all students to take the road of entrepreneurship, but to improve students' entrepreneurial ability, and to provide students with ideas and strategic support for entrepreneurship [3]. In addition, educators should pay special attention to the training of students' entrepreneurial skills, encourage students who have just graduated to start their own businesses, solve personal employment while creating a platform for more people, and improve the employment status of college students. Secondly, the development of entrepreneurship education has also changed the teaching philosophy of various vocational colleges to a certain extent. With the continuous improvement and improvement of China's education system, the entrepreneurial education model has gradually replaced the traditional test-oriented education, giving students the space to develop freely, and improving their professionalism and personal realm.

How to carry out innovation and entrepreneurship education

In order to make effective use of innovation and entrepreneurship education, it is also necessary to conduct entrepreneurship teaching in combination with the majors learned by students. Teachers need to integrate entrepreneurial ideas with the educational goals of professional courses, and better achieve innovative entrepreneurship education under the support of professional basic education. This requires vocational colleges to gradually transfer entrepreneurial education concepts in the teaching of professional disciplines and promote Formation of the entrepreneurial education system. For example, on August 2, 2017, in the Ministry of Education's announcement of the second batch of colleges and universities in the country to deepen innovation and entrepreneurship education reform demonstration, there are 24 vocational colleges and universities, including Xingtai Vocational Technical School. Its college adheres to the entrepreneurial education concept of "combining innovation with professional teaching and realizing the truth in practice", optimizing the integration of internal and external resources of the school, and opening new ideas for the cultivation of new talents [4]. For example, Mr. Bai Jinhua, an e-commerce graduate, founded an Electronic Technology Co., Ltd. after graduation and registered another company in Suzhou in 2017 due to company development. When reviewing his entrepreneurial journey, the gentleman mentioned that his success is inseparable from the successful cases of e-commerce professional entrepreneurs taught by teachers in the classroom, and it is only because the teachers have incorporated entrepreneurial ideas on the basis of professionalism that will inspire Recognized his entrepreneurial consciousness. He continued: "When I was a sophomore, I was studying" Basics of Innovation and Entrepreneurship ", and I had the idea of entrepreneurship, and my first batch of water entrepreneurship projects." From this case, we can understand For the effective use of entrepreneurship education, it must be carried out in conjunction with the professional teaching of college students. The college must infiltrate the concept of entrepreneurship education into the professional teaching of college students, while retaining the educational characteristics of professional courses, it must also be integrated into the educational content. The new entrepreneurial concept allows students to plan their work goals based on mastering the basic professional knowledge. Teachers also need to continuously dig deeper into the student's entrepreneurial skills to promote the improvement of students' entrepreneurial ability. At the same time, teachers can also introduce cases of successful entrepreneurship in professional fields, encourage students to train for innovative skills, and improve students' innovative entrepreneurship.

For the lack of government support in entrepreneurship education, the government needs to formulate some system policies that are conducive to college students' entrepreneurship. On the one hand, the government can call on universities to organize professional competitions for related majors, so that students can increase their awareness of entrepreneurship and discover a variety of entrepreneurial projects, and encourage and support students' entrepreneurship. Students are required to submit a business plan and operation plan in accordance with the relevant provisions issued by the government, and obtain loan qualifications in accordance with relevant procedures. On the other hand, vocational schools should also make relevant teaching plans based on the students' learning situation. Among them, appropriate credits can be given according to entrepreneurial performance, so that students can learn and entrepreneur scientifically and reasonably, and strengthen their initiative and enthusiasm for entrepreneurship. For example, the

National Development and Reform Commission and other relevant government departments have issued notices about the upcoming implementation of leading university students' entrepreneurship. Through the formal implementation of this plan, the vocational college students' entrepreneurial consciousness was improved, and the related institutional system of college students' entrepreneurship was changed. The government also provided funding support from various channels for the funding sources of college students' entrepreneurship. Carry out policies to facilitate student entrepreneurship loans, such as small guarantees, simplify student guarantee procedures, improve guarantee functions, effectively extend the liability period of guarantee funds, truly implement support policies for college students' start-up funds, and Companies pay special attention. Secondly, it can rationally control the performance of the development funds of SMEs and provide effective support to startups. In addition, it can also obtain funding sources through various associations, organizations and other channels. In addition, the government should reward enterprises that provide financial support for early college students' entrepreneurship in accordance with relevant policies and regulations. Finally, efforts are made to rationally optimize and integrate entrepreneurial funds for students in existing vocational colleges, to gradually complete the operation and management mechanism, and to provide strong support for student entrepreneurship [5].

3. Implement Students' Skills Training

The key to entrepreneurship education is to implement skills training for students. The teaching task of skills training requires that students' professional training be carried out to strengthen the consolidation of basic knowledge and pave the way for skills training. In addition, we also need to provide training and explanation on entrepreneurial activity planning, management team, and financing to improve students' ability in business operations. Through professional skills training, students can master the basic conditions of entrepreneurship and have a certain plan for the future. For example, you can invite professional lecturers to explain and analyze cases in entrepreneurial management. For example, for paid products under the Ali industry, there are already tens of thousands of paying users, but several companies are preparing to start free of charge. During the discussion, they decided to give the products free of charge and continuously expand the market size. In terms of business operations, the following issues must be considered: For products with the same function and allowing paid companies to use free products, there are two obvious points of view for corporate members. One is the follow-up sales force, which can quickly open the market. Another is also a view most people agree with, because everyone lacks the sales experience of doing free product experience, and cannot better attract customers. Because the process of investigation and research is still a little difficult, in order to carry out an investigation of customer churn, company members can be grouped to achieve side-by-side investigation. Through communication and exchanges with old customers, we can know that most enterprises are willing to use it when the cost can be reduced. Through the exchange of information and sharing, internal personnel of the enterprise decided to continue to observe for a period of time. But at this time, other companies had already seized the market and launched free products, and found that the data of the other party was growing. After several months of observation, we found that our paid business was not affected by this. Through the investigation of renewed companies, I understand the reason why they do not use free products, that is, fear of trouble, that is, the cost of migration. Many people are not aware of this mistake, so even in the market environment where free products have exploded, it has not affected Revenue growth for paid products. By way of example, students of entrepreneurship can be made aware of the operating state of the market and its relationship, and provide more experience and knowledge for future entrepreneurship.

4. Enhancement of Teachers

High-quality entrepreneurial education is inseparable from a high-quality teacher team. The school can cooperate with the enterprise, hire technical staff from the company to give students

technical guidance, and form a group of high-level teacher teams. In addition, the school can also arrange relevant teachers to enter the factory for further study, so that the teachers' professional skills and practical training capabilities can be improved. For example, a teacher is approved to enter a company internship. The teacher feels that there is a lack of materials in the class, and he is not clear about the current status of corporate accounting. As a result, he feels empty during the lecture and cannot connect theory and practice well. The cabinets that go out for training are especially cherished. The teacher said: "I was assigned to an accounting firm to assist accountants to conduct accounting checks on various streets, including tasks such as preparing drafts and checking vouchers, and taking stock of cash and preparing audit reports. Through this practical study, I learned Too many, first of all, I have mastered many cases that can be used as teaching materials, and recorded a lot of knowledge that I think is useful in the audit link. I believe that this knowledge will be of great help to my teaching. I am talking to students about the enterprise In the single training course, I used the cases I had when I went out to audit, and the students' acceptance was good. In addition, through close working contact, I also had some understanding of the business requirements of corporate accountants, and taught me later The choice of the focus of the content is helpful. "Through this case, we can know that the teacher's practical investigation has an important impact on the cultivation of students' technical ability.

5. Conclusion

Nowadays, entrepreneurship education in vocational colleges in China is still in the exploratory stage. In order to carry it out smoothly, we need to do a lot of hard work. It needs government policy support and encouragement, so that students can pass the formal the company's fundraising channels will be used to invest corporate funds, which will open a path for students to start a business. Regardless of the government's assistance or the strength from all levels of society, as long as a wider space and field is opened up for students' self-employment, vocational entrepreneurship education will be effectively promoted and developed.

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