

The Research on the Construction of Innovation and Entrepreneurship Education Model in Local Universities

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Abstract: Innovation and entrepreneurship education is a systematic project aimed at cultivating students' innovation and entrepreneurship spirit, consciousness and ability. For ordinary local colleges and universities, it is of great significance to integrate innovation and entrepreneurship education into the whole process of teaching curriculum system, ideological and political education for college students and the second class for college students to improve their innovation and entrepreneurship ability. From the significance of innovation and entrepreneurship education and the problems of innovation and entrepreneurship education in local universities, this paper analyzes the development path of innovation and entrepreneurship education in local universities and studies the construction of innovation and entrepreneurship education model in local universities.

1. Introduction

In the era of knowledge economy, to further promote and deepen the reform of innovation and entrepreneurship education in ordinary local colleges and universities is an important measure to promote the high-quality employment of students and realize the transformation and development of education. In the new era, the education of ordinary local universities should not only train the laborers who can effectively serve the social and economic development, but also train the entrepreneurs who have the innovation consciousness and creation ability. Innovative entrepreneurship education is a comprehensive education that involves the interdisciplinary integration of education, science, psychology and management. Its purpose is to cultivate students' innovative spirit, consciousness and ability. In ordinary local colleges and universities, it is necessary to integrate innovation and entrepreneurship education into the teaching curriculum system of colleges and universities, and integrate innovation and entrepreneurship education into the ideological and political education process of college students [1]. At the same time, it is of great significance to increase the content of innovation and entrepreneurship education in the planning and design of the second classroom for college students, such as the activities of science, technology and culture for college students to improve their innovation and entrepreneurship ability [1].

2. The Significance of Innovation and Entrepreneurship Education

Innovation of entrepreneurship education is not only to cultivate students innovation consciousness, innovation spirit and innovation ability, but also for social entrepreneurship transmission constant innovation fundamentally group, for those who plan to start a business, and creative ability of people to create a platform of exercise, and fully exercise the contemporary university students' innovative entrepreneurial spirit, for those who don't want to be engaged in the business people rich, expand the thinking, is helpful for its glowing in the future job, education is a kind of strong practical significance.

2.1 Response to the National Education Development Strategy in the New Era

Under the trend of the development of knowledge economy, the development of innovation and entrepreneurship education in local universities is the demand of the contemporary reform and development and an important goal of the national education development strategy. In recent years,

the state has successively put forward a series of policies on vigorously promoting innovation and entrepreneurship and deepening the reform of innovation and entrepreneurship education in institutions of higher learning. To gradually achieve innovation entrepreneurship education, local colleges and universities as education organizations at the grass-roots level, should be according to the national macro policy guidance, specific fulfil the process of education to the student, improve and perfect the school internal education mechanism, the internal teaching and researching activities combined with innovative business ideas, cultivating high-quality innovative undertaking new talent [2]. The research on the education model of innovation and entrepreneurship in local universities responds to the national education development strategy in the new era, develops innovation and entrepreneurship scientifically in the right direction under the guidance of national macro policies, and finally achieves the goal of reform.

2.2 Easing the Employment Pressure of College Graduates

Innovation and entrepreneurship education can cultivate talents for local construction and solve the problem of difficult employment for contemporary college students. At present, the number of college graduates is increasing year by year, and a large number of graduates are pouring into first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen. Local college graduates in most first-tier cities have basically met local needs, and a large number of graduates have an impact on the employment of local population, and many graduates find it difficult to find their ideal jobs [2]. Causes of this phenomenon is one of three or four line city's economic development is relatively slow, local universities cultivate students' innovative entrepreneurial ability is weak, so find a local college students' innovative entrepreneurial training new ways, can reduce the pressure on employment, but also can promote the development of local economy, make more young blood into a torrent of local economic development.

2.3 To Improve the Quality of Students

Can undertake to the student innovative entrepreneurship education, cultivate students' innovative entrepreneurial ability, training the students' own quality, in the process of business to increase its compressive ability, the ability to analyze and solve problems, to make the students into the society, not produce the feeling of uncertain work environment, at the same time, the life has laid a good foundation for the future [3]. With the spirit of innovation and entrepreneurship, students can go deep into difficult and remote areas, join in unpopular industries, turn passive employment into active employment, and avoid drifting with the tide. This pioneering spirit helps graduates break new ground in new fields, so that they will actively face difficulties and meet challenges in any harsh environment.

3. The Difficulties of Innovation and Entrepreneurship Education in Local Colleges and Universities

3.1 The Construction of the Education System is Imperfect

In university curriculum setting, public courses and professional courses are the focus of teaching, while the emphasis on practical courses and practical links is insufficient. On the innovation of entrepreneurship education, most of the local colleges and universities to open in the form of elective courses, the curriculum, teaching methods and teaching content is in accordance with the traditional way of teaching, did not keep pace with "The Times" to innovate and lead to innovation of entrepreneurship education, most only stay in form, not fundamentally solve the problem of creative education, is not really into the whole school curriculum system. In the study of specialized courses, they are divorced from practice and only pay attention to the content in books, ignoring the importance of practice [3]. Most basic is the graduate student teachers in local colleges and universities work directly after graduating, no innovation experience, innovation consciousness is not enough, a teacher does not have innovative thinking it is hard to pass down the concept of innovative undertaking, and there are both theory teaching experience and enterprise innovation

entrepreneurship little practical experience of teachers, which is innovative entrepreneurship education implements a big obstacle.

3.2 Weak Sense of Innovation and Entrepreneurship among College Students

After the intensive study in high school, most students in Gangburen University are in a state of extreme relaxation, which makes it difficult for them to devote themselves to the study of university courses with high enthusiasm, and also to put a lot of energy into practice and exercise. At the same time, the influence of examination-oriented education, students' creative consciousness, under the influence of traditional ideas, one's deceased father grind, take an examination of civil servants, take an examination of career programming in order to popular choice, also is personal and parents in the eyes of a good and stable job, college students have invested a lot of time and effort, even if not successful, most will choose jobs [4]. Because in the conventional thinking, entrepreneurship is not as good as employment, innovation is better than following the crowd, innovation is easy to be regarded as the “head of the bird”, the traditional thinking that entrepreneurship is a helpless job. The road of innovation and entrepreneurship is difficult and long, so most college students have concerns in the process of innovation and entrepreneurship, and it is difficult to get the support of their families, which greatly affects their enthusiasm for innovation and entrepreneurship.

3.3 Insufficient Local Government Support and Lack of Enterprise Assistance

National and local governments and education departments at all levels have issued corresponding policies to support innovation and entrepreneurship and provided corresponding funds, but they cannot meet the needs of innovation and entrepreneurship in local universities, so they need to cooperate with local enterprises to seek help. Due to the unbalanced regional economic development, as a local university, different from the north to Guangzhou, these economic developed area innovation entrepreneurship practice of channels is more, the local university are less able to attract foreign investment, at the same time, college students don't possess outstanding entrepreneur occupational qualification and ability, it is difficult to find willing to collaborate with and help the college students' innovative entrepreneurial project practice of the enterprise, even individual companies are willing to pay, compared with the huge local colleges innovative entrepreneurial team, also benefit from college students is very limited, the contrast of this reality is difficult to arouse the enthusiasm of college students' innovative undertaking [5].

4. Model Construction of Innovation and Entrepreneurship Education in Local Universities

Based on the social phenomenon of the vigorous development of large-scale business innovation and national innovation of entrepreneurship education for local colleges expect big background, based on the current development of entrepreneurship education innovation, to effectively improve the students' innovative entrepreneurial ability, local universities need to formulate corresponding policies and the implementation of specific measures to establish and gradually improve the mechanism of the system [5]. We can combine the actual development needs and try to build a “four-dimensional collaborative innovation and entrepreneurship education model for local universities”. On the basis of quality education, we can combine professional education, guide employment education and implement practical education to build a multi-dimensional and multi-layered innovation and entrepreneurship education model for universities.

4.1 Establishment of Innovation and Entrepreneurship Courses

First of all, set up a dedicated innovation entrepreneurship education research, on the basis of economic development and the student interest, combining with the characteristics of disciplines and professional education knowledge and skills of learning, pay attention to the accumulation of knowledge innovation, pay attention to develop entrepreneurial skills, make professional learning and innovative entrepreneurial mutual penetration, constructing innovative entrepreneurial maneuverability of curriculum system. Secondly, we should innovate the implementation form of curriculum. Combine in-class and extra-curricular, theoretical teaching and practice, set up a course

practice evaluation system, and increase the proportion of practice in performance assessment. Students are required to participate in discipline competitions, academic activities, recreational and sports activities and other practical links, and students are organized to take internships in enterprises, and it will be included in the performance assessment of practical teaching links [6].

4.2 Quality Education

The innovation and entrepreneurship education in local colleges and universities should be based on quality education, with a universal education, oriented to all students instead of elite students, based on improving students' basic quality, respecting and guiding students' initiative, paying attention to stimulating students' intellectual potential, and forming students' sound personality [4]. In the process of carrying out quality-oriented education in an all-round way, education should focus on cultivating students' consciousness of innovation and entrepreneurship, innovation and entrepreneurship spirit, innovation and entrepreneurship thinking and innovation and entrepreneurship ability [6]. Innovation and entrepreneurship education can ensure the implementation of quality education, and make it deepened, is the new era concept and measures to achieve the goal of quality education. Students who have received quality education and have good basic quality are likely to move to a higher level of professional quality.

4.3 Professional Education

The innovation and entrepreneurship education in local colleges and universities should be integrated with professional education, infiltrate each other, and be closely connected with each link of education, teaching and personnel training system. First of all, according to the goal of professional talent training, we should construct a systematic innovation and entrepreneurship education activity model. Secondly, in the course content design and teaching process of innovation and entrepreneurship education, it should be organically combined with professional education, pay attention to the technological innovation in the industrial field, and improve the practical application of the innovation mode of professional counterpart practice positions [7].

4.4 Employment Education

Local college students will inevitably face the employment choice, the students can be trained to smooth employment is an important goal of college education [7]. At present, the employment form is becoming more and more severe, and local colleges and universities are paying more and more attention to cultivating students' employability. In the process of carrying out innovation and entrepreneurship education activities, it should be combined with the actual situation of employment guidance services. The content of innovation and entrepreneurship education can be added in the course of career guidance to impart the knowledge of entrepreneurship awareness and ability, choice and orientation of entrepreneurship, and career planning, etc., which has certain enlightening and guiding effect on students to set up the spirit of serving the society, strengthen professional ethics, improve comprehensive quality and employability [8].

4.5 Practical Education

Innovation and entrepreneurship is highly operational and practical. Local colleges and universities should realize that innovation and entrepreneurship put forward higher requirements on students' knowledge and experience and resource accumulation, so they should increase the proportion of practical education activities in the process of carrying out innovation and entrepreneurship education. On the one hand, simulation software and sand table education system can be used in teaching to cooperate with startup companies to create innovation and entrepreneurship practice platform, and actively hold a two-way interactive mode integrating practical education and collaborative innovation [8]. Integration of the resources of colleges and universities students pioneer park on the other hand, with the help of the entity project planning and operations, simulation of the real business environment, to give students to real experience practice in market environment can not only make students out of the campus cannot feel the entrepreneurial

atmosphere, also can enrich the students' practice experience and cultivate practical hands-on ability, accumulated a certain amount of innovative entrepreneurial experience.

5. Summary

Innovation and entrepreneurship education in local universities has become the demand of the current global education development, which is of great significance to the cultivation of high-quality talents and the development of high-tech industry. Built on the basis of quality education, and the integration of professional education, through the education of employment guidance education, combining with the practice of multidimensional and multifaceted innovation in local colleges "four dimensional synergy entrepreneurship education model", actively explore the development mode of creative education in local colleges, by establishing innovation entrepreneurship, professional teachers team construction, strengthen innovation entrepreneurship support and build innovative entrepreneurial atmosphere such as concrete path to realize the innovation in local colleges and universities entrepreneurship education, the local colleges and universities for future innovation entrepreneurship education reform to provide reference.

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