

## Research on the innovation in the mode of entrepreneurship education for College Students

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**Abstract:** With the continuous development of economy and science and technology in our country, the rapid upgrading of technology level has promoted the transformation and upgrading of many industries, and also promoted the transformation of the times. Under the background of the development of the new era, the cultivation of college students' consciousness of innovation and entrepreneurship is particularly important. Colleges and universities should make great efforts to cultivate students' consciousness of innovation and entrepreneurship, at the same time, innovate the mode of education, guide students to carry out entrepreneurial practice, promote the education of college students' innovation and entrepreneurship, and train talents for the country and the new era. This paper will discuss the connotation, significance, present situation, existing problems and realization path of the research on innovation and entrepreneurship education and innovation mode of college students.

### 1. Introduction

After years of construction and development, our country has entered a new stage of economic and scientific and technological development, and the new era has also put forward new requirements for the cultivation of contemporary college students. Innovation and entrepreneurship consciousness is the necessary quality of the development of the times, which can promote the sustainable development of all fields in our country. For the education cause, how to carry on the innovation and entrepreneurship education to the university student and how to innovate the education mechanism are the main problems that face at present. Only by constantly improving the innovative education mechanism and correctly guiding the cultivation of college students' innovative and entrepreneurial consciousness can we promote the continuous development of the country.

### 2. The Connotation and Significance of the Research on Innovative Entrepreneurship Education for College Students

#### 2.1. The Connotation of the Research on Innovative Entrepreneurship Education for College Students

Entrepreneurship is a practical concept, the process of entrepreneurship is that people will their own innovative awareness of the practice and achieve the results of the process, in the process of entrepreneurship, people will exercise innovation ability, practical ability, while realizing self-worth and social value. Innovation is an economic concept, which refers to the process of replacing or adding new production conditions and combination of factors to achieve better results in a particular production system. The idea of innovation can guide the practice of entrepreneurship, and in turn, college students can cultivate their own innovative spirit in the practice of entrepreneurship, the two education is complementary to each other and promote each other. The innovation of college education mode can promote the cultivation of students' innovative entrepreneurial consciousness, provide students with innovative teaching environment, encourage students to create themselves, and finally realize the goal of adult development.

## 2.2. The Significance of the Research on the Innovation and Entrepreneurship Education of College Students

### 1) Reducing the Employment Pressure of College Students

In the present situation, with the continuous development of science and technology in our country, the demand for talents in various industries continues to increase, and the per capita education level shows a rising trend. In this way, college students will bear the pressure of employment when they are finished. The position in the current social development has been unable to meet the employment needs of such a large number of college students, the promotion and promotion of innovative entrepreneurship of college students can not only greatly alleviate the pressure of employment, but also provide more employment opportunities and value for the society.

### 2) Promoting the Transformation of the Age of Economic Development

The economic development of the new era is also facing the transformation, with the continuous development of the trend of economic globalization, China's economic and trade is also in urgent need of innovation and upgrading. At this time, colleges and universities attach importance to the innovation and entrepreneurship education of college students can guide and cultivate innovative talents, and they can solve the plight of national economic development. Therefore, it is imperative to carry out innovative entrepreneurship education for college students and carry out innovative education mechanism, which is also an important measure for the good of the society [1].

### 3) Helping College Students Realize Their Self-worth

The times are constantly changing, especially in recent decades, because of the rapid development of science and technology, people's way of life has undergone earth-shaking changes, followed by the transformation of economic industry and the continuous improvement of technological level, in such an era of development background, college students' ideas, outlook on life have been greatly impacted. But the university is the last stage that connects the society, only strengthens the university student innovation entrepreneurship thought education can cultivate has the correct value and the lofty ideal talented person. Only by paying attention to the realization of self-worth and social value, cultivating the far-reaching ideal goal and taking building a country as its own responsibility, can we finally achieve self and promote the development of the country.

## 3. Research on Innovation and Entrepreneurship Education and Innovation Model of College Students

For national development, innovation and entrepreneurship are the driving force of social progress and economic development, and for education, innovation is the development concept of teaching and educating people. China's higher education has been advocating innovation for a long time, and has experienced many years of reform and development, many colleges and universities have carried out in-depth curriculum reform, constantly update the education model. With the rapid development of Internet technology, colleges and universities use the advantage of "Internet+" to create new models of innovation and development, and establish creative parks with units outside the school to increase students' practical experience and provide opportunities for students to develop [2].



Figure 1 College students' innovation and entrepreneurship

## **4. There are Problems in Innovative Entrepreneurship Education and Innovation Mode for College Students**

### **4.1. Insufficient Attention**

With the continuous development of the society, innovation and talent have become the key words of the new era, the state pays more and more attention to higher education in the education level, and the education level of our country is higher and higher. However, the habit of examination-oriented education has continued for many years, which leads to many colleges and teachers pay less attention to the education of innovation and entrepreneurship. The purpose of the innovative entrepreneurship education and innovation education mechanism is to cultivate college students' innovative entrepreneurship consciousness, strengthen their comprehensive ability, make them become the talents needed in the new era, keep the initial mind after employment, have a correct outlook on career selection and life, make greater contribution to the development of the country, and realize higher self-worth and social value at the same time. However, in the process of carrying out the innovation and entrepreneurship education in colleges and universities, many teachers and school leaders think that the cultivation of innovation consciousness is the government's business, and the training of entrepreneurial ability is the responsibility of the enterprise.



Figure 2 Innovation and entrepreneurship education for college students

### **4.2. Single Education Model**

At present, colleges and universities have a single problem in the process of college students' innovation and entrepreneurship education, which is also the main problem that affects the innovation of educational mechanism. The single mode of education can not only arouse students' interest in learning, but also play a counterproductive role. Most colleges and universities still carry on the previous education mode when carrying on the innovation and entrepreneurship education, and do not put the student in the education main body status, lacks the pertinence to the curriculum arrangement and the reform, the teaching content is not scientific, completely does not play the role of the innovation ability enhancement [3].

### **4.3. Weak Faculty**

On the whole, most colleges and universities have relatively weak teachers in innovation and entrepreneurship education, lack of professional teachers, many teachers are ideological and political education teachers and grade counselors, they often have less experience in innovation and entrepreneurship practice, it is easy to stay in the theoretical stage when teaching. This will lead to the lack of practical experience and the guidance of social experience to reduce the efficiency of innovative entrepreneurship education.

## **5. The Realization Path of Innovation and Entrepreneurship Education and Innovation Model for College Students**

### **5.1. Improving the Education System**

In order to improve the quality of innovative entrepreneurship education for college students in

China, colleges and universities should constantly improve their relevant education system. First of all, it is necessary to set up innovative entrepreneurship courses scientifically, pay attention to the development of innovative entrepreneurship education, create a scientific education system, enhance students' understanding of innovative entrepreneurship, and alleviate students' employment anxiety. Then the school's overall plan for innovation and entrepreneurship, including the renewal of teaching content, the innovation of teaching methods and the increase of practical courses, to ensure the relevant courses. Finally, we should carry out individualized education and training for students, consider students' professional differences in practice, prepare detailed entrepreneurial innovation practice activities, and cultivate new era talents with both practical experience and innovative consciousness.

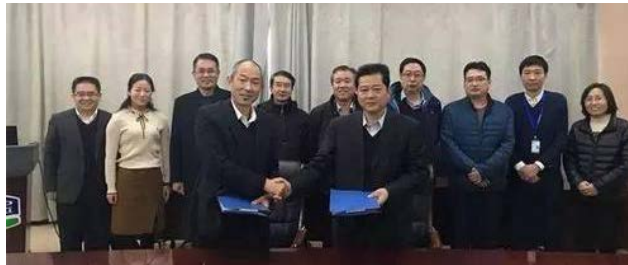


Figure 3 Innovation and entrepreneurship education for college students

## **5.2. Enriching forms of Education**

According to the specific situation of different colleges and universities, we should develop more abundant forms of education to carry out innovative entrepreneurship education. First of all, colleges and universities should consider the teachers and resources of our university comprehensively. For the schools with better comprehensive conditions, we can focus on the ideological level, and some colleges and universities with weak relative conditions can start from practice by increasing communication activities with enterprises to cultivate students' better ability of innovation and entrepreneurship. Secondly, colleges and universities in different economic development areas should also distinguish the key points, for the areas with better economic development, colleges and universities can cultivate the professional skills of college students' innovation and entrepreneurship, but for the areas with relatively backward economic development, they should focus on strengthening their innovative development consciousness [4].

## **5.3. Cultivate Innovative Consciousness**

To reverse the current situation of innovation and entrepreneurship education, the most basic is to cultivate teachers and students' innovative consciousness, so that they can attach importance to innovation and entrepreneurship. Colleges and universities can arouse students' innovative consciousness by increasing the propaganda of innovation and entrepreneurship education, or hold relevant lectures regularly, as well as celebrities entering the campus, and create an environment of innovation and entrepreneurship for students in their daily study life, so as to guide students to form correct ideals and outlook on life.

## **5.4. Strengthening Teacher Development**

In response to the problem of weak teachers, colleges and universities can increase the professional training of relevant teaching staff, such as the establishment of a special teacher training center, invite relevant experts to carry out regular training, at the same time, the education concept and reform of the discussion and research, to enhance the professionalism of teachers. Secondly, we can improve the teacher evaluation system to supervise the teachers, implement the performance appraisal, and optimize the teachers [5].

## **6. Conclusion**

The consciousness of innovation and entrepreneurship is the necessary quality to promote the

development of the times, and college students, as the main body of national construction, should receive more professional innovation and entrepreneurship education in the university stage. Colleges and universities can cultivate students' innovative consciousness and entrepreneurial ability by perfecting the education system, enriching the form of education, cultivating innovative consciousness and strengthening the construction of teachers, so that students can increase their experience in practice and contribute to the development of the country.

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