

## **Research on the Role of Innovation and Entrepreneurship Education on the Cultivation of Vocational Education Talents**

**Jiaze Sun**

Chongqing college of Electronic Engineering, Chongqing, 401331, China

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**Abstract:** In China, both general education and vocational education have been highly valued in the field of education. Many education experts have proposed to integrate innovation and entrepreneurship education into vocational education, with the aim of strengthening the cultivation of talents. The adoption of innovative entrepreneurship education generally has many positive effects, and these positive effects are conducive to the cultivation of talents. Innovative education can help talents form innovative thinking, cultivate innovative ability, fundamentally reform education, help vocational school students improve their overall quality, help students put theoretical knowledge into practice, and use it flexibly in future entrepreneurship. Theoretical knowledge. Through analyzing the current situation of vocational education talent training in our country, we explore the positive role of adopting the concept of innovation and entrepreneurship education.

### **1. Introduction**

China's main development goal is to actively implement innovation and construction, strive to build an innovative country, and strive to enhance innovation capabilities. If we want to practice innovation and construction, we must give play to the main role of the people, train talents among the people, encourage the masses to start businesses, and innovate in entrepreneurship. In China, vocational education, as an important part of education, is the main way to cultivate talents, and can directly train talents for various industries in China. In vocational education, we must actively respond to the call of the state, and strive to carry out entrepreneurial and innovative education activities to help vocational school students form innovative thinking.

### **2. The status quo and problems of the development of innovation and entrepreneurship education in higher vocational colleges in China**

Nowadays, most higher vocational colleges cannot clearly define the innovation and entrepreneurship education of college students. The education concept of college students tends to be the symbol of future entrepreneurs. It is obvious that this educational concept is wrong, does not meet the original intention of entrepreneurship education, and does not pay enough attention to the cultivation of students' creativity and pioneering ability, and even despise it. The importance of teaching management.

Today's general higher vocational colleges mainly focus on the practical operation of entrepreneurship education, but do not lay a good foundation in theory. Even if the theoretical content is studied, it is only a separate course of non-specialty. The main focus is still on the practicality of entrepreneurship. Know how. Therefore, entrepreneurship education is seriously out of touch with the actual theory, so that students mistakenly believe that innovation and entrepreneurship are just the mastery of operations and skills. However, college students' entrepreneurship involves many aspects. They should not only focus on practice, but combine theory with practice. Only in this way can students' innovation and entrepreneurship quality be truly improved.

Today, many higher vocational colleges have carried out entrepreneurship education, but they only carry out entrepreneurial reports and entrepreneurial competitions, and cannot improve the

overall quality of students. After the entrepreneurial report, the response was extremely strong, mainly because students have the desire to start a business, and they all hope that they can create a world. But this is just a moment of passion, can not persist, and it works quickly, but it disappears quickly. Entrepreneurial practice is the guarantee for achieving innovative education. Therefore, if you want to carry out innovation and entrepreneurship education, you must carry out in-depth learning and practice, and you should not just stay on the surface.

There are still a small number of students who are benefiting from innovation and entrepreneurship, and the population involved is still limited. China's entrepreneurship education starts from the entrepreneurial competition, but the people involved in the final participation of the competition are still very limited, and most students only play the role of the audience. Some foreign universities have already developed textbooks on innovation and entrepreneurship, and established a perfect teaching method. Although China has opened the course of innovation and entrepreneurship, it mainly teaches theoretical knowledge, and it is still quite scarce in practice. A unified syllabus is developed, so each teacher has his or her own understanding and the content of the lectures is not the same; the opening of this course is also related to the industry near the school.

### **3. Implementation Path of Innovation and Entrepreneurship Education for Higher Vocational Students Based on the Whole Process of Talent Cultivation**

As mentioned above, innovation and entrepreneurship education as a new educational concept should be integrated into the whole process of education, including the whole process of professional education. On the one hand, the ability to cultivate innovation, creativity and entrepreneurship is an important goal in the teaching objectives of professional education. The teaching methods and methods should be adjusted accordingly in order to better achieve the teaching objectives. On the other hand, as an independent educational concept, innovative entrepreneurship education can create a corresponding curriculum system and set up a special innovation and entrepreneurship curriculum system. The author believes that specialized innovation and entrepreneurship education courses can be set up under the framework of public compulsory courses for students in the second or third year. The Innovation and Entrepreneurship Program should include both general-purpose courses for all majors and courses with industry-specific professional characteristics that are closely integrated with the profession. The representative general knowledge innovation entrepreneurship theory courses are: entrepreneurship foundation, entrepreneurship management, entrepreneurship training, creative learning, interpersonal and communication skills, business management, human resource development and management, marketing, financial management. Due to the limited class hours and the characteristics of their own knowledge level, higher vocational students are not easy to digest all of the above courses. Higher vocational education-related teaching steering committees or relevant state departments should combine the characteristics of the above-mentioned courses and the accepting abilities of higher vocational students to integrate knowledge, formulate syllabuses as soon as possible, and compile specialized textbooks that are easy to understand. The setting of professional courses should be explored according to the characteristics of the institutions and the characteristics of local economic development. Zhejiang Commercial Vocational and Technical College has established the School of Entrepreneurship Education, and has established basic courses in entrepreneurship education in all majors of the school. At the same time, it has set up entrepreneurship classes in the School of Entrepreneurship Education, and replaced the credits of non-core courses in professional education with entrepreneurship education courses. In the e-commerce category, there are also elective courses for Taobao shop, including Taobao shop decoration skills, copywriting skills and so on. According to the characteristics of higher vocational students, students are guided to recognize their own advantages, such as professional and technical advantages. These comparative advantages help higher vocational students to stand out in the fierce competitiveness.

Since it is an independent curriculum system, there should be a corresponding faculty. Innovative entrepreneurship education aims to cultivate innovative ability, creative ability and entrepreneurial ability, and put forward higher requirements for teaching teachers. Teachers should come from the

front line of teaching and have solid practical experience. The author believes that higher vocational colleges can form a faculty team based on "double-skilled" teachers. "Double-type" teachers have a social career and have a certain understanding of social needs and business operations. Such teachers can guide students well. On the basis of full-time teachers, we should also hire a large number of entrepreneurs, innovative talents, especially the well-known alumni of the school, such as front-line lecturers, and carry out innovation, entrepreneurship, creation of lectures and forums for students. Face-to-face communication with the "Three Creations" talents.

Innovative entrepreneurship education cannot use traditional methods of education and is based on encouraging students to innovate and create. Interactive teaching can be conducted by group discussion, case analysis, brainstorming, situational simulation, and preset questions, so that students can experience the joy of innovation in the process of interaction. The author believes that innovation and entrepreneurship education should be based on the team and research as the main content. Multi-person collaboration is a necessary process for entrepreneurship and should be based on a team. Research-based can minimize the potential of students and enable them to learn to solve problems in the process of research. The instructor can also try some soft guidance education in addition to the formal classroom education. For example, the popular WeChat can publish articles that can expand thinking and stimulate vitality through the circle of friends.

How to deal with the practice of innovation and entrepreneurship education is an important part of deepening education. Separate innovation and entrepreneurship education practices are operationally difficult and should be incorporated into the whole process of student development. Put professional education practice under the value concept of innovation and entrepreneurship education, and consciously and systematically inspect and cultivate innovation and create entrepreneurial ability through the practice base. Students should also participate in innovative entrepreneurship education practices in the usual learning process, such as participating in various innovation and entrepreneurial competitions. The "Challenge Cup" College Entrepreneurship Competition hosted by the Central Committee of the Communist Youth League and the National University Student E-Commerce "Innovation, Creativity and Entrepreneurship" Challenge sponsored by the Ministry of Education, the National Invention Association and other units sponsored by the National Invention Association Contests, etc. Higher vocational colleges should explore a relatively complete practice system suitable for higher vocational students that is different from higher undergraduate colleges according to their own school conditions. The author believes that in addition to the competition, students can also be encouraged to apply for invention patents, encourage students to go to the startup website for creative publishing and trading.

Higher vocational colleges generally cannot set up large-scale entrepreneurial parks because of their own strength limitations, but they can use their own resources to actively create various conditions to set up entrepreneurial parks or entrepreneurial streets. Such as supermarkets, post offices, campus trunk roads and shops. Under the guidance of the teacher, the students choose the entrepreneurial projects with development prospects according to the location, and carry out the entity management according to the corporatization operation mode. They operate independently and are responsible for their own profits and losses. The school can provide the students with start-up capital loans. Higher vocational colleges can also cooperate with institutions such as the pioneering parks and creative exchanges in the region to send students to these institutions for internships. Of course, if you have the conditions, you can also introduce a more mature virtual startup platform for students to simulate. In the process of receiving vocational education, the most important thing is to form a sense of innovation and entrepreneurship. After practicing vocational innovation education in vocational education in our country, it can promote vocational education students to form a sense of entrepreneurial innovation. As long as we carry out innovative and entrepreneurial education activities, we can help students prepare for entrepreneurship, have sufficient reserves of entrepreneurial knowledge, and have an understanding of related issues after starting a business. This is undoubtedly an improvement for our vocational education students. Quality opportunities. Many students only have a heart of entrepreneurship and innovation, but lack the correct entrepreneurial orientation. This requires vocational education to continuously practice

innovation and entrepreneurship education to help students form a correct entrepreneurial awareness. Innovative entrepreneurship education can play a role in enriching educational content in vocational education. If vocational education integrates innovative education mode into education, it can continuously increase rich and colorful teaching resources. Students will be exposed to diverse teaching resources and broaden their horizons. In the future, they will combine their own learning in their work, and various problems will also be Solve the solution. Vocational education should constantly update the teaching model, continuously increase the diversity of teaching resources, and improve the quality of the education received by students as much as possible, thus promoting the cultivation of talents.

#### **4. Conclusion**

Innovation is the foundation of the development of the country and the nation. If you want to ensure the rapid development of the country, it is necessary to cultivate talents with innovative consciousness. The cultivation of talents is inseparable from the education of vocational education institutions. In the process of education, we must respond to the call of the state, continuously carry out innovation and entrepreneurship education activities, promote the improvement of China's comprehensive talents, continuously update educational resources, give full play to the positive role of entrepreneurial innovation education activities in vocational education, and enhance students' own Comprehensive quality, promote the cultivation of talents in vocational education in China.

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