

Strategy Research on the Marketization Development of Innovation and Entrepreneurship Education in Vocational Colleges

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Abstract: In recent years, with the strong support of national policies, the scene of innovation and entrepreneurship has sprung up like mushrooms after rain, presenting a good atmosphere of "mass innovation and entrepreneurship" in the whole society. As a high-quality technical and skilled talent training base, vocational colleges actively respond to national policies and vigorously develop innovation and entrepreneurship education. Although they have achieved some gratifying results, there are still some problems, such as detachment from market demand, incomplete curriculum system, and so on. In response to the above issues, combined with the actual situation, vocational colleges adopt targeted measures, including adhering to market orientation and following market laws; optimizing curriculum design and improving teaching system; strengthening the construction of teaching staff and enhancing comprehensive quality; intensifying practical activities and integrating certification mechanisms; building a diverse ecosystem and working together from multiple parties. The above measures will provide reference and guidance for innovation and entrepreneurship education in vocational colleges.

1. Introduction

Innovation is the primary driving force for development, the strategic support for building a modern economic system, and the necessary path to achieve high-quality development. In recent years, with the intensive issuance of relevant policy documents at the national government level to encourage innovation and entrepreneurship, the concept of mass entrepreneurship and innovation has deeply rooted in people's hearts. Various new industries, models, and formats continue to emerge, effectively stimulating social vitality and unleashing tremendous creativity.

Since the launch of the entrepreneurship driven employment demonstration action by the National Development and Reform Commission and other departments, as of the end of July 2021, a total of 1.93 million job opportunities have been created, including 816700 job opportunities created by the double innovation driven employment special action in the social service field, and 5075000 job opportunities created by the "school enterprise action" special action for college graduates to start businesses. It seems that innovation and entrepreneurship have become a major highlight of economic development.

2. The Importance of Innovation and Entrepreneurship Education

Innovation and entrepreneurship education in vocational colleges conforms to social development and changes, follows market development laws, and is not only a microcosm of social and economic development, but also a booster for achieving an education powerhouse, and a lever for achieving high-quality employment and entrepreneurship. It plays a very important role in social and economic development, cultural education, and entrepreneurship and employment.

2.1. Promoting changes in socio-economic development^[1]

As the main body responsible for talent cultivation and delivery, vocational colleges play a crucial role in the development of the social economy. Vocational colleges follow the laws of market

development, pay attention to the development dynamics of industries and enterprises, conduct investigations and research, seek truth from facts, keep up with the times, and use the perspective of market development to discover, analyze and solve problems. They always regard the actual demand for talents in the market as the core of innovation and entrepreneurship education, better adapt to changes in social and economic development, and promote the sustainable development of innovation and entrepreneurship education.

2.2. Promoting the Implementation of the Education Strong Country Strategy

Innovation is the primary driving force for development. Building an education strong country is a systematic project that inevitably faces optimization and combination of different educational elements, adjustment of internal and external relationships in the education system, changes in the allocation mode of educational resources and teaching methods, and so on. Therefore, it is necessary to steadily promote educational reform and innovation with innovative consciousness, systematic thinking, and reform methods, in order to achieve the grand goal of building a strong education country strategy.

2.3. Achieving high-quality employment and entrepreneurship

Innovation and entrepreneurship education in vocational colleges should pay attention to the needs of social development, grasp the direction of talent cultivation, especially for innovative and compound talents. Through innovation and entrepreneurship education, we can help students cultivate innovative thinking, master innovative methods, establish entrepreneurial awareness, and improve entrepreneurial abilities. For ordinary students, we can help them carry out work with innovative thinking and methods in their job positions, improve work efficiency, and enhance their competitiveness; For entrepreneurial students, help them identify projects and carry out practical activities with an innovative and entrepreneurial perspective and ability, and realize their life value; For schools, it can not only effectively improve and enhance the overall employment situation, but also achieve high-quality and high-level employment and entrepreneurship, enrich various forms of employment, and help schools create innovative employment situations.

3. High quality development strategies for innovation and entrepreneurship education in vocational colleges

In response to the many problems in current innovation and entrepreneurship education, vocational colleges should be market-oriented, connect with industry demand, incorporate innovation and entrepreneurship education for college students into the entire process of talent cultivation in universities, help college students improve their innovation and entrepreneurship abilities, achieve high-quality entrepreneurship and employment, enhance human resource quality, promote the comprehensive development of college students, and use market-oriented perspectives and methods to solve market-oriented problems, Better promote the high-quality development of innovation and entrepreneurship education.

3.1. Adhere to market orientation and follow market laws

To achieve high-quality development of innovation and entrepreneurship education, it is necessary to closely follow the development of industries. Vocational colleges should adhere to the principle of market orientation, follow the laws of market development, based on the current situation of market development and the actual needs of society, regard the actual demand for talents in the market environment as the core of innovation and entrepreneurship education, and use market-oriented concepts to discover and solve problems in innovation and entrepreneurship education.

In recent years, the update rate of vocational education majors in China has exceeded 70%, targeting strategic emerging industries and adding emerging majors such as bioinformatics technology, equipment manufacturing, and new energy. Vocational colleges should closely follow market development and strategic layout, and innovation and entrepreneurship education no exception. In the context of economic development transformation and industrial structure upgrading, innovation

and entrepreneurship education in vocational colleges should be market-oriented, benchmarking the talent training needs of enterprises, constantly paying attention to market dynamics and development trends, adjusting the action mode of innovation and entrepreneurship talent training programs based on market changes, continuously optimizing the structural layout, upgrading the talent training system, enhancing the innovation and entrepreneurship abilities of vocational college students, promoting full employment and development of students High quality employment.

3.2. Optimize course offerings and improve teaching systems

In the context of market-oriented mechanisms, in response to the contradiction between "commonality" and "individuality", innovation and entrepreneurship education in vocational colleges is facing enormous challenges. This requires vocational college innovation and entrepreneurship education to optimize curriculum settings, improve teaching systems, and promote the organic combination of "comprehensive coverage" and "targeted breakthroughs".^[2] Firstly, to build a "universal" curriculum for innovation and entrepreneurship education for first-year students, promote comprehensive coverage of the curriculum system, develop a public curriculum for innovation and entrepreneurship, guide first-year students to have a preliminary understanding and understanding of innovation and entrepreneurship from the moment they enter school, learn relevant knowledge, methods and skills related to innovation and entrepreneurship, and thus initiate a beautiful enlightenment on innovation and entrepreneurship education, achieving "comprehensive coverage" of innovation and entrepreneurship education. Secondly, we will construct customized courses for innovation and entrepreneurship education for sophomore or junior students, combining different directions and characteristics of different majors to offer innovation and entrepreneurship professional courses. We will organically integrate innovation and entrepreneurship courses with professional courses, actively promote the reform of talent training models, achieve the integration of specialization and entrepreneurship, and promote targeted breakthroughs in innovation and entrepreneurship education. Once again, for students with certain entrepreneurial abilities, we will construct an "elite" course for innovation and entrepreneurship education, offer practical courses for innovation and entrepreneurship, provide comprehensive and three-dimensional guidance and incubation for students' entrepreneurial projects, guide students to discover, think about, and resolve problems from a market perspective, and better cope with market competition. By developing a curriculum plan for "universality", "customization", and "elite" in innovation and entrepreneurship education, which includes different versions of middle and high school education, a complete innovation and entrepreneurship teaching system will be constructed. Targeted innovation and entrepreneurship education will be carried out for different grades, majors, and students to better achieve an organic combination of comprehensive coverage and targeted breakthroughs.

3.3. Strengthening Teacher Construction and Improving Comprehensive Literacy

The key to innovation and entrepreneurship education lies in the teaching staff. It is necessary to further strengthen the construction of the teaching staff and improve comprehensive literacy. Strengthening the construction of the teaching staff is an important guarantee for carrying out innovation and entrepreneurship education for college students.^[3] Firstly, universities should strengthen the construction of innovation and entrepreneurship teacher teams, create a high-quality innovation and entrepreneurship education teacher team that combines full-time and part-time education, encourage backbone teachers and young teachers to join the innovation and entrepreneurship team, and combine their own advantages to carry out specialized and innovative integrated education; Hire experienced entrepreneurs, experts and scholars from multiple channels as part-time teachers outside of school, regularly hold innovation and entrepreneurship lectures, and guide the incubation of student entrepreneurship teams. Secondly, encourage teachers to participate in innovation and entrepreneurship related training, update teaching concepts, enhance teaching abilities, reform teaching methods, encourage teachers to integrate research results and practical experience into innovation and entrepreneurship classroom teaching, and improve teaching effectiveness. Thirdly, we strongly support young teachers to go to enterprises for on-the-job training, encourage teachers to participate in innovation and entrepreneurship practice activities of industry

enterprises, and continuously improve their skills and comprehensive quality in innovation and entrepreneurship education. Finally, encourage teachers to carry out a certain degree of entrepreneurial activities within a certain scope, be pioneers in innovation and entrepreneurship, and share their observations, thoughts, and feelings with students.

3.4. Increase practical activities and integrate into the certification mechanism

Effective practical activities are an important carrier for carrying out innovation and entrepreneurship education for college students.^[4] Firstly, vocational colleges should regard innovation and entrepreneurship practice as an important extension of innovation and entrepreneurship education. By organizing innovation and entrepreneurship competitions, lectures, forums, and simulated practices, students can enrich their knowledge and experience of innovation and entrepreneurship, and enhance their innovative spirit and entrepreneurial ability. Secondly, we should fully leverage the role of on campus innovation and entrepreneurship practice platforms such as maker spaces for college students, and provide free access to professional incubation services for college students. We can learn from the successful experience of English corners and establish an "entrepreneurial corner" to create an atmosphere for students with entrepreneurial enthusiasm, strengthen communication, explore entrepreneurship, exchange experiences, and spark collisions. Thirdly, introduce the innovation and entrepreneurship certification mechanism SYB, and integrate it throughout the entire process of innovation and entrepreneurship education. The full name is SYB, which means "start your business". It was developed by the International Labour Organization of the United Nations and is a training program tailored for those who wish to start small and medium-sized enterprises. The SYB training course is divided into two main parts: entrepreneurial awareness and entrepreneurial planning. It adopts highly innovative participatory interactive training methods, breaks traditional teaching methods, fully simulates the actual process of entrepreneurship, and enables entrepreneurs to continuously enrich and improve their entrepreneurial plans while fully demonstrating their entrepreneurial plans. SYB certification can help college students gradually develop innovative thinking and independent entrepreneurship, improve their employment and entrepreneurship abilities, enhance their comprehensive quality level, assist them in conducting market research and evaluation, predicting start-up funds, and formulating profit plans, further understanding themselves, forming a relatively complete corporate concept, and making comprehensive plans for entrepreneurship.

3.5. Building a diverse ecosystem and working together from multiple parties

Innovation and entrepreneurship education is actually a systematic project, which involves schools, enterprises, governments, and society working together to create a diverse and three-dimensional innovation and entrepreneurship ecosystem^[5] (the following figure 1). Combining the advantages of disciplinary and professional characteristics, we will gather resources from universities, enterprises, governments, and society to vigorously achieve the goal of collaborative education between schools, enterprises, government, and society. The innovation and entrepreneurship education ecosystem includes both internal and external systems. The content system includes teacher-student connections, while the external system includes school school collaboration, school enterprise cooperation, school government collaboration, and school society collaboration. Strengthen the communication between teachers and students. In terms of innovation and entrepreneurship practice, the school has established a mentorship system, launching entrepreneurial mentors in different fields based on different majors and directions. Students can choose entrepreneurial mentors based on specific entrepreneurial projects, thereby achieving optimized resource allocation and precise and effective guidance; Strengthen school school collaboration, exchange and learn from each other on innovation and entrepreneurship education, explore experiences, learn from the excellent experiences and practices of sister universities, combine with their own actual situation, carry out reform and innovation, and form a unique innovation and entrepreneurship teaching system; Strengthen school enterprise cooperation, take market demand as the core of innovation and entrepreneurship education reform, focus on professional education and industrial development, fully leverage professional advantages, jointly explore innovation and entrepreneurship talent training programs, and jointly build innovation

and entrepreneurship practice bases; Strengthening school government collaboration and carrying out innovative and entrepreneurial practices require strong support from government departments. Vocational colleges should strengthen collaboration with local governments, communicate and connect more with government departments, and fully understand and grasp the government's entrepreneurial policies and positions. Strengthening the cooperation between schools and society, that is, strengthening the connection and communication between schools and society, and creating a good atmosphere of strong support for innovation and entrepreneurship in the whole society, is conducive to promoting the development of innovation and entrepreneurship education. Through joint efforts from multiple parties, we aim to build a diversified and three-dimensional ecological system of teachers and students, schools, enterprises, government, and society, forming an effective operation and virtuous cycle of innovation and entrepreneurship education.

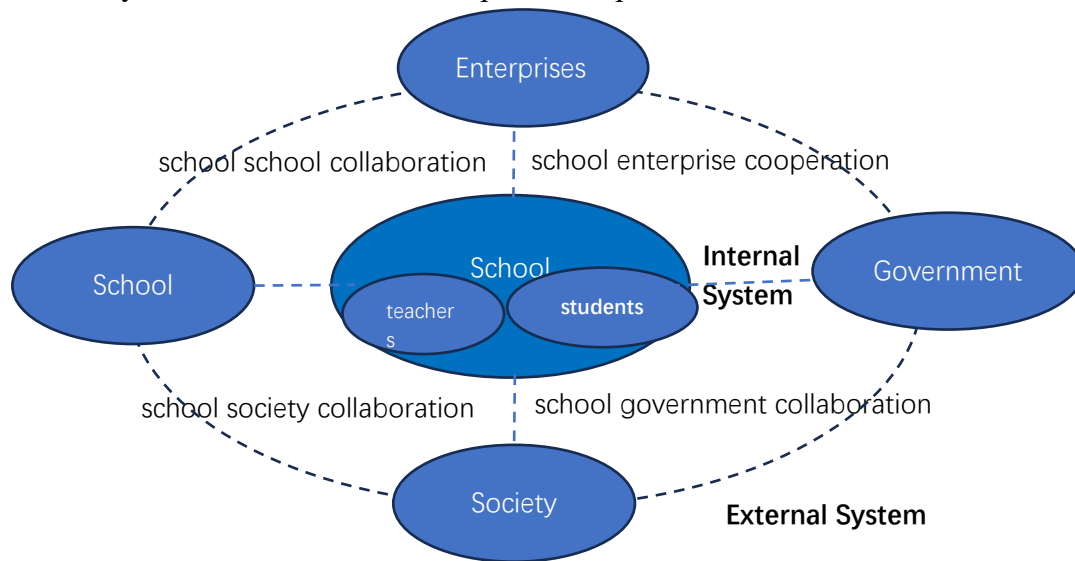


Figure 1. Innovation and Entrepreneurship Education Ecosystem

4. Conclusion

Under the market-oriented mechanism, with the surge of innovation and entrepreneurship, vocational colleges should adapt to market development and changes, based on actual situations, leverage professional advantages, view and solve problems with a dynamic market perspective, adhere to market orientation, optimize curriculum design, strengthen teacher construction, carry out practical activities, build a diverse ecosystem, cultivate more innovative and technical talents, and achieve high-quality development of innovation and entrepreneurship education.

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