

## Research on Innovation and Entrepreneurship Education in Colleges and Universities under the Background of “Double Creation”

Yuzhen Zhao\*, Yanmei Li and Quanzhi Ban

School of Sciences Xijing University Xi'an, China

School of Sciences Xijing University Xi'an, China

BeijingYanhuaJilian Photoelectric Technology Co. Ltd., Beijing, China;

zhaoyuzhen@xijing.edu.cn; 793098345@qq.com; 278234515@qq.com

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**Abstract.** Our country is in a critical period of social transformation and economic restructuring. The traditional orientation of talent training in Colleges and universities has great limitations. The outstanding problem is that students' entrepreneurship participation is low and lack of innovation. With the development strategy of "mass entrepreneurship and innovation", the employment situation of college students has undergone profound changes. Colleges and universities should cultivate innovative and entrepreneurial talents to meet the needs of economic and social development, so as to promote better employment and Entrepreneurship of College students.

### Introduction

Since Premier Li Keqiang first put forward the concept of "mass entrepreneurship and innovation" at the Davos Forum in September 2014, great changes have taken place in the direction of college students' employment. To cultivate the innovative and entrepreneurial abilities of contemporary college students is the strategic goal of talent cultivation in today's universities. It is also an inevitable requirement to promote the construction of an innovative country and improve the employment ability of College students. Based on the background of "double creation", it is very important to strengthen innovation and entrepreneurship education in Colleges and universities. It is not only the basic condition for training and transporting modern talents to modern society, but also the new demand for the development of education in the new era. Based on this, the relevant personnel need to strengthen the reform of innovation and entrepreneurship education in Colleges and universities, to maximize the effectiveness of its existence, in order to upgrade the level of higher education to a new level. Innovation and entrepreneurship education is different from traditional education. Innovation and entrepreneurship education is the product of the development of modern society. It is a personalized education mode. It can realize the extension of traditional education mode and have an important impact on the cultivation of students' innovative consciousness. At present, the employment pressure of college graduates is increasing. It is in line with the requirements of the development of the times to properly implement the guidance of innovation and entrepreneurship education for students.[1-3].

### 1. Analysis of the Current Situation of Innovation and Entrepreneurship Education in Colleges and Universities

In the innovation and entrepreneurship education in Colleges and universities, there are many problems, such as the backward concept of innovation and entrepreneurship education and the low participation of students in entrepreneurship, which make it difficult to really play the value of innovation and entrepreneurship education.

(1) The idea of innovation and entrepreneurship education is backward

At present, China's social environment still lacks the atmosphere to support college students' innovation and entrepreneurship. Many universities and students have no clear

understanding of innovation and entrepreneurship education. Most of the teachers are part-time teachers who undertake the task of teaching and scientific research in the original specialty. The research on innovation and entrepreneurship education is not deep enough and lacks systematic and practical exploration. Innovation and entrepreneurship education is mostly carried out in the way of knowledge transmission. Students are accustomed to indoctrinated learning, poor ability of active learning and research, poor interest in learning and poor quality of learning. It is difficult to persevere when they encounter difficulties in Entrepreneurship practice, lack of initiative consciousness of innovation and entrepreneurship, and it is difficult to really bring innovation and innovation into play. The value of Vocational education.

(2) Students' entrepreneurship participation and innovation technology content are low.

Due to the imperfection of University Students' knowledge system, the lack of entrepreneurship practice and the lack of clear innovative thinking, there are relatively few successful entrepreneurship cases among University students. At present, the innovation and entrepreneurship education of college students mostly stays at the theoretical level, fails to guide students to integrate theory with practice, and its essential significance fails to show. Colleges and universities tend to organize relevant training sessions and business-related knowledge lectures. Students are in a state of passive learning and acceptance, and their participation in entrepreneurial activities is poor. In addition, the entrepreneurship projects of college students in China are mainly concentrated in the tertiary industry with relatively mature business models such as retail, catering and cultural media. Using high-tech entrepreneurship is still difficult for them. High cost and high risk also make college students who have not yet entered or just entered the society hesitate. It is easy for them to choose entrepreneurship projects with low starting point and low technology content.

(3) Lack of Differentiated Talents Training

The demand for professional and innovative talents in Colleges and universities is increasing. As a university, it should adjust the current direction of talent cultivation from the perspective of innovation and entrepreneurship, determine different practical objectives of talent cultivation, improve and perfect through thorough innovation and entrepreneurship mode, better train more differentiated talents, better realize the combination of basic education mode and social needs. But in reality, many colleges and universities still have obvious deficiencies in this respect. In the process of talent training, there is no correct direction for talent training. Many teaching activities and educational policy formulation can not effectively improve the current teaching level and learning ability of College students, which will also affect the cultivation of innovative and entrepreneurial talents in Colleges and universities.[4-6]

## **2. Strategies for Colleges and Universities to Promote Innovation and Entrepreneurship Education under the Background of "Double Creation"**

By changing the concept of innovation and entrepreneurship, developing practical teaching, strengthening service support and improving the evaluation system, we can improve the education system of innovation and entrepreneurship for college students and create a good environment for innovation and entrepreneurship for students.

(1) Transforming the Idea of Innovation and Entrepreneurship

Educational concept is the basis of teaching activities. In actual teaching, we must have advanced educational concept in order to effectively complete the teaching activities. If universities want to completely change the status quo of students' innovation and entrepreneurship, they must change their teaching ideas in time. First, university leaders should be aware of the development and reform value of innovation and entrepreneurship education, keep pace with the times, improve education, achieve innovation in education with a high sense of responsibility and dedication, pay attention to ideological guidance, strengthen learning, and enhance students' comprehensive ability and professional accomplishment. And pay attention to do a good job in service, from the distribution of educational resources and day-to-day management and other aspects put forward more conditions. Secondly, teachers can no longer continue the past teaching ideas. They must establish new teaching ideas and concepts in the light of the times. They should design teaching contents in the light of employment, market and enterprise development, and pay attention to talent

guidance. In teaching, students'innovative consciousness and pioneering ability are constantly promoted to provide more favorable conditions for the future development of College students.

### (2) Developing practical training and teaching

Under the background of double innovation, it is necessary to give full play to the value of industry-university integration, carry out a series of practical activities, and truly integrate the business plan into practice. Schools can improve the relevant entrepreneurship incentives and support system, examine and evaluate students'entrepreneurship ideas, help students to clarify entrepreneurship ideas, and give students more financial assistance and scientific guidance.

In addition, in-school practical teaching can better enhance students'practical literacy, through innovation. The introduction and correct guidance of entrepreneurship concept can better enhance students'attention to innovation and entrepreneurship. Through the correct guidance of theory and practice, and with the positive role of practical teaching mode, students can truly grasp the theoretical system of innovation and entrepreneurship, and expand their ability to implement innovation and entrepreneurship. As an important aspect of practical teaching, school-enterprise cooperation mode plays an important role in strengthening students'innovation and entrepreneurship education in the new era, which requires us to guide and standardize correctly in practice.

### (3) Improve the working mechanism and guarantee system

Sound working mechanism is the basic condition for the orderly development of double-creation work. Considering the new requirements of educational reform, universities should base themselves on their own development and formulate policies to ensure the stable operation of double-creation work. Complete support and guarantee system and cooperative education mechanism are necessary for the smooth development of bi-creative education. The government, society, enterprises and universities should cooperate closely and support each other to establish a comprehensive support system for innovation and entrepreneurship education. The government should improve the relevant policies and regulations, increase capital investment, and simplify the approval process of College Students'entrepreneurship projects. The society and enterprises should provide the corresponding resources support for colleges and universities, create a good atmosphere of public opinion, so as to form an innovation and entrepreneurship environment supported by the whole society. As for colleges and universities, we should take double-innovation education as an important assessment index of school teaching assessment, vigorously build a practical education base for off-campus entrepreneurship, realize extensive school-enterprise linkage, strengthen exchanges and cooperation with excellent universities at home and abroad, and improve the quality and standard of double-innovation education as soon as possible.[7-10]

## Conclusions

In a word, innovation and entrepreneurship is an important content that has been widely concerned in the new era. Under the dual-venture environment of "mass entrepreneurship and innovation", it is more necessary to enhance the importance of innovation and entrepreneurship education for college students. In the way of innovative education idea and perfecting innovative entrepreneurship education mode, we should give students more opportunities to practice and play a positive guiding value, so as to cultivate more excellent talents and promote social and economic development.

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