

Research on the Promotion Path of Innovation and Entrepreneurship Education in Colleges and Universities under the Background of "Mass Entrepreneurship and Innovation"

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Abstract: Innovation and entrepreneurship education refers to an educational model proposed by colleges and universities in order to improve personnel training. Under the current background of "mass entrepreneurship and innovation", innovation and entrepreneurship education in colleges and universities must penetrate into the talent training system and every educational process in colleges and universities. Based on the method of literature review, this paper summarizes the current problems existing in innovation and entrepreneurship education in my country's colleges and universities, and finds that there are many problems such as the deviation of teachers and students' ideas; the lack of teachers and the lack of close school-enterprise cooperation. Therefore, in view of the existing problems, this paper proposes an improvement path for establishing a correct innovation and entrepreneurship education concept, building a high-quality platform for industry-university-research and school-enterprise cooperation, and multi-party collaboration to jointly cultivate "mass entrepreneurship and innovation entrepreneurship" mentors to improve the innovation and entrepreneurship education system in colleges and universities.

Keywords: innovation and entrepreneurship education; colleges and universities; school-enterprise cooperation

1. Introduction

Under the background of "mass entrepreneurship and innovation" advocated by the country, my country has set off a wave of innovation and entrepreneurship, and more and more college graduates have chosen to start their own businesses. On the road of building a strong country, colleges and universities should take on the responsibility of providing talents for the society, strengthen the cultivation of college students' innovation and entrepreneurship ability, and lay a solid foundation for my country's economic and social development. The education of college students' innovation and entrepreneurship is not only a social need, but also an inherent requirement for the development of college students in our country today. This status quo makes

innovation and entrepreneurship education in colleges and universities must infiltrate every educational process of talent training. However, there are still some limitations in innovation and entrepreneurship education in colleges and universities. Therefore, based on the background of "mass entrepreneurship and innovation", this paper studies how colleges and universities can improve the high-quality innovation and entrepreneurship education system and improve the realization path of innovation and entrepreneurship education in colleges and universities.

2. Literature Review

"Innovation and Entrepreneurship" education is to lead entrepreneurship education with innovative education, and then apply theoretical education to practice to achieve a high degree of integration and in-depth expansion of innovation education and entrepreneurship education [1]. The essence of innovation and entrepreneurship education is the multi-formalization of education. Ju (2019) believes that innovation and entrepreneurship are integrated with each other, combining "knowledge" and "action", so that educated not only can master a wealth of innovation knowledge, but also can transform innovation knowledge into entrepreneurial actions, forming "innovation". Knowledge generates innovation, innovation stimulates awareness-action, and awareness-action makes problem solving" innovation and entrepreneurship education value chain [2]. "Innovation and Entrepreneurship" education is a kind of targeted education that is different from professional knowledge education. It focuses on the parallelism of innovation awareness education and entrepreneurial practice education, so that students can adapt to the real talent needs of social and economic development [3].

Based on the former research, the importance of practice in innovation and entrepreneurship education was emphasized by many scholars. However, according to the research of Wang et al. (2019), it was found that innovation and entrepreneurship education in some colleges and universities is still dominated by theoretical

teaching, the teaching place is limited to traditional classrooms, and the teaching form is relatively simple, resulting in students unable to fully feel the unique charm of innovation and entrepreneurship education, and even cause some students to reject the course teaching, unable to achieve the core training objectives of innovation and entrepreneurship education, so the quality of innovation and entrepreneurship education is affected [4]. Tan (2020) and Meng (2022) also found that the faculty of innovation and entrepreneurship in colleges and universities are inadequate, and innovation and entrepreneurship education is out of touch with professional education [3][5]. Du and Li (2022) also found in their research that the cooperation between universities and enterprises is not close in the process of innovation and entrepreneurship education [6].

3. The Necessity of Integrating Innovation and Entrepreneurship Education into the Talent Training System of Colleges and Universities

The development of the national economy requires high-quality talents with innovative and entrepreneurial spirit and ability, and the cultivation of talents requires the improvement of the higher education system. Colleges and universities are not only a powerful platform for cultivating thinking and ability, but also the core position of education for cultivating skilled talents. Colleges and universities should adapt to the development requirements of the times, reform the talent training mode, continuously expand the teaching methods of innovation and entrepreneurship education, and cultivate compound talents with high comprehensive quality, broad international vision, and leading awareness of innovation and entrepreneurship. The needs of the times change and constantly improve, so as to better cultivate more innovative talents [7]. Innovation and entrepreneurship education helps to change the traditional development model of my country's economy and society, change the industrial structure, continue to supply entrepreneurial talents for the country and society, and improve my country's international status and enhance its competitiveness [8].

4. The Current Situation of Innovation and Entrepreneurship Education in Colleges and Universities

First of all, many teachers and students have deviations in the concept of innovation and entrepreneurship education. Some teachers believe that as long as students participate in various innovation and entrepreneurship competitions or students complete practical tasks, the teaching goal of "innovation and entrepreneurship education" has been implemented. On the other hand, students simply regard the innovation and entrepreneurship course as an ordinary course, just want to complete the task to get credits, lacking of enthusiasm for learning, and ignoring the good promotion of practical activities for future career development and overall improvement of their own abilities. In addition, some students are afraid of entrepreneurship difficulties and

lack enthusiasm for learning innovation and entrepreneurship courses.

Secondly, due to the influence of traditional teaching models and teachers' teaching methods, some colleges and universities still focus on theoretical teaching in innovation and entrepreneurship education, with teaching venues limited to traditional classrooms and relatively simple teaching forms. The course of innovation and entrepreneurship is a course that focuses on practice. It cannot rely solely on the theoretical learning of teachers, but also pays attention to practice. It is necessary for students to go out of the campus and actually go to the society to do some projects or topics in entrepreneurship and innovation. Applying the learned theory to practice is a vital skill for students' future career. In terms of innovation and entrepreneurship education in my country's colleges and universities, there is little cooperation between schools and enterprises, so that college students cannot really enter the practice of enterprises. Most of the projects with school-enterprise cooperation are mere formalities and do not allow students to really devote themselves to the project or practice.

Finally, innovation and entrepreneurship education courses or projects require teachers not only to have solid theoretical knowledge, but also to have strong innovation and entrepreneurship capabilities, which puts forward higher requirements for teachers. Teachers need to closely integrate professional course education with innovation and entrepreneurship education. However, due to the limitation of the traditional teaching mode, the students are taught by full-time teachers in colleges and universities, who have a solid theoretical part in the innovation and entrepreneurship course, but lack practical experience.

5. Improvement Path of Innovation and Entrepreneurship Education System

5.1. Establish a Correct Concept of Innovation and Entrepreneurship Education

A correct understanding of the concept of innovation and entrepreneurship education from the ideological point of view is the first step in the successful implementation of "mass entrepreneurship and innovation" education. Colleges and universities can correct the deviation of teachers and students in the concept of innovation and entrepreneurship education from two aspects. From the perspective of teachers, colleges and universities encourage or subsidize teachers to receive relevant training in new teaching models, change traditional teaching methods, and take the initiative to learn the connotation of innovation and entrepreneurship, so as to better allow students to participate in subsequent innovation and entrepreneurship courses and practical teaching. In the process of changing teaching methods, we should pay attention to the dominant position of students, guide students to innovate independently, and enhance their enthusiasm. On the other hand, starting from students, during the four-year period from

enrollment to graduation, the concept of innovation and entrepreneurship education is continuously instilled, and corresponding innovation and entrepreneurship courses and practical activities are arranged at each stage to cultivate students' leading awareness of independent innovation and entrepreneurship.

5.2. Build a High-Quality Platform for Industry-University-Research and School-Enterprise Cooperation

First of all, the school can set up an innovation and entrepreneurship education and practice platform to provide a strong guarantee for the practical activities of college students in terms of venues, equipment and various hardware. At the same time, it collects entrepreneurial projects with high feasibility, cultivates seed players with enthusiasm for innovation and entrepreneurship, and converts projects into productivity, which also lays the foundation for the development of innovation and entrepreneurship competitions such as "Internet +" and "Creating Youth". Meanwhile, the school actively seeks opportunities for cooperation with enterprises and strengthens the promotion of innovation and entrepreneurship courses. Then, entrepreneurship experts are invited to give lectures in a timely manner, so that successful people can share their experience, communicate with students face-to-face, and improve college students' awareness of innovation and entrepreneurship.

5.3. Multi-Party Collaboration and Joint Training of "Mass Entrepreneurship and Innovation" Mentors

It is necessary to strengthen the level of teachers in schools, attract talents from all walks of life. On the basis of cooperation, exchanging talents and sharing teaching resources between schools and enterprises can solve the problem of shortage of teachers in schools. Schools can regularly dispatch full-time school teachers to enterprises for temporary training, and enterprise personnel can also enter colleges to study in order to create a new type of teacher pool. College teachers have a solid theoretical foundation, and this act of temporary training can make up for the shortcoming of full-time teachers' lack of practical ability. At the same time, colleges and universities can also take advantage of the policy to seek cooperation opportunities with local governments and government agencies to form a platform for multi-party joint training of "mass entrepreneurship and innovation" mentors, so as to enrich the teaching staff.

6. Conclusion

Innovation and entrepreneurship education is one of the current trends in college education. However, in our country's research on college students' innovation and entrepreneurship, there are still many problems, such as the deviation of college teachers and students in the concept of innovation education, the lack of "mass entrepreneurship and innovation" mentors, and the lack of close cooperation between schools and enterprises. The current status quo requires not only the correction of educational concepts, but also the establishment of a high-quality school-enterprise cooperation platform to enrich teachers, so as to continuously optimize and improve my country's innovation and entrepreneurship education system.

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