

# Research on the Reform of Innovation and Entrepreneurship Education for University Students Majoring in Navigation

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**Abstract:** As an important reserve force for China's economic and social development,the cultivation of university students majoring in navigation and entrepreneurship is an important part of the national innovation-driven development strategy.Aiming at the problems existing in innovation and entrepreneurship education of University students majoring in navigation,this paper puts forward reform strategies of innovation and entrepreneurship education for University students majoring in navigation,aiming to provide reference for the reform of innovation and entrepreneurship education for University students majoring in navigation. This paper takes a certain university as an example,analyzes the current situation of innovation and entrepreneurship of University students majoring in navigation,and proposes reform strategies for innovation and entrepreneurship education for University students majoring in navigation.

**Keywords:** Navigation majors;University students;Innovation and entrepreneurship;Education reform

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## 1. Introduction

Since the Third Plenary Session of the 18th Central Committee of the Communist Party of China,the innovation driven development strategy has become one of the core strategies for China's economic and social development.Innovation and entrepreneurship education,as an important measure to promote innovation driven development strategy,is not only a key content of current higher education reform,but also a new requirement for higher education posed by economic and social development. Ocean University of China,as a "Double First Class"construction university and a "university built by the Ministry of Education and Shandong Province together" in China,has always attached great importance to the cultivation of students'innovation and entrepreneurship abilities.According to the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education Institutions" issued by the Ministry of Education,it is explicitly proposed to deepen the reform of talent cultivation models,establish and improve the integration mechanism of innovation and entrepreneurship education and professional education,and actively explore effective ways to integrate innovation and entrepreneurship education into the entire process of talent cultivation.With the proposal of the national "Double First Class"construction and the strategy of becoming a maritime power,new requirements have been put forward for talent cultivation.As a national scarce talent training base,maritime majors should fully consider industry development and the actual situation of students in the process of innovation and entrepreneurship education.In order to meet the needs of maritime powers and the development of the marine economy for maritime professionals,as well as the needs of universities for innovative,composite,and applied talents,University students majoring in navigation should have strong innovation and entrepreneurship abilities.

University students majoring in navigation are indispensable for the development of China's navigation career.At present,University students majoring in navigation generally have problems such as lack of understanding of innovation and entrepreneurship knowledge,lack of practical experience and lack of innovation and entrepreneurship awareness,which affect their employment quality and the cultivation of innovation and entrepreneurship abilities.Taking a university as an example,this paper analyzes the current situation of innovation and entrepreneurship education for University students majoring in navigation,and then puts forward the

reform strategy of innovation and entrepreneurship education for University students majoring in navigation.

## **2. Research Methods and Analysis of Research Situation**

The research was conducted through a questionnaire survey. Through the questionnaire survey of the students majoring in navigation in a university, we understand the cognition of and demand for innovation and entrepreneurship education of the students majoring in navigation. In this study, a total of 700 questionnaires were distributed, and 654 valid questionnaires were collected, with an effective rate of 94.6%. The questionnaire mainly includes six parts: one is the cognition of innovation and entrepreneurship education; The second is the current situation of innovation and entrepreneurship education; The third is the measures for schools to carry out innovation and entrepreneurship education; The fourth is students' opinions on innovation and entrepreneurship education; The fifth is students' suggestions on innovation and entrepreneurship education; The sixth is students' satisfaction with innovation and entrepreneurship education. In the design of the questionnaire, we mainly adopt the method of anonymous, and design the questions from the following six aspects: Firstly, is it difficult to learn basic theoretical knowledge? Secondly, do you find it difficult to learn professional courses? Thirdly, what are the difficulties encountered in participating in the innovation and entrepreneurship training program? Fourthly, have you participated in innovation and entrepreneurship competitions? Fifthly, what scientific research projects have you participated in?

In terms of the content of the questionnaire, it is mainly divided into three aspects: One is students' overall cognition of innovation and entrepreneurship education in schools, including students' overall cognition of innovation and entrepreneurship education in schools and students' satisfaction with entrepreneurship education; The second is students' overall cognition of the school's innovation and entrepreneurship training program, including students' overall cognition of the school's innovation and entrepreneurship training program, cognition of the specific measures of the entrepreneurship training program, and satisfaction with the specific measures of the entrepreneurship training program; The third is the situation of students participating in various competitions, including the number of students participating in various discipline competitions, types of competition activities students participated in, awards and students' overall evaluation of participating in various discipline competitions; The fourth is students' achievements in scientific research projects, including the number of scientific research projects they participated in and the funding of scientific research projects; The fifth is the achievements made in participating in scientific and technological service activities.

According to the current situation of innovation and entrepreneurship education for undergraduates majoring in navigation in a university, the research group conducted a questionnaire survey and interview. According to the survey results, there are the following problems in innovation and entrepreneurship education for undergraduates majoring in navigation: innovation and entrepreneurship courses are not well-targeted, and some students are not interested in innovation and entrepreneurship courses; University students majoring in navigation have weak innovation and entrepreneurship consciousness and ability; The innovation and entrepreneurship education of students majoring in navigation mainly focuses on classroom teaching, with few practical links. University students majoring in navigation have obtained limited achievements in innovation and entrepreneurship activities.

## **3. Existing Problems**

It is not perfect that the curriculum system of innovation and entrepreneurship education. Although the university has done a lot of work in innovation and entrepreneurship education, it is relatively simple that the current curriculum system of innovation and entrepreneurship offered by the university, which mainly includes "Foundation of Entrepreneurship for University students", "Guidance for Entrepreneurship for University students" and "Innovation and Entrepreneurship Practice for University students", etc. The course content and teaching methods are relatively outdated, and the curriculum system is not perfect. The teaching staff is weak. The faculty is weak in innovation and entrepreneurship education, although the school has established a team of innovation and entrepreneurship education teachers, but at present, there are fewer teachers who can engage in innovation and entrepreneurship education full-time, and more experienced teachers are part-time. At the same time, the structure of school teachers is not reasonable enough, and the number of double-position teachers is small. Students lack understanding of innovation and entrepreneurship education. Affected by traditional thinking mode and exam-oriented education, schools and students lack sufficient understanding of innovation and entrepreneurship education, and there are misunderstanding of innovation and entrepreneurship education. Influenced by traditional ideas, students generally believe that the only way out is to go to universities. Some students have poor academic performance and lack interest in learning. The connection between schools and enterprises is not close enough. Although the university has established innovative and entrepreneurial platforms such as University students' innovation and entrepreneurship practice base, University students' entrepreneurship park, and University students' off-campus practice base, these platforms are not closely connected with enterprises and have limited practical guidance for students.

## 4. Reform Strategy

The reform of innovation and entrepreneurship education for university students majoring in navigation should adhere to the problem-oriented approach. According to the current situation and existing problems of innovation and entrepreneurship education for University students majoring in navigation, the reform of innovation and entrepreneurship education for University students majoring in navigation should be carried out with the goal of "integration of knowledge and practice, strengthening ability" and cultivating high-quality nautical talents with "ideals, morality, culture and discipline", with the improvement of innovation and entrepreneurship ability as the main line, the improvement of teaching system construction as the support, and the strengthening of practical links as the guarantee, to actively promote the reform of the innovation and entrepreneurship education of University students majoring in navigation.

In order to further promote the reform of the innovation and entrepreneurship education of university students majoring in navigation, a university has set up an innovation and Entrepreneurship center and a universities student Innovation and Entrepreneurship association. At present, the university is actively promoting the pilot reform of innovation and entrepreneurship education for university students majoring in navigation, and strives to build the center into a teaching and practice demonstration platform for innovation and entrepreneurship education.

## 5. Conclusion

In this paper, we deeply study the necessity, method and strategy of innovation and entrepreneurship education reform of University students majoring in navigation. By using the empirical research method, we conducted an in-depth investigation and analysis of the current situation of innovation and entrepreneurship education for university students majoring in navigation, and revealed the existing problems and challenges. The research shows that although the innovation and entrepreneurship education of university students majoring in navigation has achieved certain results, there are still some problems, such as the lagging concept of innovation and entrepreneurship education, the uneven distribution of educational resources, and the imperfect innovation and entrepreneurship education system. These problems have seriously affected the development of innovation and entrepreneurship ability of university students majoring in navigation.

In order to solve these problems, we put forward some reform strategies, including updating the concept of innovation and entrepreneurship education to promote the popularization of innovation and entrepreneurship education, optimizing the allocation of resources to improve the efficiency of the use of innovation and entrepreneurship education resources, and improving the innovation and entrepreneurship education system to cultivate students' innovation and entrepreneurship ability.

In the future development, we will continue to deeply study the new models and new methods of innovation and entrepreneurship education for university students majoring in navigation, as well as how to better integrate innovation and entrepreneurship education into the teaching process of navigation majors, so as to improve the innovation and entrepreneurship ability of university students majoring in navigation and make contributions to the development of China's Marine economy. In general, it is a long-term and arduous task to reform the innovation and entrepreneurship education of university students majoring in navigation. We need to constantly explore and innovate in order to realize the modernization and scientificity of innovation and entrepreneurship education of university students majoring in navigation.

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