

Research on the Path of College Innovation and Entrepreneurship Education from the Perspective of General Education

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Abstract: General education is an effective way to enhance the innovative thinking ability of college students, and bears the mission of helping students cultivate the core ability of innovation and entrepreneurship. However, at present, college students' innovation and entrepreneurship education from the perspective of general education is faced with difficulties in the implementation of educational concepts, the lack of systematic design and long-term planning of the education system, and outdated educational content. It is necessary to optimize innovation and entrepreneurship education by establishing the cultivation concept of general talents, selecting the content of general knowledge of innovation and entrepreneurship, and constructing the general education system of innovation and entrepreneurship.

Keywords: General education; Innovation; Entrepreneurship; College students

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1. Connotation of general education and its impact on innovation and entrepreneurship education

1.1 The connotation of general education

The concept of "general education" was first put forward by the British and American countries in the 19th century, and the West believes that general education is "elegant education", "liberal education" and "liberal education". Modern scholars also call it "general education", "general education", "generalist education". General education contains two meanings: one is "tong", that is, integration, communication, smooth, pay attention to all kinds of knowledge "integration"; The second is "knowledge", "knowledge" not only represents scientific and cultural knowledge, but also reflects in the educatees' cognition of scientific and cultural accomplishment, social spiritual value and human civilization history.

1.2 The impact of general education on innovation and entrepreneurship education

On the one hand, the effective way of college students' innovative entrepreneurial spirit and thinking ability is inseparable from general education. General education takes "general" as the means and "general" as the purpose. Compared with professional education, which imparts knowledge in a certain professional field, general education can provide innovation and entrepreneurship education with more diversified knowledge and broader activities, and is more in line with the requirements of innovation and entrepreneurship education for seeking the opposite, divergent, associative and comprehensive thinking. On the other hand, general education has the ability and mission of cultivating students' core ability of innovation and entrepreneurship. From the perspective of educational goals, general education cultivates students with liberal spirit, beautiful feelings, lofty ideals and general vision. Therefore, general education should and can shoulder the historical mission of helping students establish correct ideals and beliefs and cultivate the core ability of innovation and entrepreneurship.

2. The difficulties faced by innovation and entrepreneurship education from the perspective of general education

2.1 It is difficult to implement the concept of innovation and entrepreneurship education

In recent years, the Ministry of Education has carried out targeted publicity on the concept of innovation and entrepreneurship education for college students, and actively promoted the implementation of the concept of innovation and entrepreneurship education, but there are still the following difficulties in innovation and entrepreneurship education: First, innovation and entrepreneurship education has not formed a complete and scientific process, and the implementation lacks a supporting education and teaching system. Secondly, in terms of cognition of the concept of innovation and entrepreneurship education, many college teachers have cognitive biases, one-sided pursuit of the number of entrepreneurs, and narrow understanding of innovation and entrepreneurship education as “entrepreneurship education”.

2.2 The innovation and entrepreneurship education system lacks systematic design and long-term planning

First of all, the entire talent training system of innovation and entrepreneurship education has not been well combined with general education, nor has it well reflected local characteristics, school characteristics and professional characteristics. Secondly, the methods of innovation and entrepreneurship education are relatively simple, the combination of classroom teaching and practice is not close enough, there is no certain volume and specific methods, and there is still a lack of training mechanism. Third, in terms of the conversion of educational achievements, due to the lack of practical experience and the unsystematic mode of industry-university-research, the conversion rate of innovation and entrepreneurship education achievements is low. It is necessary to introduce a scientific and effective system to realize the organic combination of innovation and entrepreneurship education and academic theories.

2.3 The content of innovation and entrepreneurship courses is outdated

In terms of course content design, the types of courses offered in China’s innovation and entrepreneurship education are relatively simple, mostly general elective courses. The textbooks selected by universities are highly similar, and the updating speed is slow. The research and development of innovation and entrepreneurship education textbooks is insufficient, and there is a lack of school-based textbooks combining with the local reality and the actual situation of the school. This also results in the outdated teaching content of innovation and entrepreneurship education, and the connection with social development is not close enough. At the same time, the teaching content based on the introduction of innovation and entrepreneurship is not deep enough and not active enough, which increases the resistance to the development of practical links and has low effectiveness.

3. Path Optimization of college innovation and entrepreneurship education from the perspective of general education

3.1 To improve the quality as the goal, establish the concept of general personnel training

First, the original ideas of exam-oriented education and utilitarianism should be changed, and the goal of general education should be transformed from promoting employment to improving comprehensive quality. Education and teaching should focus on innovation and entrepreneurship to expand students’ vision and cultivate students’ positive and sound personality. Second, establish a systematic concept of innovation and entrepreneurship education. The whole educational practice system should be transformed from ideological concepts and talent training concepts to training methods, methods and contents, so as to cultivate students’ independent, cooperative and exploratory learning methods, strengthen students’ subjective initiative in innovation and entrepreneurship, and improve students’ comprehensive ability to raise, discover, analyze and solve problems.

3.2 On the basis of curriculum construction, select the content of innovation and entrepreneurship knowledge

In order to integrate innovation and entrepreneurship education into the process of talent training, it is necessary to start from the needs of talent training, on the basis of curriculum construction, and strive to build a three-tier progressive curriculum system of “general class of innovation and entrepreneurship education”, “professional innovation and entrepreneurship education” and “Innovation and entrepreneurship education deepening class”.

In the course construction, general education of innovation and entrepreneurship should set up general compulsory courses and elective courses; Professional courses of entrepreneurship and innovation education should be offered at the same time as professional courses and integration courses; The course of deepening innovation and entrepreneurship should set up theoretical courses and

practical experience courses of deepening entrepreneurship.

In the selection of knowledge content of innovation and entrepreneurship education, the goal should be the improvement of students' comprehensive quality, the training of multicultural knowledge should be the direction, the requirements of The Times should be followed, and the problems of college students' all-round personal development and social development should be focused. As the basis of the curriculum system of innovation and entrepreneurship education, the classroom teaching of "General education of innovation and entrepreneurship" requires a diversified knowledge system of innovation and entrepreneurship education. In the construction of the curriculum content system, students must learn diversified knowledge based on solid basic knowledge of innovation and entrepreneurship, including economic and financial knowledge, mathematical statistics, financial and accounting management, political history, philosophy and law. It is also necessary to integrate local customs, folk customs, religious beliefs and other cultural knowledge.

3.3 Build a three-dimensional education system for innovation and entrepreneurship with the innovation and entrepreneurship education platform as the carrier

The first is one-dimensional education, to grasp the main channel of general education classroom teaching. Make full use of the concentration and convenience of classroom teaching to cultivate students' spirit of innovation and entrepreneurship, and enhance students' reserve of diversified innovation and entrepreneurship knowledge.

Secondly, two-dimensional education is to build a mass innovation space integrating production, university and research, that is, a practical exchange platform. The specific development forms are as follows: First, from the "fine" standard, colleges and universities can make fine practical teaching tasks, incorporate innovation and entrepreneurship activities into credit management, and deeply integrate professional theoretical knowledge learned in class with practical teaching tasks done in class. Second, from the perspective of "deep standardization", colleges and universities should set up special funds and special venues for college students' innovation and entrepreneurship education, such as setting up college students' entrepreneurship incubation park, signing a special school-enterprise cooperation base, and using campus platforms to carry out various innovation and entrepreneurship education activities.

Finally, three-dimensional education, online service cloud platform. Colleges and universities make use of the convenience and efficiency of "Internet +" to build their own online service cloud platform, so as to realize the sharing of information resources of college students' innovation and entrepreneurship education, and provide services and convenience for the management of college students' innovation and entrepreneurship affairs.

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