

The Necessity of the Integration of Entrepreneurship Education and Professional Education in Higher Vocational Colleges

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Abstract : The integration of entrepreneurship education and professional education in higher vocational colleges is the integration of theory and practice, and it is also an inevitable requirement for the continuous innovation and development of colleges and universities, which has a profound impact on the implementation of talent training and professional education in colleges and universities. With the rapid development of the national economy, the demand for professional innovative talents continues to increase. In order to fill the gap of social talents, higher vocational colleges need to transform the imparted knowledge and skills into innovation and application. At present, in order to promote the integration of entrepreneurship education and professional education in colleges and universities, it is necessary to break through the traditional concept of cultivating talents, take professional education as the basis, fully grasp the importance of the integration of entrepreneurship education and professional education, and analyze the significance of integration. problems and make effective suggestions.

Keywords : Higher Vocational Colleges; Entrepreneurship Education; Professional Education; Integration

With the rapid development of the global economy, my country has entered a new economic stage, and the demand for talents is compound talents with entrepreneurial spirit. In order to adapt to social development, colleges and universities also need to break through the traditional concept of cultivating talents, professional education. The integrated education model with entrepreneurship education can not only meet the society's demand for compound talents, but also achieve the positioning of colleges and universities to cultivate applied talents. Vocational colleges cultivate students' entrepreneurial ability, which can effectively alleviate the employment pressure of students after graduation and improve the implementation rate of graduates' whereabouts. At present, higher vocational colleges will face new challenges for the cultivation of professional skills and talents, and improving students' entrepreneurial ability is a key problem that higher vocational colleges need to solve. The integration of professional education and entrepreneurship education is necessary to deepen the reform of higher vocational colleges.

1. The relationship between entrepreneurship education and professional education

The teaching of entrepreneurship education and professional education are two different forms. Entrepreneurship education is to cultivate cognitive ability and business sense, so that students can have entrepreneurial awareness and innovative spirit in the economic era, accept the challenges of the economic era, and through career planning strengthen education and improve employment advantages. Professional education is the basic and carrier, but it pays more attention to the cultivation of professional and technical personnel in various industries, and formulates corresponding professional courses according to different professional characteristics. Professional education and entrepreneurship education are indispensable. If only entrepreneurship education is carried out, it will only have certain thinking and cannot be further implemented in real life. If the two are integrated, it will be another development direction, and it is also the development demand of the current new era.

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2. The significance of the integration of professional education and entrepreneurship education

2.1 Strengthening the ability to inform institutions of sustainable development

With the increase in the number of students enrolled in higher vocational colleges, the employment pressure after graduation has also become more severe. Vocational colleges are the bases for cultivating and transporting talents for the society. They undertake the mission of education. For the education reform of higher vocational colleges, it is necessary to integrate entrepreneurship education and professional education. Under the premise of ensuring the survival and development of students, teachers should effectively integrate professional education and entrepreneurship education to improve the quality of employment.

2.2 The needs of economic development and social professions

After the reform and opening up, the development direction of my country's economy has been continuously adjusted and transformed, and the traditional development momentum has been unable to keep up with the needs of development. The strength of innovation ability plays a decisive role in the improvement of a country's comprehensive national strength to a large extent. Whether it can have a strong competitiveness and stand on the world stage requires a large number of high-quality compound talents to create.

2.3 Improve the core competitiveness of graduates

With the development of the economy, the entrepreneurial structure has been continuously adjusted, and stable and one-stop jobs have been continuously reduced or even banned. For higher vocational colleges, the plan for cultivating talents needs to be adjusted, focusing on cultivating compound talents with strong comprehensive ability, so that students can have solid professional skills, as well as innovative and entrepreneurial spirit, and meet the needs of the times according to social development. need.

3. Problems existing in the integration of professional education and entrepreneurship education

3.1 Ignoring entrepreneurship education

The leaders of some higher vocational colleges have low awareness of entrepreneurship education and do not attach importance to entrepreneurship education. Therefore, when formulating talent training and planning programs, they fail to integrate entrepreneurship education into the teaching of professional courses, resulting in the lack of professional education and professional education. Without entrepreneurship education, students' innovative and entrepreneurial awareness cannot be effectively cultivated, and there is no entrepreneurial thought and awareness.

3.2 Professional teachers fail to fully understand entrepreneurship education

Due to the lack of emphasis on entrepreneurship education by school leaders, some teachers have not collected enough information on entrepreneurship education, and have no experience in innovative thinking and entrepreneurship education at all. Some teachers only focus on improving students' professional knowledge and skills, and completely ignore the impact of entrepreneurial ability on students' future employment and development. At the same time, teachers' participation in entrepreneurship training, lectures, competitions and social practice activities carried out by schools is generally low, and there is no special evaluation standard for the effect evaluation of the integration of professional education and entrepreneurship education, so that professional education and entrepreneurship education is difficult to integrate.

3.3 Adding entrepreneurship education content to professional textbooks

The professional teaching materials in higher vocational colleges are updated slowly, and there is no entrepreneurship education content in the content; The entrepreneurship education content mainly includes basic knowledge and thinking innovation, and has nothing to do with the professional education content. It is very difficult to integrate the two teaching materials. Some teachers have thought about integrating professional education and entrepreneurship education, but they lack relevant experience and have not received entrepreneurship education training, so they are often unable to start.

4. The integration method of professional education and entrepreneurship education

4.1 Attach importance to the integration of professional and entrepreneurial education

For higher vocational colleges, the current primary task is to adjust the teaching plan and fully realize the significance of the integration of professional education and entrepreneurship education. Only when school leaders attach importance to entrepreneurship education and focus on entrepreneurship education, can teachers carry out entrepreneurship education in the teaching process and increase students' interest in entrepreneurship, so as to implement it in practical actions. Finally, according to the inspection results, we will inspect and supervise the situation of entrepreneurship education in schools.

4.2 Formation of teachers with professional education and entrepreneurship education

On the way of students' study, teachers play the role of guides and play a great role in the process of integrating professional education and entrepreneurship education. Set up teachers with professional education and entrepreneurship education. Since teachers have no experience in entrepreneurship education, the school must first strengthen the training of teachers. Knowledge, from selecting entrepreneurship teachers The training and incentive measures have fully demonstrated the ability of entrepreneurial teachers, thereby promoting the development of entrepreneurial education. Finally, in order to effectively integrate professional education and entrepreneurship education, schools must formulate a diversified assessment and evaluation system. In order to motivate teachers to work, they can start from these aspects: salary performance, evaluation criteria and professional title promotion.

4.3 Build a strong entrepreneurship education atmosphere

The cultural atmosphere of the components of higher vocational colleges has a certain influence on the students' thoughts and behaviors. Therefore, the school can carry out more competitions related to entrepreneurship skills, and regularly organize entrepreneurship training camps and salons to increase the school's entrepreneurial culture atmosphere. Reward those with outstanding abilities, encourage students to actively participate in entrepreneurial activities, promote students to establish entrepreneurial concepts, and promote the integration of professional education and entrepreneurial education through practical activities.

5. Conclusion

The integration of entrepreneurship education and professional education in higher vocational colleges is a relatively systematic and complex project. The two belong to a complementary relationship, so as to develop together, with economic development and direction as the goal, insist on cultivating compound professional talents, and change through the consciousness of school leaders, the formation of teachers, the construction of school entrepreneurial culture and other changes, in order to obtain the best integration effect. Although there are still shortcomings in the integration of professional education and entrepreneurship education, we should see the future development space, follow the economic development of the times and the society's demand for talents, and constantly improve the integration of professional education and entrepreneurship education. The better the effect, the higher the quality of the graduate employment rate, and the stronger the country's comprehensive competitiveness.

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