

Exploration on Curriculum Construction of Innovation and Entrepreneurship Education in Colleges and Universities under the Concept of Double Creation

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Abstract: Under the guidance of the concept of double innovation, most colleges and universities are actively carrying out the construction of innovation and entrepreneurship education courses. With the increasing demand for innovative talents in society, colleges and universities, as the main training position for outstanding talents, strengthen students' professional knowledge and skills. At the same time, it also needs to pay attention to the cultivation of students' innovative consciousness. Combined with the shortcomings of the current innovation and entrepreneurship education courses in colleges and universities, colleges and universities need to strengthen the innovation and reform of education courses, change the traditional teaching concept, take the cultivation of students' innovation and entrepreneurship ability as the core goal, reasonably set the teaching objectives of innovation and entrepreneurship education courses, and improve the curriculum content and education system. Based on this, this paper focuses on the analysis of the strategy of innovation and entrepreneurship education curriculum construction in colleges and universities under the concept of innovation and entrepreneurship, hoping to provide some references for innovation and entrepreneurship education in colleges and universities and realize the all-round development of students.

Keywords: Double innovation; Colleges and universities; Innovation and entrepreneurship; Teaching strategy

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The effective application of the concept of entrepreneurship and innovation in the teaching work of colleges and universities is helpful to strengthen the ability of students' innovation and entrepreneurship. Combined with the problems existing in the current innovation and entrepreneurship education curriculum, colleges and universities need to strengthen the construction and reform of the curriculum system, and combine the actual needs of students' learning and the requirements of society for talents, innovate the teaching mode and teaching content of the curriculum, and create a good innovation and entrepreneurship learning environment for students.

1. Basic Principles of Developing Innovation and Entrepreneurship Education Courses in Colleges and Universities

1.1 The principle of integrity

The principle of integrity means that in the process of carrying out innovation and entrepreneurship education, we should not only rely on the entrepreneurship curriculum system, but need to take all the curriculum systems of the university as the basis, infiltrate the educational content of innovation and entrepreneurship in the system, and start from the talent training system. While improving basic education, we should integrate innovation and entrepreneurship education, so as to realize the development of students' innovation and entrepreneurship ability ^[1].

1.2 Principle of comprehensiveness

In the process of carrying out innovation and entrepreneurship education, colleges and universities need to follow the basic principles of comprehensiveness. They must not only complete the goals of teaching work, but also pay attention to the quality education of students, and comprehensively cultivate students' entrepreneurial spirit and entrepreneurial awareness.

1.3 Diversity principle

The principle of diversity means that in the process of curriculum construction, colleges and universities need to enrich the teaching content and teaching system. They can adopt a combination of elective and compulsory courses to broaden students' knowledge horizons and provide more for students' innovation and entrepreneurship learning. Activity space, guide students to integrate knowledge into entrepreneurial activities, so as to strengthen students' entrepreneurial ability^[2].

2. Strategies for Curriculum Construction of Innovation and Entrepreneurship Education in Colleges and Universities under the Concept of Double Creation

According to the basic requirements of the concept of mass entrepreneurship and innovation, colleges and universities need to optimize the design of innovative and creative courses, strengthen curriculum construction, and provide a good educational environment for college students.

2.1 Clarify the Teaching Objectives of Innovation and Entrepreneurship Education Course

The development of education and teaching in colleges and universities is based on the cultivation of talents. If the teaching objectives of innovation and entrepreneurship courses are vague, it will directly affect the quality of education work and make the curriculum system chaotic. Therefore, colleges and universities need to start from the actual situation of their own teaching work, understand the actual needs of students for innovation and entrepreneurship education courses, and reasonably formulate the teaching objectives of the courses. First of all, efficient management and faculty need to conduct research on the development needs of the current society, update modern educational concepts in a timely manner, and take the cultivation of students' entrepreneurial quality and entrepreneurial ability as one of the core goals of curriculum teaching; secondly, innovative entrepreneurship education courses Teachers need to actively change traditional educational concepts, be people-oriented, sort out teaching content, and strengthen communication with students, clarify the actual needs of students for this course. In the actual teaching process, teachers not only need to complete the teaching of knowledge and skills in entrepreneurship, but also need to pay attention to the cultivation of students' abilities, improve teaching methods and teaching content, and guide students to establish positive The concept of employment that keeps pace with the times; finally, in the process of setting teaching goals, teachers need to use knowledge theory as the basis, as the main teaching method, students' practical operation ensures the smooth development of students' entrepreneurial practical activities from many aspects.

2.2 Constructing a Perfect Curriculum System of Innovation and Entrepreneurship Education

2.2.1 Optimizing curriculum structure

In order to realize the effective construction of the innovation and entrepreneurship teaching curriculum system, colleges and universities need to optimize the curriculum structure and adopt a combination of elective and compulsory courses to provide students with better education and teaching resources. For compulsory courses, the school needs to carry out compulsory courses of innovation and entrepreneurship education for all students according to its own development needs and the needs of society for talents. The content of the course is mainly for the purpose of strengthening students' entrepreneurship-related skills. It can be carried out in the second semester of sophomore year and the first semester of junior year. For sophomores, students have mastered certain professional knowledge, but they are still confused about their future career planning, at this time, the innovation and entrepreneurship education courses can be based on theoretical knowledge, focusing on the penetration of entrepreneurship, and laying the foundation for students' subsequent entrepreneurial practice activities. The content of the junior course is based on entrepreneurship, legal knowledge and practical courses. The main purpose is to strengthen students' entrepreneurial practice ability. Colleges and universities can arouse students' attention to this course through the credit system model. For elective courses, colleges and universities need to fully respect the opinions of students in the setting of course content. Since entrepreneurship involves many knowledge fields, colleges and universities can choose some accounting, law, and psychology as elective courses. The content is chosen by the students themselves.

2.2.2 Enrich course content

Colleges and universities not only need to optimize the curriculum structure, but also need to set up professional innovation and entrepreneurship education courses. The main purpose is to enrich the curriculum content. Compared with ordinary courses,

professional courses mainly have different cultivation goals. Professional education courses It is to cultivate professional entrepreneurial talents, so more attention will be paid to professionalism in the selection of teaching content. For example, colleges and universities can take entrepreneurship management, entrepreneurship marketing and other courses as the main content of professional courses, so that some students can strengthen their own entrepreneurial skills through professional education and teaching .

2.3 Creating a Good Environment for Innovation and Entrepreneurship Education

2.3.1 Optimizing teaching materials

Combined with the actual situation of innovation and entrepreneurship education in most colleges and universities in our country, it can be found that the teaching work of this course is still in the early stage of development, and the teaching level and teaching quality of different colleges and universities are uneven, which leads to the fact that this course has not formed a unified teaching material. For this reason, the national education department needs to compile a unified teaching material based on the actual needs of social development, and colleges and universities need to compile a unified teaching material, according to the actual situation of their own teaching, compile auxiliary teaching materials.

2.3.2 Improve teaching resources

The cultivation of innovation and entrepreneurship ability not only needs to pass curriculum teaching, but also needs to provide students with a lot of practical space, so that students can continuously strengthen their professional abilities in practical activities. Therefore, colleges and universities can set up special funds for the development of practical activities. For example, colleges and universities can build Internet teaching platforms and training platforms, and jointly carry out innovation and entrepreneurship competitions with other colleges and universities, it can not only provide students with more practical training opportunities, but also strengthen students' innovation and entrepreneurship capabilities .

Concluding remarks

In short, in the context of the concept of entrepreneurship and innovation, colleges and universities need to actively carry out the teaching of innovation and entrepreneurship courses, with the core goal of strengthening students' innovation and entrepreneurship capabilities, combined with the basic needs of society for talents and the learning needs of students, and target the curriculum content, The curriculum system and teaching model are optimized and reformed, the main goals of innovation and entrepreneurship teaching are clarified, and a complete innovation and entrepreneurship curriculum system is constructed, create a good learning environment for students, so as to realize the development of students' innovation and entrepreneurship ability, and export professional talents to the society.

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