

Research on Innovation and Entrepreneurship Education in Colleges and Universities and Entrepreneurship Ability of College Students

Xiaoqing Wang, Liangping Wei, Yan Li

Qingdao Hengxing University of Science and Technology Shandong Qingdao 266100

Abstract: In recent years, with the continuous enrollment expansion of colleges and universities, the number of college students graduating each year is very large. Therefore, the employment situation of college students is not optimistic. Therefore, colleges and universities should first take college students' independent entrepreneurship as the primary educational means, and closely link college students' independent entrepreneurship with innovation and entrepreneurship education. And then help college students master their true talents and make positive contributions to the society after graduation. Based on this, this paper analyzes the research on innovation and entrepreneurship education in colleges and universities and entrepreneurship ability of college students in detail, hoping to make reference suggestions for relevant research.

Keywords: Innovation and entrepreneurship education; College students' entrepreneurship; Research strategy

Introduction

At present, carrying out innovation and entrepreneurship education is the primary teaching task of colleges and universities, and also an important means to promote college students' ability to start their own businesses. From the perspective of social economy, college students' independent entrepreneurship has a good help to promote social economy. In this regard, in the teaching process of colleges and universities, innovation and entrepreneurship education should be run through the entire talent training process, and a deeper and more meaningful entrepreneurship education link should be excavated. On the basis of innovation and entrepreneurship courses, the teaching level and quality of the tutor team should be strengthened to promote the stable development of China's social economy.

1. The existing deficiencies of college students' innovation and entrepreneurship education

1.1 Unreasonable course structure

From the perspective of the current innovation and entrepreneurship education curriculum in China's colleges and universities, there are still many problems hidden. For example, in the teaching process, the teaching task and teaching goal are not clear, the innovation and entrepreneurship education curriculum is derailed from the employment guidance curriculum, and when carrying out the innovation and entrepreneurship education curriculum, this curriculum is basically regarded as a professional elective course, which can only be selected for students of specific majors. Most colleges and universities do not have the innovation and entrepreneurship education curriculum. When students do not realize the importance of this curriculum for themselves, it will be difficult to achieve the corresponding teaching results.

1.2 The level of teaching staff needs to be improved

The teaching staff required by the innovation and entrepreneurship education must master the basic theoretical knowledge and have certain entrepreneurial experience, so as to help college students better learn the theory of entrepreneurial knowledge. However, it is difficult to find this type of teachers when carrying out innovation and entrepreneurship education in colleges

and universities in China. The expansion channels of entrepreneurship education teachers in China's colleges and universities mainly come from two aspects: first, the transformation from the original enterprise management teachers to innovation and entrepreneurship teachers. Although such teachers have rich theoretical knowledge, they do not have real entrepreneurial experience, or even worked in enterprises outside colleges and universities. After taking up their posts, they just received short-term innovation and entrepreneurship education theory training and began to teach students, which ultimately led to the fact that the innovation and entrepreneurship education curriculum was too superficial and could not provide practical help for students. The other kind of teachers are teaching workers who serve as students' employment guidance. In specific practical courses, these teachers mainly explain to students the employment policies of some enterprises after graduation, help students analyze the current employment situation, and teach students some skills when applying for jobs in major enterprises. Although these knowledge can help students to enter the social work after graduation, But it has nothing to do with innovation and entrepreneurship education.

1.3 The support system needs to be further improved

At present, the college students' self entrepreneurship system is not perfect, although the national government has issued some policies on supporting college students' entrepreneurship. For example, college students do not have to pay the relevant administrative fees within the specified period of time to start their own businesses. However, compared with college students' entrepreneurship, the strength of these support policies is always limited, and they do not play a very important role in college students' independent entrepreneurship. Second, financial support is limited. Due to the lack of sufficient funds, colleges and universities are not perfect when introducing scientific research and experimental facilities and equipment, and the support funds for college students to start their own businesses are very limited. Finally, it is difficult to carry out research on college students' willingness to start their own businesses in the practical courses of innovation and entrepreneurship education due to the current restrictions on funds and venues of colleges and universities.

2. Research on innovation and entrepreneurship education and entrepreneurship ability of college students

2.1 Improve the talent training system

The main link of talent training in colleges and universities is innovation and entrepreneurship education. Therefore, in order to cultivate all-round entrepreneurial talents, teachers in colleges and universities need to constantly innovate the talent training system, which can be reformed from innovation and entrepreneurship knowledge and teaching methods. Carrying out innovation and entrepreneurship education is a key way to strengthen college students' innovative thinking and enhance their ability to start their own businesses. In addition to basic theoretical knowledge, college students should also have a certain ability to identify risks when starting their own businesses. Therefore, the focus of the curriculum can gradually shift to cultivating students' critical thinking, innovative thinking, etc., and these training objectives will run through the whole talent training process, ultimately realizing the dual improvement of knowledge and ability, maximizing the entrepreneurial potential of each student, and promoting the all-round development of students^[3].

2.2 Break through discipline boundaries

From the perspective of social and economic development, the effective combination of innovation and entrepreneurship education and professional education can not only form a new education management system, but also give full play to the effect of college students' professional knowledge, and promote college students to integrate into the social environment faster. In this regard, the teaching staff in colleges and universities can rectify from the following aspects: First, promote the effective combination of teaching objectives. In the process of professional education, colleges and universities should organically combine the concept and goal of college students' innovation and entrepreneurship education with the training of thinking ability and the promotion of life values. 2、 Promote the integration of different curriculum systems to play a greater role. Specifically, we can optimize and rectify the professional curriculum system according to the knowledge characteristics of different majors such as science, engineering and liberal arts. 3、 Improve the evaluation strategy of innovation and entrepreneurship education, and give full play to the maximum effect of the integration of comparative teaching, learning and evaluation^[2].

2.3 Accelerate the construction of teaching staff

At present, the teaching staff in colleges and universities generally lack practical experience, and the structure of innovation and entrepreneurship education knowledge is relatively simple. In this regard, relevant leaders of colleges and universities

can improve the construction of the teaching staff from the following aspects: First, strengthen the training link for teaching workers. University leaders can invite some experts with rich entrepreneurial experience from the society to regularly carry out entrepreneurial experience training for teaching workers. 2、 When carrying out innovation and entrepreneurship teaching, the school can invite entrepreneurs from the society and entrepreneurs from all walks of life into the classroom, and let them play the role of entrepreneurship guidance tutor. 3、 We should guide college employment guidance teachers and innovation and entrepreneurship teaching workers to continue to conduct scientific research on "mass entrepreneurship" education, improve the awareness and ability of teaching workers, and eventually gradually build a teaching team with rich theoretical knowledge and strong practical ability^[1].

3. Conclusion

To sum up, improving the entrepreneurship rate of college students can contribute to the sustainable development of the current society. In this regard, colleges and universities need to constantly improve the supporting mechanism for independent entrepreneurship, so as to fundamentally solve the entrepreneurial problems of college students after graduation. In addition, colleges and universities should also increase a series of social practice activities, so as to constantly improve the entrepreneurial ability of college students and make contributions to the training of talents for the new society.

References:

- [1] Lin Li. Research on the Cultivation Path of Innovation and Entrepreneurship Ability of College Students [J]. Research and Practice of Innovation and Entrepreneurship Theory, 2022,5 (05): 69-71
- [2] Li Xiaofei, Li Xiaoming. Research on Innovation and Entrepreneurship Education in Colleges and Universities and Entrepreneurship Ability of College Students [J]. Heilongjiang Science, 2021,12 (23): 68-69
- [3] Ji Xia. Research on the Impact of Innovation and Entrepreneurship Education in Financial Colleges and Universities on College Students' Entrepreneurship Intention [J]. Western Quality Education, 2021,7 (21): 72-74