

Reform Strategy of Business Administration Education Based on the Background of Innovation and Entrepreneurship Education

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Abstract: Nowadays, all sectors of society have put forward higher requirements for the innovation and entrepreneurship ability of talents. As a practical major, the business administration major in colleges and universities should not only strengthen the theoretical preaching, but also infiltrate the innovation and entrepreneurship education content in a planned way to continuously improve the innovation and entrepreneurship ability of students. This paper analyzes the current situation of innovation and entrepreneurship education reform of business administration major in colleges and universities, and puts forward effective optimization countermeasures, hoping to continuously improve the comprehensive strength of college graduates and lay a foundation for the innovation and development of the country.

Keywords: Innovation and entrepreneurship; Business administration; Reform in education

1. Introduction

There are obvious differences between application-oriented undergraduate universities and traditional theoretical undergraduate universities in teaching mode and teaching philosophy. Therefore, in the process of development, universities should fully base on their own development needs and current situation, reform on the basis of existing teaching, and cultivate a large number of high-quality, high-level, innovative and entrepreneurial talents required by the society according to social needs^[1]. It can be seen from this that colleges and universities should pay attention to the implementation of practical teaching in talent training, use diversified practical teaching activities to effectively cultivate students' entrepreneurial quality, gradually learn to apply what they have learned, and improve students' comprehensive ability. However, at this stage, there are still some colleges and universities that do not realize the important practical significance of innovation and entrepreneurship education, and do not pay enough attention to the cultivation of talent ability, which directly hinders the improvement of students' innovation and entrepreneurship ability. In this context, colleges and universities must keep pace with the times, innovate talent training models and means, especially for the teaching of business administration, must correctly view the important practical significance of innovation and entrepreneurship education, recognize the urgency of teaching reform, organize teaching activities based on students' learning and teaching needs, optimize teaching strategies, and effectively promote the sustainable development of students.

2. Teaching Status of Business Administration

2.1 Lack of attention and guarantee

It is a systematic work to promote the reform and innovation of the teaching mode of business administration major in colleges and universities, which requires support and cooperation from all aspects. However, at present, many colleges and universities do not pay enough attention to the promotion of teaching reform, and there is a problem of taking form and acting like a model, which does not promote the reform in a solid and in-depth way. The organizational structure of teaching reform is not sound enough. There is no leading group and working group, nor a complete set of work plans and mechanisms. The work is not promoted vigorously and the results are not obvious. In addition, there are many colleges and universities in the funding, personnel and other aspects of security is not in place, which has greatly affected the effect of reform.

2.2 Inadequate curriculum participation and emphasis on theory

At present, many schools mainly focus on theoretical education, and do not pay attention to the training of students' learning ability in practice. The knowledge taught in classroom teaching is too theoretical, and the connection with the development of the current market economy is not too close, which is not conducive to students' clear understanding of China's market demand. In addition, many business management teachers have rich theoretical knowledge, but do not have a lot of practical experience, leading to the lack of practical activities in the school students, but also can not absorb these experiences from teachers in the classroom. The teaching method of spreading the net is not closely combined with the professional courses, nor can it be specialized, special and refined^[2].

2.3 Few opportunities for innovation and practice

In the process of cultivating students, colleges and universities only advocate to let students form the ability of innovation and entrepreneurship, but they do not tell students how to obtain these abilities, and do not train students in relevant abilities. Many colleges and universities in business administration have problems such as weak teachers, lack of innovation and entrepreneurship knowledge, and lack of practical teaching experience. At present, in each university, the platform resources of each university are different, and the learning and practice opportunities of students majoring in business administration are also different. But in general, the innovative practice opportunities provided by each university are relatively few, and students' participation in practice is not high.

3. Teaching Reform Strategy of Business Administration Major Based on Innovation and Entrepreneurship

3.1 Improve the foundation and consolidate the reform

To promote the reform of the teaching mode of business administration in colleges and universities, the leaders at all levels of the school attach great importance to it as the foundation and guarantee. All colleges and universities should clearly take the reform of the teaching model as an important task. The president should personally grasp and the vice president in charge should take the overall responsibility, implement the guarantee of funds and personnel, strengthen work coordination, and fully promote the implementation^[3]. The Branch of Business Administration shall establish a leading group for innovation and entrepreneurship teaching reform, provide sufficient teachers, establish a coordination and sharing mechanism, and pool the joint efforts of departments. Formulate a special work plan for innovation and entrepreneurship education, define work responsibilities, add incentive clauses, fully mobilize the enthusiasm of teachers and staff involved in the reform, and comprehensively consolidate the foundation for teaching reform of business administration.

3.2 Innovate the curriculum system to improve the teaching effect

To promote the teaching reform of business administration, on the one hand, based on the needs of economic and social development and the goal of talent training, we should optimize the proportion of public courses, professional basic courses and professional courses, strengthen the overall design of the curriculum system, improve the planning and systematization of the curriculum construction, and avoid randomness and fragmentation, Firmly put an end to setting classes for people “. Closely combining the international and domestic economic and social development situation, further optimize the content of innovation and entrepreneurship courses. On the one hand, for innovation and entrepreneurship courses with a wider scope, adhere to broaden the curriculum vision and ideas, adopt a more interested and grounded way for higher vocational students to carry out, and improve the actual participation of students in the classroom; on the other hand, the innovation and entrepreneurship courses for business management students should be more professional and targeted, and closely combined with the current International and domestic innovation and entrepreneurship situation, capture cutting-edge innovation and entrepreneurship information, analyze the overall trend, and improve the content of knowledge. Based on the pain point of students' insufficient practice, we should explore online virtual simulation courses, actively develop “Internet plus education”, explore new forms of intelligent education, and promote classroom teaching reform.

Colleges and universities also need to actively explore a new model of school enterprise cooperation in running schools and educating people, further strengthen the construction of innovation and entrepreneurship bases, provide more practice platforms and opportunities for students, sharpen their skills, strengthen practical and experimental teaching links, and improve their working ability and level. Further explore the new mode of school enterprise cooperation. Each year, the department head and professional backbone teachers lead the team to enter the cooperative unit for observation and practice until post practice in the form of team. Students with

excellent performance can directly enter the cooperative unit^[4]. We should further give play to the leading role of the government, strengthen government enterprise school tripartite exchanges and cooperation, expand the channels and space for school enterprise cooperation, and strive to make the innovation and entrepreneurship teaching base a base for schools to cultivate innovative talents, for enterprises to recruit talents, and for students to grow into talents.

3.3 Strengthen publicity in school and create a good atmosphere

To promote the teaching reform of business administration, colleges and universities should adhere to the overall environment, through online and offline publicity, organizing innovation and entrepreneurship competitions, organizing special teaching reports and other forms, to provide students with multi-channel learning ways to develop their personality, encourage students to participate actively, and create a good learning and innovation atmosphere. For example, a university in Zhejiang has set up an innovation and entrepreneurship association, set up a “innovation and entrepreneurship workshop” platform, encouraged students to carry out innovation and entrepreneurship activities on campus, organized “University Students Economic Management Case Contest”, “Entrepreneurship Design and Research Association” and other activities, attracted students to participate in teacher research, and helped students develop their innovation ability. We should regularly invite college students from our school or the region to start their own businesses, hold typical deeds report meetings, and talk about the entrepreneurial process and life perception in terms of projects, products, funds, teams, and problems that need to be solved, so as to stimulate everyone’s spirit of innovation. In addition, qualified schools should also select outstanding graduates to participate in inter school exchange programs in overseas universities such as the United States, the United Kingdom, and South Korea for six months or one year of study to effectively expand students’ professional vision.

Conclusion:

In a word, in the process of cultivating students in business administration under the background of mass entrepreneurship and innovation, college education should combine the development of the times, according to the current situation of China’s market economy, carry out certain teaching reform, cultivate students’ comprehensive quality, and enable students to have a certain ability to innovate and start businesses, so as to promote the rapid transformation of China’s economic system.

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