

# Research on the Mechanism Construction of Innovation and Entrepreneurship Education in Colleges and Universities

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**Abstract:** In the “public entrepreneurship, peoples innovation” under the national strategy, colleges and universities should keep pace, update education concept, promote students ‘innovative entrepreneurship education, improve innovative entrepreneurship education quality and effectiveness, among them, actively build and improve the long-term mechanism of college students’ innovative entrepreneurship education, to improve the education quality and effect has a strong practical significance, so that college students have good innovative entrepreneurship consciousness and strong innovation ability.

**Keywords:** New era; Innovation and entrepreneurship education; System

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## 1. On the education mechanism of innovation and entrepreneurship in colleges and universities

Innovation requires students to have the consciousness of innovation, and then master the ability of innovation. To realize this step, we must cultivate students’ innovative thinking ability, encourage them to have the courage to innovate, willing to innovate. In daily work and study, forge ahead, break the routine, and solve problems creatively. Entrepreneurship means that students should have basic entrepreneurial ability. Through entrepreneurship education, students can understand what entrepreneurship is and what conditions must be met, and even strive to create a new employment ecology and break the “employment only theory”. It is of great practical significance for colleges and universities to establish and improve the long-term mechanism of innovation and entrepreneurship education.

### 1.1 It is conducive to the implementation of the innovation-driven development strategy

In the background of socialism with Chinese characteristics into the new era, under the trend of science and technology to create the future, to achieve leap-forward development, must improve the innovation ability of the whole nation, the economic development and social progress to rely on the track of scientific and technological innovation, attaches great importance to the cultivation of innovative talents, especially in the wave of “4.0” industry, for college students to carry out innovative entrepreneurship education is more important.

### 1.2 Help students to grow into talents

Under the influence of the traditional educational concept, most students have the thought of “being an official” and “iron rice bowl”. Many college students target their employment goals to places with high stability such as party and government organs, and even abandon their majors, which seriously affects the full realization of the value of talents. The establishment and improvement of the long-term mechanism of college students’ innovation and entrepreneurship education can effectively improve the quality of education, promote students to change their employment concept, stimulate their enthusiasm for work and entrepreneurship, tap their potential, put themselves into the tide of building socialism with Chinese characteristics in the new era, and realize their own value.

### **1.3 Further optimize the talent training mode**

Influenced by the traditional education concept, talent cultivation mode convergence situation is very serious, seriously kill the students' personality, however, the new era of China needs various types of talent, talent must present a diversified situation, make innovation entrepreneurship education, improve its long-term mechanism, to cultivate many types of talents, the establishment of innovative entrepreneurship education and improve mechanism will encourage colleges and universities, active teaching reform, accelerate the research of talent training mode innovation, power economic transformation and social development.

## **2. Analysis of the current situation of innovation and entrepreneurship education in colleges and universities**

### **2.1 Ideological and cognitive level**

According to the survey, it is found that most colleges and universities do not include innovation and entrepreneurship education into the mainstream education and teaching system, and lack the basic innovation and entrepreneurship education and teaching sections. Although this work has been carried out, the teachers undertaking the educators are uneven, and most of them are teachers or counselors in the employment departments. The discipline orientation is more vague, which makes the innovation and entrepreneurship education without basic discipline attribution. The emergence of this situation is largely due to the fact that some universities do not pay attention to innovation and entrepreneurship education, but only blindly deal with the superiors, and do not incorporate the training of innovative and entrepreneurial talents into the overall plan of the school.

### **2.2 Practical and operational level**

Because innovation entrepreneurship education is not included in the education teaching system, therefore, the lack of basic quality assurance and quality evaluation and daily supervision, innovative entrepreneurship education most of the time in the situation, and professional education teaching, just think, if will cultivate students' innovative entrepreneurial consciousness and ability and professional education teaching separation, it will become the water without a source and wood without roots, the lack of the necessary carrier in education teaching, a long time will lead to innovation entrepreneurship education cannot be effectively carried out.

### **2.3 Condition support level**

At present, the basic factors restricting the effective development of innovation and entrepreneurship education among college students mainly focus on educational methods and means and resource support. First of all, there is a serious shortage of leading teachers. Most colleges and universities do not have specialized teachers for innovation and entrepreneurship education, and they lack basic daily training. Secondly, due to the late development of innovation and entrepreneurship education in China, compared with developed countries, we are still in the early stage of exploration in the methods and means of innovation and entrepreneurship education, far from forming a mature method system. Third, because some schools do not pay attention to innovation and entrepreneurship education, they lack necessary resource support for daily work, including hardware and software, which is a major bottleneck affecting the effective development of innovation and entrepreneurship education.

## **3. The way for colleges and universities to improve the long-term mechanism of innovation and entrepreneurship education**

### **3.1 Attach importance to the subject orientation of innovation and entrepreneurship education, and make it deeply integrated with professional education and teaching**

First, colleges and universities should attach importance to innovation and entrepreneurship education at the top-level design level, improve their subject orientation, make them enter the overall planning and construction system of school education and teaching as an independent subject, determine their subject orientation, and integrate them into the overall education and teaching system and talent training system of the school. Secondly, colleges and universities should attach importance to the construction of teachers for innovation and entrepreneurship education, incorporate this work into the overall work plan of the school, attach importance to the introduction and training of teachers, bring the construction of innovation and entrepreneurship education into the construction of the curriculum of the whole school system, and attach importance to the formulation and review of curriculum standards and other documents. Third, local education authorities and schools at all levels must incorporate innovation and entrepreneurship education into the overall planning of local talent team training, and provide necessary support and help in terms

of policies, personnel and funds.

### **3.2 Improve the construction of the curriculum system for innovation and entrepreneurship education**

Innovation and entrepreneurship education is relatively independent, But also incorporating multidisciplinary knowledge, therefore, In the daily construction, Must be effectively integrated into the professional education teaching and basic education teaching system, From the comprehensiveness of teaching and the complementarity of subjects, Emphasis on the organic integration of practical curriculum and theoretical curriculum, Pay particular attention to the practice link, besides, Must attach importance to the construction of teaching materials, Conditional colleges and universities can set up characteristics according to the school majors, Targeted compilation of school-based teaching materials, At the same time, fully encourage teachers to combine their own theoretical knowledge, practical experience, Explore diverse and efficient teaching methods based locally, Committed to the cultivation of students' innovation and entrepreneurship ability.

### **3.3 Explore various modes of innovation and entrepreneurship education according to the actual situation of the school**

First, the goals of innovation and entrepreneurship education should be determined according to the positioning of schools. For example, in innovation and entrepreneurship education, research-based universities should focus on cultivating students' innovation and entrepreneurship awareness and ability while paying attention to the improvement of students' relevant basic knowledge system. General universities should focus on students' innovation and entrepreneurship awareness and basic skills. Second, determine the goal of talent training from the time of innovation and entrepreneurship education teaching, and the focus should be shifted to the integration of students' innovative thinking cultivation and practical ability, and the utilization and integration of high-quality education resources; the schools of innovation and entrepreneurship education later should be focused on the popularization of innovation and entrepreneurship concept. Thirdly, according to the location of the school, the developed high-tech industries in the first-tier cities should guide students to implement the tertiary industry, and the students through the good innovation atmosphere.

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