

Strategies for the Development of Innovation and Entrepreneurship Education for University Students in the Context of Core Literacy

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Abstract: With the continuous reform and development of higher education, innovation and entrepreneurship education has become an important part of quality education in colleges and universities. Carrying out innovation and entrepreneurship education for college students in the context of core literacy is an effective way to improve the quality and innovation ability of our college students. The development of innovation and entrepreneurship education for university students can help them form a correct outlook on life, values and worldview. Not only that, carrying out innovation and entrepreneurship education for college students can also help college students alleviate employment pressure and promote the development of colleges and universities. However, there are still many problems in the process of carrying out innovation and entrepreneurship education for college students in some colleges and universities in China based on the background of core literacy. Based on this, this paper analyzes the current situation of innovation and entrepreneurship education for college students in the background of core literacy and puts forward targeted suggestions, hoping to help the development of innovation and entrepreneurship education for college students in China.

Keywords: Core literacy; Innovation and entrepreneurship education; University students; Effective strategies

Introduction

With the continuous reform of higher education, the country has put forward higher requirements and expectations for the development of science and technology, and in this context, China's higher education must improve the core literacy of students. In the traditional quality education in colleges and universities, university students are the important subject of scientific and technological progress and development. However, there is a certain contradictory nature between core literacy and talent training, while students' core personality, innovation consciousness and practical ability are all qualities that university students should possess. Innovation and entrepreneurship education for university students can improve the ideological and moral quality, comprehensive quality and ability of university students as well as the overall core quality of university students. In addition, strengthening the innovation and entrepreneurship education of college students can help to relieve the employment pressure of college students, promote the development of innovation and entrepreneurship education of college students in China, and promote the overall development of college students.

1. The importance of innovation and entrepreneurship education for university students in the context of core literacy

With the reform of education and the development of society, the core literacy of university students is receiving more and more attention. To a certain extent, it is an important reflection of students' ability to develop in the future. Students in higher education need to have a correct outlook on life and values and to develop a positive and optimistic attitude towards life in the course of their studies. In this regard, core literacy needs to be applied to the cultivation of talents in order to cultivate more outstanding talents. For universities, how to improve students' core literacy has always been one of the concerns of higher

education in China. At present, university students have a low level of mastery of technological development and scientific knowledge, and it is difficult to form correct values, which has a certain impact on technological development and innovation and entrepreneurship. In this context, cultivating students' core literacy is one of the important elements in the reform of university education and teaching. In this regard, it is important to clarify its value objectives and to apply these value objectives to specific education and teaching. By scientifically analysing the relationship between core literacy and talent development, the strengths and weaknesses of the two can be identified, and from the weaknesses, the strengths can be found and applied to university education.

2. Problems of innovation and entrepreneurship education in China's universities at this stage

2.1 Lack of a sound innovation and entrepreneurship education system

In the process of carrying out innovation and entrepreneurship education in colleges and universities, colleges and universities should have an in-depth understanding of the personality characteristics of students. Through the analysis of relevant data, it can be seen that most of our students are groups with a strong sense of autonomy and at the same time they have strong creativity, in this context, colleges and universities have to make entrepreneurship education a teaching focus. However, at present, China's innovation and entrepreneurship education has not formed a set of perfect systematic education model, which is not in line with the students' demand for innovation and entrepreneurship education in the context of core literacy. As a result, the innovation ability and entrepreneurial spirit required by university students have not been effectively enhanced.^[2]

2.2 Universities cannot develop innovative entrepreneurship education in line with students' individual characteristics

As innovation and entrepreneurship education is a relatively complex system project, universities should take into account their own situation and students' characteristics in the process of innovation and entrepreneurship education to implement plans for innovation and entrepreneurship education. At present, many schools in China have not yet done this work well, and although many universities are exploring a mode of education that suits the characteristics of their own universities, it is still a relatively new exploration and attempt on the whole. In the process of carrying out innovation and entrepreneurship work for college students, many teachers tend to pay more attention to whether students have the ability to innovate, engage in scientific research, write papers and other aspects of the situation, while neglecting to carry out more humanistic and moral quality training for college students is a content that cannot be ignored. Some universities have not yet formed a more complete and standardized procedure of system and management system in carrying out innovation and entrepreneurship education. Since most of the university students in China are from rural areas or poor families, there are certain problems for them in terms of employment^[3]. Most of the universities in China have not yet established a set of comprehensive talent training system and related policies. These make it difficult to carry out innovation and entrepreneurship education in China's universities, which is not conducive to the development of innovation and entrepreneurship education work in China's universities.

3. Effective strategies to carry out innovation and entrepreneurship education for college students in the context of core literacy

3.1 Improving the teaching system and improving the quality of teaching

For quality education of university students to be effective, it is necessary to integrate the idea of innovation and entrepreneurship into the cultivation process of university students, so as to improve the comprehensive quality level of students. Firstly, universities should start reforming the curriculum and set up innovation and entrepreneurship courses as a combination of compulsory courses and elective links. Secondly, universities should strengthen the cooperation with enterprises and create more practice opportunities and exercise platforms for students through cooperation, so as to improve their practical ability and comprehensive quality level. In the process of development, colleges and universities must strengthen education on innovation and entrepreneurship for college students, so as to enhance their practical ability and hands-on ability. Universities must also reform campus culture to improve the moral and ethical qualities of students. In the context of core literacy, the cultivation of students' innovative and entrepreneurial abilities requires corresponding reforms to meet the requirements of the times and provide a relaxed atmosphere for the cultivation of talents to improve the overall quality of students. In the context of core literacy, the quality education of university students should be reformed accordingly^[4].

3.2 Integrating innovative ideas into the growth and development of university students

The concept of innovation refers to the cultivation and shaping of comprehensive qualities of university students to promote active learning and thinking in the process of talent cultivation. In the context of core literacy, universities should cultivate students' innovative concepts, thinking, ways and attitudes, as well as strengthen the cultivation of humanistic qualities, scientific spirit, social responsibility and international vision^[5]. In the development process, the practical activities of innovation and entrepreneurship education should be carried out with social needs as the guide. Under the background of core literacy, colleges and universities should make targeted implementation plans and programs for innovation and entrepreneurship education of college students according to the development needs of students of different majors and different disciplines. In the process of implementation, attention should be paid to combining the actual situation and making reasonable choices with the school's own characteristics and talent cultivation goals. At the same time, relevant practical activities should be carried out according to the students' own characteristics and development needs, so as to give full play to the proper role of innovation and entrepreneurship education for college students.

4. Conclusion

College students are the future and hope of the country, while innovation and entrepreneurship education is directly related to the scientific and technological progress and innovative development of the country. Under the background of the new era, the requirements of social development for talents are getting higher and higher, and the traditional knowledge education can no longer meet the needs of comprehensive development of college students. Therefore, it is particularly important to develop entrepreneurship education for university students in the context of core literacy, so as to enhance students' ideological quality, social practice ability and professionalism through the development of innovation and entrepreneurship. The implementation of the policy of double innovation in universities will promote social development and progress. Through the promotion of national policies and the reform of universities themselves, the level of scientific and technological innovation can be effectively improved. In the process of education development, universities and teachers must pay attention to the innovation and entrepreneurship education of students, so as to promote the overall development and progress of students and enhance the competitiveness and influence of the country and society as a whole, so that university students can bring more value and benefits to the country, the collective and the individual. The value and benefits of this education are

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