

The difficulties and countermeasures of “Specialized innovation and integration” in private applied colleges and universities in Jilin Province

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Abstract: In the development and education of application-oriented colleges and universities, cultivating outstanding talents with innovative spirit and entrepreneurial practice ability is its important goal, and also helps to meet the demand for high-quality talents in different fields of society. Therefore, in order to give full play to the educational functions of application-oriented colleges and universities, it is necessary to actively integrate the concept of “special creative integration” into the education of application-oriented colleges and universities, so as to promote the improvement of the personnel training level based on the concept of “special creative integration” and gradually improve the personnel training model of application-oriented colleges and universities, so as to provide continuous compound talents transportation for the development of various social fields in our country. Therefore, this paper takes Changchun Guanghua University as an example to analyze the difficulties in the construction of application-oriented colleges and universities, and puts forward corresponding countermeasures to introduce jade.

Key words: Jilin Province; Applied colleges and universities; Specialized innovation and integration

With the deepening of the trend of economic globalization, the connection between China’s social and economic development and the international market is becoming increasingly close. Therefore, it also determines the change of the structure of China’s social talent demand, which needs to have a steady stream of applied and practical, innovative and compound talents as support. Therefore, in the process of personnel training in colleges and universities, it is necessary to actively promote “special creative integration”, through “special creative integration” to promote the effective integration of professional education and talent innovation and entrepreneurship education in college personnel training, on this basis to improve the level of talent training in colleges and universities, and meet the needs of Chinese society’s high quality development stage for new compound talents. So that our country can have enough high-quality talents as support under the background of the development of economic globalization.

I. Connotation analysis of “innovation and integration”

“Innovation and integration” refers to the full integration of professional knowledge education with students’ innovative thinking education, innovation and entrepreneurship education, on this basis to improve the level of talent training, so that students can improve professional knowledge while forming innovative thinking, on this basis to achieve “1+1>2” teaching effect. In essence, “innovation and integration” is more in line with the requirements of modern quality education concept. In the process of promoting “innovation and integration”, the integration of production and marketing can be gradually realized, which is conducive to the continuous optimization of the level and quality of modern talent training system, so as to realize the core mode of talent training guided by professional knowledge education and innovation and entrepreneurship education. The students’ professional quality, theoretical level and innovative thinking can be continuously improved, so as to cultivate more comprehensive talents with professional skills and comprehensive quality, and achieve the goal of improving the quality and level of talent training. From the perspective of the needs of social talents in our country, the trend of economic globalization is bound to increase the demand for applied and practical talents in the development of various social fields. On this basis, personnel training in colleges and universities needs to fully combine the market economy and the demand trend of social talents, and carry out reform and innovation for personnel training. In order to promote the growth of college graduates into innovative entrepreneurial thinking, rich professional knowledge of high-quality talents. Therefore, in order to more fully meet the needs of social development, improve the comprehensive quality of students and actively build the “special creation and integration” education model has become the core of promoting the development of education, which is conducive to providing a steady stream of excellent talents with innovative spirit and entrepreneurial ability for our society.

II. The significance of implementing “specialized innovation and integration” in the training of application-oriented colleges and universities

1. It is helpful to promote the improvement of the talent training level of application-oriented colleges and universities

Application-oriented colleges and universities are an important part of China’s socialist education system, and also the top priority to ensure the supply of talents in the stage of social development. They can provide applied and practical talents for social development, and meet the demand for high-quality talents in the development of various fields of China’s society. In order to give full play to the education function of application-oriented colleges and universities, it is necessary to pay attention to the innovative design of application-oriented colleges and universities, strengthen the professional level and ability of graduates, and cultivate their innovation and entrepreneurship ability. Therefore, the implementation of “innovation and integration” in the personnel training of application-oriented colleges and universities has become an important measure. Under the guidance of “innovation and integration”, it can promote the improvement of

the training level of talents in application-oriented colleges and universities, so that students can actively participate in the learning of professional knowledge and the tempering of professional skills. In addition, it can form innovative and entrepreneurial thinking under the guidance of application-oriented colleges and universities. On this basis, application-oriented colleges and universities can be built into a base for cultivating high-quality talents in society, emphasizing the important functions of application-oriented colleges and universities in cultivating talents. Therefore, it is necessary to actively implement the “integration of specialization and innovation” in application-oriented colleges and universities, so as to promote the continuous improvement of the talent training level of application-oriented colleges and universities and promote the high-quality development of application-oriented colleges and universities.

2. Help application-oriented colleges and universities to build an integrated model of production, study and research

The integration of the concept of “specialized innovation and integration” in applied colleges and universities can promote the reform and innovation of the education model of heroic colleges and universities, and build an integrated teaching model of production, learning and research on this basis, so as to realize the deep integration of applied colleges and universities with industry and scientific research. On this basis, students’ innovation ability can be improved so that students can gradually transform theoretical knowledge into practical results. And promote the transformation and application of scientific and technological achievements in heroic colleges and universities, which not only helps to inject vitality into the development of social industries, but also realizes the innovation of talent training mode in application-oriented colleges and universities. In the actual talent training stage, application-oriented colleges and universities can integrate curriculum setting, practical teaching and project cooperation into one, so as to promote the cultivation of students’ innovative thinking and entrepreneurial ability by offering characteristic school-based courses. For example, students can learn the foundation of entrepreneurship and business plan writing in the process of project cooperation. In this way, students can be initially cultivated to form a sense of innovation. In addition, in the process of practical teaching, application-oriented colleges and universities can also promote the improvement of students’ professional level through school-enterprise cooperation, construction of practical teaching bases, practice and training, so that students can learn and understand more professional knowledge through constant contact and understanding, strengthen their innovative thinking, and complete the task of talent training with better quality.

III. Difficulties in “specialized innovation and integration” of application-oriented colleges and universities in Jilin Province

Take Changchun Guanghua University as an example, which belongs to an application-oriented undergraduate university in Jilin Province, and is committed to promoting “application-oriented integration” in the process of development and construction, so as to strengthen the transfer of application-oriented and practical talents for social talent training. However, Changchun Guanghua University still faces certain difficulties in the process of “innovation and integration” construction, which are mainly reflected in the following aspects:

First, the construction of the curriculum system needs to be improved: In the process of promoting the construction of “specialized innovation and integration” in Changchun Guanghua University, the construction of the curriculum system has been improved, which also affects the cultivation of students’ innovation and entrepreneurship ability, and cannot effectively improve the professional level of students. For example, the curriculum system is not targeted and systematic, it is difficult to fully meet students’ learning needs for innovation and entrepreneurship knowledge, and there is no corresponding teaching evaluation mechanism set up in the course teaching stage, so it is difficult to form effective feedback on students’ innovation and entrepreneurship course learning, and it cannot play a positive role in improving students’ comprehensive level.

Second, the relatively insufficient support of teachers: In the construction stage of “specialized innovation and integration” in Changchun Guanghua University, there is also a relatively weak support of teachers, which affects the quality of innovation and entrepreneurship education. From the current educational structure of the teacher group, the number of teachers with doctor’s and master’s degrees within the scope of the school is relatively small, so in the stage of carrying out some high-level and professional teaching activities, the teacher strength is often stretched and powerless. At the same time, the proportion of young and middle-aged teachers within the scope of the campus is relatively low, which also leads to the lack of backbone support during the teaching research of some new disciplines and cross-disciplines.

Third, the campus cultural atmosphere is not strong enough: Changchun Guanghua University promotes the construction of “specialized innovation and integration”, which also has the problem of insufficient cultural construction atmosphere, which also reduces the effectiveness of innovation and entrepreneurship education. For example: In the process of promoting the construction of campus culture, the campus cultural atmosphere with innovation and entrepreneurship as the core has not been formed, at the same time, the school has not actively organized diversified innovation and entrepreneurship education activities, the teaching quality construction of some courses is not satisfactory, the teaching content and teaching methods are not attractive, so it is difficult to stimulate students to form innovative thinking. It reduces the effect of the “specialized innovation and integration” construction of Changchun Guanghua College.

IV. The countermeasures of application-oriented colleges and universities in Jilin Province

1. Improving the construction of college curriculum system

In the process of promoting the construction of “specialized innovation and integration” in application-oriented colleges and universities, the primary task is to vigorously improve the curriculum system, on this basis can form an effective support for the integration of innovation and entrepreneurship education and professional courses. First of all, it is necessary to optimize the course design. In the

course design of application-oriented colleges and universities, it is necessary to pay attention to the full integration of theory and practice, and increase the appropriateness of courses related to the cultivation of students' innovative thinking and entrepreneurial skills. In course teaching, it is necessary to pay full attention to the dynamic development of the industry and market demand, and make dynamic adjustments to course teaching. On this basis, to meet the needs of talents in the development of various fields of society.

2. We will strengthen the support of college teachers

The "innovation and integration" construction of application-oriented colleges and universities needs to have solid teachers as support, so it is necessary to strengthen the construction of teachers in the construction stage of "innovation and integration" of application-oriented colleges and universities, so as to ensure that application-oriented colleges and universities can effectively cultivate students' innovation and entrepreneurship ability and strengthen students' professional level. First of all, it is necessary to carry out regular professional training for teachers in application-oriented colleges and universities, improve their professional cognition through professional training courses, and actively encourage teachers in application-oriented colleges and universities to participate in industry seminars and academic exchange activities, so as to expand their vision and knowledge in this way, so that they can be qualified for the requirements of "innovation and integration". Secondly, application-oriented colleges and universities need to set up a team of professional tutors. In this process, experts and entrepreneurs with rich experience in the industry can be appropriately invited to participate in the process, so as to provide experience guidance for students' innovation and entrepreneurship. On this basis, school-enterprise cooperation mode and industry-education integration mode can be established. In this way, business mentors can actively participate in the cultivation of students' innovative and entrepreneurial thinking, and further promote the improvement of students' professional ability and innovative and entrepreneurial ability.

3. Promote the innovation of campus culture construction

In the process of promoting the construction of "specialized innovation and integration" in application-oriented colleges and universities, it is necessary to strengthen the construction of campus cultural atmosphere with innovation and entrepreneurship as the core, and stimulate students to gradually form a sense of innovation and entrepreneurship through this form. In practice, activities such as entrepreneurial speeches, creative competitions, entrepreneurial lectures and forums can be actively organized in application-oriented colleges and universities to stimulate the motivation of students to participate in innovative practice and stimulate their entrepreneurial enthusiasm. In addition, the cooperation between schools and enterprises should be strengthened in this process to provide students with rich practical opportunities and entrepreneurial resources. To achieve the goal of improving the quality of innovation and entrepreneurship education. The teachers of the College of Innovation and Entrepreneurship also lead students to participate in the college students' innovation and entrepreneurship training program, and verify the feasibility and development path prediction of the Jilin Travel project through the investigation and analysis of scenic spots, business models and service models in Jilin Province. Students are organized to participate in entrepreneurship competitions such as Internet Plus, Triple Creation Competition and Challenge Cup, so as to promote teaching through competition and enhance students' enthusiasm for entrepreneurship. In addition, the university also needs to make full use of campus network platform, campus culture publicity column and campus radio to strengthen the publicity of innovation and entrepreneurship culture, so as to create a campus cultural atmosphere with innovation and entrepreneurship as the core.

Closing Remarks:

To sum up, in the development and construction of application-oriented colleges and universities, actively promoting "innovation and integration" is an important task and also an important part of improving the talent training level of application-oriented colleges and universities. Therefore, application-oriented colleges and universities should focus on "innovation and integration" to actively promote the reform and innovation of education mode, and vigorously solve the difficulties in the construction of "innovation and integration" mode of application-oriented colleges and universities. In this way, application-oriented colleges and universities can give full play to their education functions and provide a steady stream of application-oriented and practical talents for the development and construction of society.

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