

# Research on the exploration of college education and teaching reform under the background of mass entrepreneurship and innovation

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**Abstract:** with the deepening of higher education reform, colleges and universities pay more and more attention to the application of innovation and entrepreneurship policy and innovation driven development policy. In order to ensure the improvement of the employment rate of colleges and universities, the national economic development and the enhancement of comprehensive strength, it is necessary to integrate the innovation and entrepreneurship policy into the education and teaching reform of colleges and universities, improve the teaching efficiency and quality, and optimize the teaching reform. Based on this, this paper will focus on the exploration of college education and teaching reform under the background of mass entrepreneurship and innovation.

**Key words:** Mass entrepreneurship and innovation; Colleges and universities; Teaching; Reform

In recent years, China has vigorously advocated college students to carry out innovation and entrepreneurship, improve the employment rate of college students, promote the stable growth of China's economic level, and improve the level of social development. China has issued a number of policies to ensure the development of innovation and entrepreneurship, and encourage and support College students to have the courage to try and develop their potential. In the context of mass entrepreneurship and innovation, higher education reform should conform to the changes of the times, actively explore appropriate paths to carry out education reform, improve the participation of college students, and improve their employment rate.

## 1. Requirements for higher education and teaching reform under the background of mass entrepreneurship and innovation

In the context of mass entrepreneurship and innovation, colleges and universities should actively respond to the requirements of national policies, cultivate college students' innovative participation thoughts, and promote the overall development of the national economy. With the continuous development and implementation of the innovation and entrepreneurship policy, colleges and universities should pay more attention to the needs of talent training and actively assume the responsibility of innovative talent training. First of all, under the background of mass entrepreneurship and innovation, social development puts forward new requirements for college students' education, which requires teachers to have good ability and teaching knowledge, cultivate excellent students with innovation ability, innovation consciousness and practical skills, and establish the awareness of making contributions to social and economic development. However, due

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to the limitations of traditional teaching, most teachers' innovation and entrepreneurship teaching ability is insufficient. Their professional ability is mainly reflected in the theoretical teaching, and their understanding of the innovation and entrepreneurship policy is not deep enough. It is difficult to teach according to the education and teaching mode under the requirements of innovation and entrepreneurship. In the new era, teachers can improve their teaching ability and professional level, promote their ability development, actively carry out relevant research, and improve their practical teaching ability. Secondly, in terms of the innovation of teaching methods, college teachers are required to actively explore new teaching methods, integrate teaching materials and methods with innovation and entrepreneurship education, promote students to master advanced and effective professional knowledge under the guidance of teachers, and improve students' innovation consciousness. Moreover, the university should pay attention to the improvement of students' practical ability. At present, the employment of college students is facing difficulties, and the pressure brought by the employment problem to students is gradually increasing. As an important position for talent cultivation, colleges and universities should take responsibility for the employment and development of students. Therefore, colleges and universities need to strengthen the practical education of students, promote the strengthening of students' practical ability, guide the coordinated development of students' theoretical knowledge and practical ability, build a training system centered on practical skills, replace the previous teachers' Exemplary Teaching with practical education, and promote students to improve their experience and innovation ability through real operation.

## **2. The practical significance of college education and teaching reform in the context of mass entrepreneurship and innovation**

At present, China's mass innovation and entrepreneurship policy encourages mass innovation and entrepreneurship. Colleges and universities should make full use of the requirements of mass innovation and entrepreneurship policy, respond to the call of the state, and reform the current education and teaching mode in the innovation and entrepreneurship education of college students, so as to effectively improve the innovation and entrepreneurship level of college students. First of all, the education and teaching reform in Colleges and Universities under the background of mass entrepreneurship and innovation is conducive to the cultivation of high-quality talents. From the perspective of education mode and education behavior, China's higher education is limited by traditional concepts. In the process of education, colleges and universities excessively pursue the data indicators of employment rate or enrollment rate, which will solidify students' thinking ability reflected in the teaching mode. The educational design is too institutionalized, resulting in the reduction of students' learning initiative and the blow to their learning enthusiasm. In the context of mass entrepreneurship and innovation, teachers can change their thinking, improve the teaching methods for students, encourage students to develop at the same time in terms of academic and practical ability, and emphasize the equal importance of theoretical knowledge and practical ability, Promote the development of students' innovative thinking. Teachers require students not to focus solely on theoretical knowledge and course teaching, but to develop and innovate according to their own ability level and interest, improve students' enthusiasm and enthusiasm for learning, improve their practical ability, and improve the ability of colleges and universities to cultivate high-quality talents. Secondly, from the perspective of innovation and entrepreneurship, teachers' teaching methods can be updated, which improves the level of University Teachers' team. The introduction of entrepreneurship and innovation policy can break the pain education concept of college teachers, abandon the score centered teaching mode, put the cultivation of students' comprehensive ability in an important position, enhance students' interest in learning, enrich their innovative spirit, and lay a solid foundation for the cultivation of innovative talents.

## **3. Strategies of education and teaching reform in Colleges and Universities under the background of mass entrepreneurship and innovation**

### **3.1 Deeply understand the concept of mass entrepreneurship and innovation and analyze the needs of the new era**

With the further promotion of the innovation driven development strategy, China's economy has gradually entered the new normal of development. The implementation of the education and teaching reform and innovation and Entrepreneurship Policy in Colleges and universities is conducive to opening up a new situation, promoting the new development of the employment form of college students, realizing the smooth employment of college students, thus promoting China's economic development and steadily improving the comprehensive competitiveness. In order to ensure the stable promotion and implementation of the policy, first of all, colleges and universities should deeply understand the connotation of the concept of entrepreneurship and innovation, and strengthen the innovation and entrepreneurship education at the consciousness level. According to the past teaching practice in Colleges and universities, we need to focus on recognizing the limitations of the past, analyzing the problems and the causes of the problems, adhering to the principle of specific analysis of specific problems, establishing a correct understanding at the ideological level, strengthening the concept of entrepreneurship and innovation, and understanding the profound connotation of the policy. Colleges and universities should make a breakthrough in the education and teaching mode, reform the deficiencies in the previous education, change the previous problems of paying attention to theoretical knowledge teaching, ignoring practical teaching and innovative education, reform and change from the root, and focus on the development of students' exploration spirit and the cultivation of innovative spirit. Secondly, in the past teaching, higher education attached importance to theoretical knowledge and despised practical ability, which limited the development of colleges and universities, making it difficult for colleges and universities to give full play to their educational and teaching advantages in the new era, and limiting the exploration of innovation and entrepreneurship education mode in Colleges and Universities. Therefore, colleges and universities should seize the opportunity, take the background of entrepreneurship and innovation as the starting point, promote the further development of professional

education and teaching reform in Colleges and universities, encourage students' innovation and entrepreneurship, grasp students' inner needs from the ideological level, and realize the cultivation and improvement of College Students' innovative spirit. At the same time, colleges and universities should adhere to the guidance of ideology, encourage students' innovation and entrepreneurship, take cultivating students' innovative spirit as the goal, and actively change the problem of paying too much attention to theoretical knowledge and ignoring the cultivation of practical ability in the past teaching, so as to promote the development and growth of college students.

### 3.2 Analyzing the needs of the new era and adjusting teaching objectives

Colleges and universities should analyze the needs of the times under the background of mass entrepreneurship and innovation, fully combined with the current economic new normal development in China, analyze the needs of various majors, keep up with the trend of changes and development of the times, and promote the development and reform of various majors in Colleges and Universities. Colleges and universities should fully promote professional teaching reform, add education on innovation and entrepreneurship to the teaching content, stimulate students' innovation and entrepreneurship ability, and take helping students establish innovation and entrepreneurship awareness as the central link, so that professional teaching can more meet the needs of social development and keep pace with the times. Specifically, colleges and universities need to build an innovation and entrepreneurship mechanism suitable for students' situation. According to the educational objectives and talent training plan of colleges and universities, they need to adjust educational objectives, reconstruct teaching activities, promote students' development, make the overall curriculum and teaching content more close to the needs of students' development of innovation and entrepreneurship awareness, and optimize the overall education and teaching content. On the basis of optimizing the teaching content, teachers should further improve and standardize the teaching, further improve the teaching, accurately and clearly adjust the professional education objectives of colleges and universities, make the teaching objectives more suitable for the employment level and innovation ability of college students, and promote the education objectives to adapt to the trend and changes of the development of the times. Secondly, the innovation and entrepreneurship reform in Colleges and universities should make full use of the existing teaching resources, enrich the teaching mode, innovate the educational objectives, improve the overall teaching level and teaching height, and gradually guide the students' practical ability and innovation consciousness from the actual situation. Colleges and universities can learn from the teaching experience of other schools, reform and innovate their own development mode and teaching system, formulate more refined and effective teaching methods, and then strengthen the sharing of educational resources among colleges and universities

To strengthen students' ability and develop their innovation and entrepreneurship ability. Moreover, colleges and universities should adjust the education and teaching objectives step by step at the same time, so as to avoid the focus deviation caused by being too hasty. Education reform should ensure the consistency of teaching objectives and teaching results, promote diversified teaching methods, promote the emergence of education, break through the previous utilitarian teaching tasks, truly implement the essence of education and teaching, and make new changes in the employment of college students.

### 3.3 Building teaching staff and promoting innovation and Entrepreneurship

Colleges and universities should strengthen the training and construction of innovation and entrepreneurship teaching staff. Excellent teachers can provide more efficient guidance for students' innovation and entrepreneurship, promote the cultivation of students' innovation and entrepreneurship awareness, and then achieve the goal of promoting education and teaching reform. Colleges and universities should adopt diversified and multi-channel ways to strengthen the construction of innovation and entrepreneurship teaching staff, select excellent teachers in various specialties to participate in relevant academic exchanges and visit and further study, expand teachers' horizons, and promote the improvement of teachers' professional level. Colleges and universities should encourage teachers to actively participate in off campus visits, learn from the experience of other colleges and universities, enrich their own knowledge reserves, and improve their practical teaching ability. Secondly, colleges and universities should strengthen the training of key teachers, encourage teachers to actively participate in the selection of key teachers, improve their comprehensive teaching ability, enter scientific research institutions or production enterprises for project practice, summarize practical experience and apply it to actual teaching, and strengthen teachers' professional level and comprehensive quality. After the key teachers participate in the training, they need to hold a meeting to discuss and summarize, so as to formulate a suitable teaching plan for innovation and entrepreneurship education in Colleges and universities and provide scientific and reasonable teaching guidance. At the same time, key teachers can pass on their experience to other teachers, help teachers formulate plans for discussing teaching reform, and promote the construction of innovation and entrepreneurship system in Colleges and universities. Moreover, colleges and universities should strengthen the mastery of the frontier information of innovation and entrepreneurship, hire experts and scholars, enterprise practitioners, technicians and successful entrepreneurs to come to the University as part-time teachers, hold lectures or open classes, and promote the improvement of the education guidance level of professional teachers in Colleges and universities. Teachers can improve their practical teaching level and the guidance ability of entrepreneurship and innovation education by understanding the cutting-edge information of their major, industry development trends, entrepreneurial prospects and other information. Finally, colleges and universities should encourage teachers to establish lifelong learning awareness, improve subject teaching ability, carry out activities and competition planning of innovation and entrepreneurship projects, and help students obtain more innovation and entrepreneurship experience. At the same time, colleges and universities should organize professional innovation and entrepreneurship teacher teams to promote mutual learning and interdisciplinary exchanges among teachers in the team, regularly carry out business exchanges and discussions, share training experience and guidance experience of innovation and entrepreneurship competitions, and promote the construction and improvement of the teaching staff.

### 3.4 Constructing practice platform and Deepening School enterprise cooperation

In the current context of mass entrepreneurship and innovation, colleges and universities should fully recognize the importance

of improving students' practical ability, build a practical teaching platform for students, and encourage students' innovation and entrepreneurship training. First of all, colleges and universities should guarantee the cultivation of students' practical knowledge about innovation and entrepreneurship, carry out practical teaching under the guidance of the cultivation goal of innovative and entrepreneurial talents, ensure the implementation of practical teaching, and lay a good theoretical foundation for students' practical training. Colleges and universities should ensure that students' practical teaching has the characteristics of comprehensiveness and systematization, set up relevant teaching to ensure students' practical knowledge, and hire professional practitioners and technicians of cooperative enterprises to serve as teachers of students' practical training courses, so as to impart more intuitive practical experience to students. At the same time, in the process of teaching by part-time teachers in enterprises, students can also learn more relevant knowledge in production practice, which improves students' professional quality and professional cognitive ability. Secondly, colleges and universities should set up second classrooms, industrial colleges, etc. the construction of second classrooms in Colleges and universities should be different from the first classroom. Through a good training environment, students' practical learning should be affected, and students' educational activities should be fully organized. Under the guidance of teachers, colleges and universities should design various types of practical activities for students and provide good educational resources, And then promote students' rich entrepreneurial knowledge and improve students' innovation and entrepreneurship ability. At the same time, the university can also set up scientific research and entrepreneurship bases to encourage students to participate in the research of various topics, provide support from experts and scholars, and promote students' learning of the law, economy, policy, management and operation of entrepreneurship needs. Moreover, colleges and universities should deepen the cooperation between colleges and enterprises, reasonably plan the advantages and educational resources of both sides, and promote the common development of colleges, students and enterprises. School enterprise cooperation needs to carry out a long-term cooperative education mechanism on this basis, which provides a guarantee for colleges and universities to cultivate applied and innovative talents.

In a word, with the in-depth promotion and development of social economy, the education and teaching reform of colleges and universities in China should reflect the characteristics of the times and society. Guided by the policy of entrepreneurship and innovation, we should promote the teaching of entrepreneurial knowledge and the expansion of practical teaching in the education reform, and embody the spirit of entrepreneurship and innovation in all aspects of education and teaching.

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