

Exploration and Research on Organizational Talent Cultivation in Innovation and Entrepreneurship Education: A Case of Henan University of Science and Technology

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Abstract: The innovation and entrepreneurship education and talent training are currently key sectors in the teaching of higher education in China, for which the Chinese Ministry of Education has set a clear overall goal of establishing a sound innovation and entrepreneurship education system for universities. Henan University of Science and Technology, a university that carried out innovation and entrepreneurship education early in China, has improved and optimized students' enthusiasm and academic atmosphere for the purpose of fostering innovation and entrepreneurship talents. Based on the analysis of the concept of innovation and entrepreneurship education in foreign colleges and universities, combined with the current situation of innovative talents training in Henan University of Science and Technology, this paper puts forward the advantages and disadvantages of innovative talents training in Henan University of Science and Technology.

Keywords: SWOT Analysis; Innovation & Entrepreneurship; Talent Cultivation

Introduction

Innovation and entrepreneurship education and talent training are increasingly paying attention in higher education teaching in China, especially in university education, which gradually moves from being a basic theoretical knowledge taught by schools to a guiding model for school talent cultivation; then to exploring and implementing an innovation talent training model in schools, a training and education method that combines theory and practice. Colleges and universities gradually take innovative and compound technical talents as their training objectives, teaching their aptitude and strengthening their capabilities as the main training mechanism.

1. Development of Talent Cultivation in Innovative & Entrepreneurial Education

The key focus of college education in China in the 21st century is the cultivation of innovative and entrepreneurial talents. Entrepreneurship innovation refers to an entrepreneurship based on one or more of the innovations in Technological Innovation, Product Innovation, Brand Innovation, Service Innovation, Business Model Innovation, Management Innovation, Organizational Innovation, Market Innovation, Channel Innovation, etc. Innovation and entrepreneurship education is a goal of cultivating talents with entrepreneurial basic quality and entrepreneurial personality, not only for cultivating students' entrepreneurial awareness, innovative spirit and innovative entrepreneurial ability, but also for the whole society and for those entrepreneurial groups that are intending to start a business, have already started a business and have succeeded in starting a business, to cultivate innovative thinking and exercise entrepreneurial ability at stages and levels. Innovation and entrepreneurship education is essentially a practical education.

1.1 Foreign Cultivation and Development of Innovation & Entrepreneurship

Talent

The United States is a country that developed innovation and entrepreneurship education earlier, and is also a relatively successful country in education development. A more well-known education is that of Harvard University, which is nearly 80 years old in terms of entrepreneurship. Harvard Business School is the brightest of all campuses. Harvard's business sphere covers almost every industry. Microsoft, Facebook, Goldman Sachs and Bloomberg were created by Harvard students. So, for a long time, entrepreneurial education in the United States has played a key leading role in global education. As a leading developed country in the world's education, American universities often use the case analysis approach to guide students in the analysis of failed cases and cultivate their attention and analysis skills. It is necessary for college students from American universities to participate in not only mass initiative and innovation education courses, but also in project activities organized on campus or outside school, where they can get the corresponding credit, degree or certificate after meeting the relevant requirements.

In the UK, education on innovation and entrepreneurship in colleges and universities was also flip-flopping at all. Now, with the development of practice and further research, many colleges and universities in the UK think that education on innovation and entrepreneurship is not just about letting students start business, but the key to developing their ability, quality, spirit and quality. The entrepreneurship education model in the UK is focused on highly involvement education, with schools offering to all students, including many different types of elective, obligatory, professional, and secondary degrees, or being educated by qualified or trained.

1.2 Inspiration from Foreign Innovation and Entrepreneurship Education

1.2.1 Cultivate an international and professional team of teachers

Most teachers of mass entrepreneurship and innovation education in colleges and universities in developed countries are carried out in a market economy, during which, both government and universities can fully realize that mass entrepreneurship and innovation education in colleges and universities cannot be ignored, and the significance of favorable and professional teachers for mass entrepreneurship and innovation education has greatly improved the overall competitiveness of schools.

1.2.2 Practical topics of entrepreneurship should be strengthened to encourage innovation advantage development

Whether in the United States, the United Kingdom or Japan, capitalist countries have given a lot of support in the mass entrepreneurship and innovation work in universities, and have issued regulations to guarantee students' innovation and entrepreneurship work. In addition, the mass entrepreneurship and innovation work in colleges and universities abroad has been simplified, which has greatly cut the cost of starting a business. Third, a variety of financial and technological channels will be used abroad to guide students to start their businesses. It shows that in-depth cooperation between universities and enterprises can bring more entrepreneurial concepts and innovative advantages for students on practical topics.

1.2.3 Popularizing Education Model of Innovation and Entrepreneurship

I personally think that mass initiative and innovation education in American universities carries out obvious utilitarian ideas, and most of them work by fostering a model of "accelerated entrepreneur", while it also shows that the United States attaches great importance to the entrepreneurial work in colleges and universities. In recent years, the UK has constantly improved mass entrepreneurship and innovation education, and is currently working on an education model that focuses on the development of students' entrepreneurial ability, entrepreneurial quality and "artisanal quality". In China, to construct a new model of innovation and entrepreneurship education requires systematization, scientificization and improvement of curriculum content in conjunction with the actual situation of different schools. The mass entrepreneurship and innovation education in colleges and universities in China is relatively loose at present, so it is necessary to guide students to innovate and start a business after the government-university-society work together to build an integrated support platform for the theoretical system.

2. Advantages and Disadvantages of Innovative & Entrepreneurship Education of Henan University of Science and Technology

Henan University of Science and Technology has been exploring innovation and entrepreneurship education since 2003, and is one of the earlier universities to carry out innovation and entrepreneurship education in China. However, there are still shortcomings in innovation and entrepreneurship education and talent cultivation: First, universities take deepening the reform of innovation and entrepreneurship education as a breakthrough to promote the comprehensive reform of higher education, and establish an advanced concept of innovation and entrepreneurship education; meanwhile, the effective transformation rate of schools for innovation and entrepreneurship in cultivating talents is relatively low. Among entrepreneurial students, some students are mainly engaged in tutoring, retail and service industries. There have been more students in live streaming sales in recent years. The majority of them are low-tech industries that don't require much professional skills.

Second, the global employment rate has continued to decline due to the impact of the epidemic, so for college and university students, the innovation and entrepreneurship during the epidemic period should be in line with the needs of economic development and talent management. Undergraduate students lack experience and resources, making it even more difficult to succeed. Henan University of Science and Technology started innovation and entrepreneurship education early, but the establishment of a cultivation system is not very perfect, for many students, the implementation of education is expected to be greater than the harvest after the course ends.

Third, incomplete policies of universities in importing innovative and entrepreneurial talents. Henan University of Science and Technology is a model of education network related to alternating resources sharing and mutual assistance between university-government and enterprises, which enables students to have a certain awareness and guidance on innovation and entrepreneurship through the full use of information, talents, capital, policies, etc. and online exchanges such as holding seminars and business talks. However, it is more difficult for entrepreneurial mentors with entrepreneurial background and time energy. At present, there are not many professionals in this area in the university, with a large talent loss rate.

3. SWOT analysis of innovation and entrepreneurship education at Henan University of Science and Technology

The information and content in the research of this paper is through the collection of university innovation entrepreneurship training, management, literature, according to henan university of science and technology innovation, entrepreneurial talent training and management of the actual situation analysis, draw their own views. According to the literature analysis and the actual situation of Henan University of Science and Technology, the swot analysis method is used for statistical processing, and it is found that the school has shortcomings in the training and management of innovation and entrepreneurship education talents, and it puts forward its.

Internal Environment	S	W
	<ol style="list-style-type: none"> 1. Internal Resource Support 2. Resource channels 	<ol style="list-style-type: none"> 1. Cognitive deficiency 2. Methods the single
External environment	O	T
	<ol style="list-style-type: none"> 1. All over the world 2. Development of innovative economy 3. International exchange and cooperation 	<ol style="list-style-type: none"> 1. Challenges in the new epidemic environment 2. Time 3. Cost

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