

Research on the ability model of university innovation and entrepreneurship education managers

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Abstract: under the background of innovation and entrepreneurship education, the ability of university innovation and entrepreneurship education managers plays an important role in the innovation and entrepreneurship work of colleges and universities. This paper combines the ability of educators and managers, and establishes the ability model of university innovation and entrepreneurship education managers. The model is helpful for the school to lay out and cultivate appropriate managers from the aspects of recruitment and selection, teacher training, etc., so as to lay the foundation for improving the quality of innovation and entrepreneurship education in the school.

Key words: mass entrepreneurship and innovation education; Management capability; Capability model

Preface

Under the background of “mass entrepreneurship and innovation”, innovation and entrepreneurship education has been a hot topic in the field of higher education. It is an important higher education teaching reform in recent years. The state has also issued a series of policies and measures to strengthen the cultivation of students’ innovation and entrepreneurship ability, In the document issued by the Ministry of education, it is emphasized that “college students are the new force of mass entrepreneurship and innovation, and it is of great significance to support college students’ innovation and entrepreneurship”. How to “support” is the work that all colleges and universities are actively exploring.

As university innovation and entrepreneurship education managers in the “support” front line, we need to discuss and study the connotation of specialization, the importance of the professional construction of innovation and entrepreneurship education managers, and how to improve the ability of innovation and entrepreneurship education managers.

1. Categories of managers of entrepreneurship and innovation education in Colleges and Universities

1.1 Teaching administrators in Colleges and Universities

Teaching management in Colleges and universities is a post that scientifically arranges the teaching process, realizes the optimal allocation of teaching resources, and obtains the best benefits of teaching work. The essence of teaching management is to create and create a good teaching environment, which can enable teachers and students to efficiently achieve the established teaching objectives in the teaching process. It is a practical and professional system engineering. The process of teaching management needs scientific management methods and operation processes, and the work of teaching management needs to be familiar with the laws of education and teaching and master specialized knowledge and skills.

Innovation and entrepreneurship education is a very important part of higher education. The management of innovation and entrepreneurship cannot be lacked in the teaching management of colleges and universities. The teaching management personnel mainly include teachers such as the Academic Affairs Office of the University, the College of innovation and entrepreneurship, the dean of teaching, and the teaching secretary. They are the managers, planners, coordinators, and cooperators of innovation and entrepreneurship teaching, involving students’ innovation and entrepreneurship projects, courses, practices, competitions, and other matters.

1.2 Innovation and entrepreneurship liaison

The university innovation and entrepreneurship liaison mechanism is a “school college student” three-level liaison mechanism, which aims to provide students with an innovation and entrepreneurship consulting and receiving platform, strengthen students’ understanding of innovation and entrepreneurship activities, guide and organize more college students’ entrepreneurs to carry out various salons, lectures and training activities, and provide services for entrepreneurial students. The students participating in the competition will provide the latest consultation and convenient and fast services to improve college students’ innovation and entrepreneurship ability, support college graduates’ Entrepreneurship and employment, and improve the quality of human resources.

The university innovation and entrepreneurship liaison officer can be a counselor, innovation and entrepreneurship guidance teacher, or a discoverer and recommender of innovation and entrepreneurship projects in each class, as well as a transmitter and experimenter of employment information and recruitment information. Through the liaison team, we can realize the rapid transmission of innovation and entrepreneurship information, the in-depth excavation of innovation and entrepreneurship projects and the extensive mobilization of important events of innovation and entrepreneurship. The innovation and entrepreneurship liaison team is still a very new team, which needs to be improved in vocational skills and work ability.

2. Construction of work ability model of university innovation and entrepreneurship education managers

Education is a major event in life, a major event in the country, and a major event in mankind. Education is related to human

development, the future of the country and the nation, and human progress. As the direct manager of entrepreneurship and innovation education in Colleges and universities, he should not only have the mission, vision and values of the educator, but also have the working ability of the manager. Combining the quality of educators with the ability of managers, this paper establishes a working ability model for the managers of entrepreneurship and innovation education in Colleges and universities. The model includes original intention, public intention, empathy, executive ability, administrative ability and so on.

2.1 Primordial heart

Education is a cause that needs faith. Jaspers, a German thinker, once pointed out that “education needs faith. Without faith, it will not be education, but just a kind of teaching technology.” Zhuziqing also said, “educators should have faith in education and strive to become people who believe in education.” Throughout the ages, at home and abroad, real teachers have a lofty sense of mission in the cause of education. In today’s era of rapid development of science and technology, especially the development of the Internet, has rapidly changed all aspects of human life, and also has a profound impact on education.

As a manager of mass entrepreneurship and innovation education in Colleges and universities, we should not forget our original intention, and we should clarify the three major issues of mass entrepreneurship and innovation education: who to cultivate, how to cultivate and for whom to cultivate.

College students are the new force of mass entrepreneurship and innovation. The implementation of mass entrepreneurship and innovation education in Colleges and universities is to cultivate students with innovative spirit, entrepreneurial consciousness and innovation and entrepreneurship ability. By improving college students’ innovation and entrepreneurship ability, enhancing innovation vitality, promoting the all-round development of college students, and achieving fuller and higher quality employment for college students.

2.2 Public interest

As the ancients said, gongshengming. Only the public mind can unite the people. In the management process of entrepreneurship and innovation education, managers should uphold fairness, that is to say, they should have a fair mind. First, pay attention to the interests of the public and the organization, distinguish between public and private, do not harm the public and enrich private interests, and realize personal interests on the premise of realizing the interests of the organization; Second, be fair and just,

The management process of mass entrepreneurship and innovation involves projects, competitions, and evaluation of excellence, which is related to the personal interests of all participating students and teachers. It is inevitable to encounter some contradictions. When dealing with various contradictions, there should be a unified scale and principle, and a bowl of water can be leveled.

2.3 Empathy

Empathy refers to psychological transposition and empathy. That is to be able to put yourself in others’ emotions and emotions awareness, grasp and understand. It is mainly reflected in emotional self-control, empathy, listening ability and expression of respect and other aspects related to Eq. it is a necessary quality for a manager. In the process of innovation and entrepreneurship education management, if managers do not have empathy, it will affect the innovation and entrepreneurship atmosphere of the whole school.

The managers of entrepreneurship and innovation education should not only have their own empathy, but also stimulate the empathy of students and teachers, which is more conducive to mutual understanding and makes all teachers and students work together for the same goal.

2.4 Executive ability

Executive ability is the ability to do one thing. People with strong executive ability can complete tasks on time, according to quantity and according to quality. As a manager of entrepreneurship and innovation education in Colleges and universities, he needs to receive tasks with different deadlines arranged by different departments every day. At the same time, he may need to distribute the tasks again, which requires the manager to have a strong executive ability.

The implementation of entrepreneurship and innovation education is often reflected in the way of workflow. In the workflow, every link is implemented by a living person. Everyone has different understanding of the tasks assigned, which will lead to deviation in the implementation. The correction of this deviation requires the strengthening of implementation, which runs through every link and through to the end. All this also requires managers to have a strong enough solution and implement it to the end.

The executive power of managers is reflected in management. Managers improve their executive power, not only by themselves, but also by the next level of managers, focusing on every link. Only when these are grasped, can the executive power of managers be improved.

2.5 Administrative capacity

Administrative capacity contains many contents, which are divided into the following parts:

good expression and communication skills:

The quality of expression ability depends on whether you can explain your point of view and let the other party accept it as much as possible. The high or low level of communication ability depends on whether you can understand others’ words and reach a certain consensus with the other party through communication. In the work of entrepreneurship and innovation education managers, they often encounter opportunities to contact and communicate with people inside or outside the Department. If they cannot have good expression and communication skills, many problems that need to be solved with the help of others may not be completed.

The habit of continuous learning:

In order to better serve students and teachers, the managers of entrepreneurship and innovation education need to understand the latest policies and regulations and the most cutting-edge scientific and technological progress, which all need continuous learning. In addition,

learning also includes self career planning to continuously add value.

Team cooperation ability:

Team cooperation ability is embodied in the ability to reasonably divide the work, take the initiative to undertake the work, have the ability of project management, and help the work team solve practical problems.

Professional ability:

Master the basic knowledge of administration, that is, the knowledge, skills and ability required to complete repetitive work, skillfully use various tools and software, and can do about 85% of the things with tools and software.

Innovation ability:

As a manager of innovation and entrepreneurship education, innovation ability is a necessary ability. The management of entrepreneurship and innovation education in Colleges and universities will involve the compilation, revision and implementation of policies and systems. If you want to do these work, innovative thinking is essential, so as to meet and adapt to the new requirements of the changing development and development of innovation and entrepreneurship education.

proactive service capability:

As a kind of administrative work, the management of entrepreneurship and innovation education in Colleges and universities determines the subordination of its work, but subordination does not mean that it is completely passive. In the service process, we should give full play to the initiative. The management of colleges and universities is a work of serving the teachers and students of the whole school. In the work, we must grasp the word "fine", actively care about the needs of teachers and students, and strive to consider them.

Concluding remarks

In a word, according to the model, there are many abilities that university innovation and entrepreneurship education managers need to have. The quality of innovation and Entrepreneurship of university students is inseparable from the ability of university innovation and entrepreneurship education managers. Therefore, as a manager of innovation and entrepreneurship education, we must pay attention to ability training and professional construction. The construction of competency model plays a guiding role in the staffing allocation, recruitment and selection, continuing education, teacher training, evaluation and promotion of schools. Schools can also formulate reasonable ability improvement plans according to the ability model to provide various guarantees for the development of innovation and entrepreneurship education managers.

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