

Research on the Educational Guarantee System and Promotion Strategies of “Professional Entrepreneurship Integration” in Colleges and Universities

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Abstract: *The education guarantees system of “professional entrepreneurship integration” in colleges and universities is a necessary guarantee for the sustainable and healthy development of the integration of professional education and entrepreneurship education in colleges and universities. This research systematically analyzes the integration mechanism of professional education and entrepreneurship education, clarify the difficulties and barriers of the integrated development of professional education and entrepreneurship education, and explore and build a “professional entrepreneurship integration” education security system in colleges and universities. Through systematic consideration of the leading force of national policy support and legislative support, the peripheral assistance of enterprise-level financial support and platform support, and the environmental protection of social-level cultural support and service support, explore the “professional entrepreneurship integration” of the country, enterprise, and environment in universities. The important supporting role of education. This research is helpful to promote the sound development of “professional entrepreneurship integration” education, and provides reference and basis for the formulation of teaching reform policies and research on teaching reform methods of the competent departments of entrepreneurship education in universities.*

Keywords: *“Professional Entrepreneurship Integration”, Education Security System, Professional Education, Entrepreneurship Education*

1. Introduction

Speeding up the reform of innovation and entrepreneurship education in colleges and universities is an urgent need for the country to carry out the strategy of innovation-driven development to promote the upgrading of economic quality and efficiency, and to promote the comprehensive reform of education and to improve the quality of talent training[1]. The Outline of the National Medium-term and Long-term Education Reform and Development Plan (2010-2020) clearly states that it is necessary to vigorously carry out entrepreneurship education in colleges and universities. The Implementation Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities (hereinafter referred to as the Opinions) clearly stated “All colleges and universities should promote the organic integration of professional education and innovative entrepreneurship education according to the orientation of talent training and the requirements of innovative entrepreneurship education”. The Ministry of Education has successively implemented projects such as “college student innovation and entrepreneurship plan training” and “university student talent training model innovation pilot zone” to promote innovation, entrepreneurship and the training of various high-level management talents. Universities across the country actively responded to the call, attached great importance of innovation and entrepreneurship education, integrated innovation and entrepreneurship education into the university general education system and professional education system, and achieved certain results.

However, in the entrepreneurship education in colleges and universities, development of entrepreneurship education in most colleges and universities often neglects the coupling with traditional professional education, and entrepreneurship education and professional education show the phenomenon of “act of one's own free will” in their own way[2]. The deep integration mode of

“professional entrepreneurship” is lagging behind to a certain extent, and there are many practical problems with the aspects of talent training goal, curriculum system, practice platform, teaching staff and management mechanism, and so on[3]. The integrated development of professional education and entrepreneurship education requires the government, universities, enterprises, and the social environment to provide systematic guarantees and long-term support from various aspects such as policy support, financial support, platform construction, and service to guarantee, it cannot be accomplished by universities alone. In view of this, this the systematic analysis of the integration mechanism of professional education and entrepreneurship education, this study clarifies the difficulties and barriers to the integration and development of professional education and entrepreneurship education, explores and constructs the educational security system of “professional entrepreneurship integration” in colleges and universities, explores the important supporting role of state, enterprise and environment in the education of “professional entrepreneurship integration”, promotes the benign development of “professional entrepreneurship integration” education, and provides reference and basis for the formulation of teaching reform policy and the research of teaching reform methods in the department in charge of entrepreneurship education in colleges and universities.

2. The Integration Mechanism of Professional Education and Entrepreneurship Education in Colleges and Universities

Entrepreneurship education is an important measure to promote the full employment of college graduates [4]. However, existing studies have found that the development of entrepreneurship education in most colleges and universities neglects the organic integration with traditional professional education [5], “Professional Entrepreneurship” integration model has a certain degree of lag[6]. The essence of entrepreneurship education is to cultivate innovation and entrepreneurship, which can promote the reform of professional education[7]; The essence of entrepreneurship education is to cultivate innovation and entrepreneurship, which can promote the reform of professional education[8]. They are mutually reinforcing and indivisible[6]. While creating professional knowledge for students, the “professional entrepreneurship integration” model will help students to construct the organic connection of knowledge, strengthen the internalization of knowledge, accelerate the mutual support of knowledge and ability, and enable students to understand their major with dynamic and developmental vision, thus completing the one-stop training of students’ learning ability, practical ability, innovation ability and development ability[9]. The purpose of infiltrating the idea of innovative entrepreneurship education in professional education is to train a group of high-quality professionals with innovative spirit[14,15], which is helpful for colleges and universities to determine the direction of talent training, and it is helpful to enrich the mode and theory of talent training and improve the effectiveness of talent training[10]. The education guarantee system of “professional entrepreneurship integration” in colleges and universities is an important guarantee for the sustainable and healthy development of the integration of professional education and entrepreneurship education in colleges and universities[4,11]. The research on the education guarantee system of “professional entrepreneurship integration” in colleges and universities is conducive to the continuous development of the guarantee system of professional education and entrepreneurship education in colleges and universities, and the continuous improvement and improvement of the policy support, financial support, platform construction and service guarantee for college students in all aspects of government, university, enterprise and social environment.

3. Research on the Existing Problems in the Education Guarantee System of "Professional Entrepreneurship Integration" in Colleges and Universities

3.1 Lack of Implementation of Relevant Policies and Policies

At present, under the social background of “mass innovation, mass entrepreneurship”, the relevant policies of innovation and entrepreneurship have been issued from 2014 to 2020 from various aspects and angles of the country, which require the improvement of curriculum reform and platform construction of innovation and entrepreneurship education in colleges and universities, the reform of entrepreneurship education system, the cultivation of college students' entrepreneurial consciousness and innovative thinking, and the related policies of promoting the organic integration of professional education and innovative entrepreneurship education according to the orientation of talent training and the goal of innovation and entrepreneurship education. However, there are some problems in the implementation and implementation of government and university policies, such as the lack of

implementation, the low degree of attention, the separation of innovative entrepreneurship education courses from professional courses, the single and theoretical teaching form, and the lack of practical teaching contents which integrate innovative entrepreneurship and professional courses[1,16]. Most of the students' innovation and entrepreneurship projects launched by the country only focus on innovation and entrepreneurship implementation, but ignore the guiding role of professional knowledge in the entrepreneurial process.

3.2 Insufficient Social Support

In the integration and development of professional education and entrepreneurship education in colleges and universities, there are a series of problems, such as insufficient investment, shortage of entrepreneurial training equipment, imperfect operation mechanism of professional entrepreneurship practice base in schools, and lack of professional entrepreneurship practice base outside school. The main reason is that the social support for the integration and development of professional education and entrepreneurship education in colleges and universities is not enough[8]. The projects established in some colleges and universities accord with the application of students' professional knowledge, but ignore the cultivation of innovation spirit and entrepreneurial consciousness[12,13]. Social service security and social culture do not play an important role in the integration and development of professional education and entrepreneurship education in colleges and universities.

4. A Study on the Construction of the Education Guarantee System of "Professional Entrepreneurship Integration" in Colleges and Universities

The integration of professional education and entrepreneurship education in colleges and universities needs the strong support of government, enterprise, social environment and so on, in order to effectively guarantee the sustainable and healthy development of "professional entrepreneurship integration" education. This paper systematically analyzes the mechanism of the integration of professional education and entrepreneurship education, clarifies the difficulties and barriers to the development of "professional entrepreneurship integration" education, and explores the support system of "professional entrepreneurship integration" education ecosystem. The framework of educational security system is shown in figure 1.

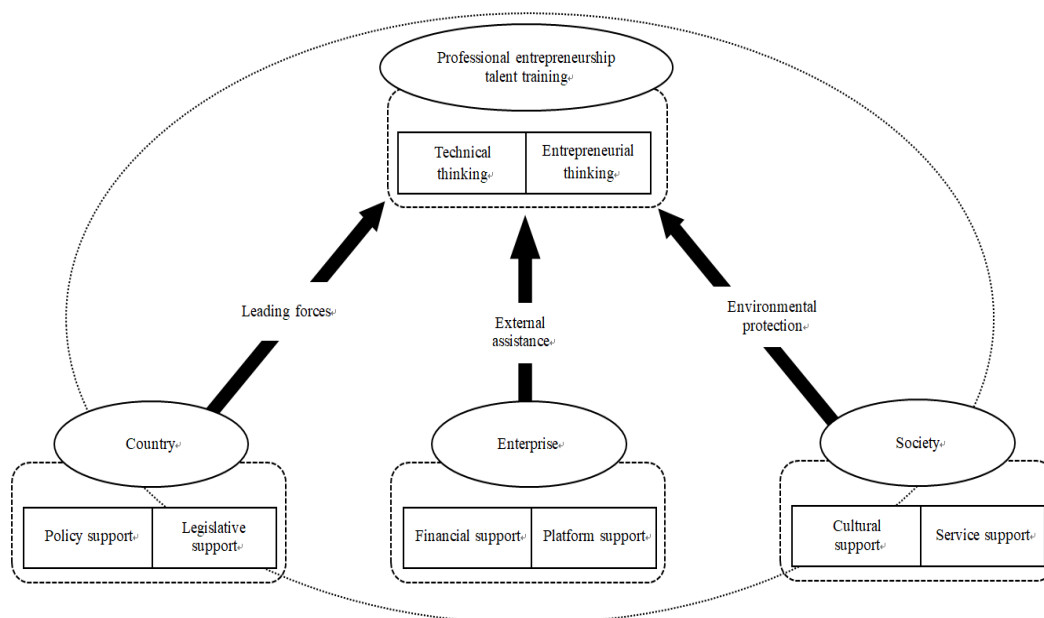


Fig.1: Framework Structure of Educational Ecosystem Security System for "Professional Entrepreneurship Integration" in Colleges and Universities

The integration and development of professional education and entrepreneurship education in colleges and universities take colleges and universities as the main body, and take the training of "professional entrepreneurship" talents with professional technology and entrepreneurial thinking as the central task. Professional education and entrepreneurship education as an organic whole for

systematic planning. With the support of the state, society and enterprises as the external force, they are connected with each other and interact with colleges and universities, provide guarantee and service for the development of professional education and entrepreneurship education activities, and jointly construct a supporting system with complete structure and perfect function, and drive the organic integration and healthy development of professional education and entrepreneurship education.

Colleges and universities are the resource hub center for the integration and development of professional education and entrepreneurship education. They are an important place for students to acquire professional knowledge and professional skills, entrepreneurial knowledge and entrepreneurial thinking, and to cultivate entrepreneurial consciousness. The state is the leading force in the integration and development of professional education and entrepreneurship education, and provides policy support and legislative support for the integration and development of professional education and entrepreneurship education. Enterprises are the peripheral help of the integration and development of professional education and entrepreneurship education, and provide financial support and platform support for the integration and development of professional education and entrepreneurship education. Society is the environmental guarantee for the integration and development of professional education and entrepreneurship education. It provides guarantee for the integration and development of professional education and entrepreneurship education in the aspects of social culture and social service. Colleges and universities, countries, society and enterprises share resources with each other while exerting their own efficiency, so as to provide all kinds of guarantee and support for the integration and development of professional education and entrepreneurship education, and form a sustainable and healthy environment suitable for the integration and development of professional education and entrepreneurship education.

5. A Study on the Promotion Strategy of the Education Guarantee System of “Professional Entrepreneurship Integration” in Colleges and Universities

5.1 Build a Practical Innovation Platform for “Professional Entrepreneurship Integration”

To establish a collaborative and innovative practice platform for “professional entrepreneurship integration”, to realize the cooperation of universities, governments and enterprises, and to provide a practical base for the integration and development of professional education and entrepreneurship education in colleges and universities. Under the guidance of government policies, we should make full use of the vast resources of enterprises, attract university teachers and enterprise personnel to join the platform, learn from each other and make progress together, and create a talent training model for the integration and development of “professional entrepreneurship” at the same time. Through the platform to provide college students with “professional entrepreneurship” teaching guidance, improve students’ professional skills, at the same time cultivate students’ entrepreneurial thinking and innovative consciousness.

5.2 Establishment of “Professional Entrepreneurship Integration” School-Enterprise Cooperation Platform

Colleges and universities and enterprises actively develop deep cooperation, the establishment of “professional entrepreneurship integration” school-enterprise cooperation platform. Through the school-enterprise cooperation training base fully integrates the social education resources, realizes the resources sharing maximization. During the period of student training, the organic connection between enterprise practice and school theoretical knowledge is helpful to improve students’ deep understanding of professional knowledge. At the same time, the advanced management of enterprises, excellent corporate culture, will affect the students’ outlook on life, values. In the process of cooperation between schools and enterprises, schools can also make full use of the resources of enterprises, improve the level of running schools and accumulate vocational education experience.

5.3 Establish a “Professional Entrepreneurship Integration” Scientific Evaluation Guarantee System

Educational evaluation can accurately understand the actual situation of educational and teaching activities through the judgment of quality and quantity, and provide reliable basis for work innovation and improvement (Liu Zhenzhong). Scientific evaluation and effective motivation are effective means to improve the performance of education and teaching (Liu Zhenzhong). The existing evaluation

methods of professional education and entrepreneurship education do not combine the two organically, and lack of evaluation methods from the perspective of the integration of professional education and entrepreneurship education, so the establishment of “professional entrepreneurship integration” scientific evaluation guarantee system is an effective way to promote the integration and development of professional education and entrepreneurship education. The scientific evaluation of the educational process and performance results of the integration and development of professional education and entrepreneurship education in colleges and universities is helpful to verify the feasibility and effectiveness of the integration and development of professional education and entrepreneurship education.

6. Summary

This study systematically analyzes the mechanism of the integration of professional education and entrepreneurship education, clarifies the difficulties and barriers to the integration and development of professional education and entrepreneurship education, and explores and constructs the educational guarantee system of “professional entrepreneurship integration” in colleges and universities. Through the systematic consideration of the leading force of policy support and legislative support at the national level, the external support of financial support and platform support at the enterprise level, the environmental protection of cultural support and service support at the social level, this paper explores the important supporting role of the state, enterprise and environment in the education of “professional entrepreneurship integration” in colleges and universities. And from three aspects: setting up the practical innovation platform of “professional entrepreneurship integration”, establishing the cooperation platform of “professional entrepreneurship integration” and establishing the scientific evaluation guarantee system of “professional entrepreneurship integration”, this paper puts forward the promotion strategy of “professional entrepreneurship integration” education guarantee system in colleges and universities. The research results are helpful to promote the healthy development of “professional entrepreneurship integration” education, and provide reference and basis for the formulation of teaching reform policy and the study of teaching reform methods in the department in charge of entrepreneurship education in colleges and universities.

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