

Analysis of the integration of higher vocational innovation and entrepreneurship education and professional education based on school-enterprise cooperation

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Abstract: *With the development of economy and the construction of society, the competition among enterprises has become more and more fierce, and their demand for talents has become more targeted and applicable. Therefore, how to train students in a targeted manner in the teaching process, solve the employment problem of students, and provide a perfect talent path for the society is the focus of our continuous attention and research. In view of this, this article mainly analyzes the integration of higher vocational innovation and entrepreneurship education and professional education in school-enterprise cooperation, and strengthens the combined effect of professional courses and innovation and entrepreneurship education from the perspective of market supply and demand, so as to continuously improve the current teaching situation.*

Keywords: *school-enterprise cooperation; higher vocational education; innovation and entrepreneurship; professional education*

1. Introduction

In recent years, relevant national policies have continuously strengthened the importance of innovation and entrepreneurship. As an important part of higher education institutions, higher vocational colleges can provide society with high-quality talents and respond to the value needs of the country and society. Therefore, the way of school-enterprise cooperation is an important means to strengthen students' practicality and problem-solving ability, as well as an important way to strengthen innovative elements and innovative talent training. Relevant personnel should pay sufficient attention to this.

2. Introduction to innovation and entrepreneurship education

Innovation and entrepreneurship education is the demand of the development of the times and an important product of social evolution. In recent years, it has received extensive attention in the academic world. It emphasizes the practicality of education, pays attention to the cultivation of talents' innovative quality and pioneering ability, and helps students form a good sense of entrepreneurship, innovative spirit and comprehensive ability of innovative practice. In the process of improving innovation and entrepreneurship, there is a close integration point between innovation and entrepreneurship education and professional education, which reflects the need for a higher integration of the two. Professional education is the result of market segmentation and professional division of labor, and innovation and entrepreneurship education is also an important path to solve the needs of talent development. Both are important products that are continuously derived under the background of the times. Professional education emphasizes tool-oriented and use-value-oriented. The same is true of innovation and entrepreneurship education itself. Therefore, both are to help students achieve comprehensive and personalized development and training. Moreover, innovation and entrepreneurship education can make up for the teaching limitations of professional education's pure dependence on tools. At the same time, the professional and professional characteristics of professional education make it easier for innovation and entrepreneurship education to achieve a good knowledge base and landing effect. Innovation and entrepreneurship education has laid a solid foundation.

3. Current problems in higher vocational innovation and entrepreneurship education under the current school-enterprise cooperation

3.1 Curriculum design lacks systemicity

In the process of most of the construction of higher vocational colleges, they have not formed good research and development and systematic construction effects. In the professional design of courses, the integration of professional courses and innovation and entrepreneurship education is relatively single and limited, and in essence, it cannot meet the sufficient requirements for the cultivation of professional students' value.

3.2 The goal of talent training is rather vague

In the process of educating people in many higher vocational colleges, although formally encourage students to develop in an all-round way and improve their overall quality from a macro level, they lack detailed standards in the process of goal implementation, even in professional curriculum innovation and entrepreneurship. In the process of education, its footing is also lack of clarity and goal orientation, which often results in a lack of systematic links between courses, and many high-quality resources cannot be effectively integrated.

3.3 The teachers have limited ability

Teachers play an important role in the teaching process. Therefore, if the teaching staff is lacking in theoretical teaching level, teaching skills and teaching experience, it is difficult to deepen and research the integration of professional courses and innovation and entrepreneurship education. Therefore, teaching the actual effect is also difficult to achieve the target demand.

4. Analysis of the integration strategy of higher vocational innovation and entrepreneurship education and professional education based on school-enterprise cooperation

4.1 Clear construction goals

As our society has entered a new stage, the trend of the times led by innovation and entrepreneurship has further pointed out the responsibilities of college students in the development of characteristic socialism. Therefore, in the process of considering the relationship between professional courses and innovation and entrepreneurship education, it is necessary to implant the meaning and responsibilities of the individual to the society to the country, the necessity of the course, and the ultimate goal and meaning to be realized. From different angles, we will develop a strong cooperation mechanism to realize the output of human reasonable value. Therefore, scientific goal setting is very critical, which will affect the later work. The relevant personnel should fully combine the market environment, talent competitive advantages and ability needs to conduct dynamic information implementation research, and personalize students Differences are targeted for training, and specific goals are quantified for each module such as knowledge, ability, and quality.

4.2 Re-innovation of the curriculum construction system

Curriculum construction is an important foundation and platform for the development of work, as well as a complete theoretical and logical framework. The content involved is very rich and comprehensive, involving knowledge, abilities, literacy, etc. For this reason, from previous teaching experience, we can find that professional the integration of courses and innovative courses requires many model innovations, such as reset courses, embedded courses, practical courses, and so on. Regarding the replacement of courses, it emphasizes that it cannot rely too much on the existing course system, but instead takes professional courses and innovation and entrepreneurship courses as the goal to rebuild a new course system and professional innovation and entrepreneurship courses; while embedded courses refer to On the basis of the existing professional courses, continuously integrate the educational factors of innovation and entrepreneurship to achieve the goal of innovation and entrepreneurship education; finally, the practical courses should improve education in the way of professional practice. In the classroom presentation process, the second kind Classroom teaching methods to integrate and expand. For this reason, in the teaching process, various colleges and

universities need to combine the employment situation and the development level of innovation and entrepreneurship capabilities to explore the combination of courses and model paths, so that the curriculum construction, theoretical teaching, practical teaching, and innovation and entrepreneurship teaching can be organically and systematically realized. The unity of sex helps students form a solid and stable foundation. On this basis, the school should strengthen the development of courses, continue to incorporate more corporate development cases and practical methods, and innovate social practices through past experience. Entrepreneurship experience is organically integrated with the theoretical construction of courses and other aspects to form a course construction system.

4.3 Paying full attention to the value of strengthening the guidance

Current higher vocational innovation and entrepreneurship education has a relatively narrow path and audience. Even if many students participate in innovation and entrepreneurship competitions, they are only for scholarships and final rewards, and they do not pay attention to the spirit and research of actual innovation and entrepreneurship. Therefore, schools should analyze the problems in the integration of professional courses and innovation and entrepreneurship education in this regard, and identify them in a targeted manner. Strengthen the cooperation between schools and enterprises, realize the gathering of resources, aim at the ability of applying talents to the post in the later stage of the enterprise, carry out order-based talent training, expand the proportion of practical teaching, and let students understand and master the application of professional theories into innovation and entrepreneurship. Vocational colleges and enterprises can also set up on-campus training rooms to strengthen the support and introduction of modern technology, so that students can deeply feel the environment and atmosphere of enterprise production and operation during the learning process, and form their own innovative thinking ability. To promote the transformation of results, to achieve a win-win situation between the enterprise and the school, and to lay a good foundation for students' later learning and growth.

4.4 Establish a sound teacher education team

With the popularization and popularization of education and the shortage of teachers, many teacher skills have not been fully valued. In the process of developing professional courses and innovative education courses, teachers' abilities are limited, and they cannot provide students with comprehensive and critical skills. The school should really deeply understand the strategic significance of teachers, strengthen the school-enterprise cooperation mechanism based on the actual school resources and training paths, and expand the teaching team of teachers. For example, the two sides can have active long-term cooperation, and business experts can come to the school regularly. The teaching of practical experience helps teachers to improve their skills. It can also allow the corresponding successful people to teach in the school to make up for the lack of practical experience of professional teachers. It is necessary to strengthen the diversified improvement of the education and training paths for professional and innovative talents, so that the thinking paths and communication activities between professional teachers and part-time teachers are continuously enriched, and a good academic structure is built, which is helpful to develop a good teaching team. effect.

5. Conclusion

To sum up, in the context of school-enterprise cooperation, it is necessary to effectively promote innovation and entrepreneurship education in higher vocational colleges, and the complete integration of professional education is very necessary. From the goal of faculty and talent training, the organization Many aspects of the model and current educational concepts must be improved and perfected to strengthen the quality of education, making this education more systematic and long-term, and creating more favorable conditions for improving the later employ ability of students.

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