

Research on the Teaching Mechanism of Innovation and Entrepreneurship Education in Colleges and Universities under the New Situation

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Abstract: Innovation and entrepreneurship education is an important part of talent training, which conforms to the law of social development and meets the development needs of the new situation. This paper expounds the teaching mechanism of innovation and entrepreneurship education in colleges and universities under the new situation from three aspects: the basic concept of innovation and entrepreneurship education in colleges and universities, the existing outstanding problems and relevant measures, in order to provide reference for improving the teaching mechanism of innovation and entrepreneurship education in colleges and universities.

Keywords: New Situation; Colleges and Universities; Innovation and Entrepreneurship

1. Introduction

Innovation and entrepreneurship education in colleges and universities provides more possibilities for students' future development, and plays a correct guide for them to enter their jobs and perform their duties in the future. Colleges and universities should be highly unified in thought and action, improve the teaching mechanism, scientifically plan the teaching content, and provide students with professional guidance and high-quality education.

2. Basic concepts

2.1. Innovation and entrepreneurship education

The main purpose of innovation and entrepreneurship education is to cultivate talents with basic innovation quality and entrepreneurial personality, which includes innovation education and entrepreneurship education. Innovation focuses on the promotion of thinking consciousness, and entrepreneurship focuses on practical action to implement.[1] Although there are differences, the ultimate purpose is to encourage everyone to break the traditional thinking and traditional employment concept, create new social value, and improve their innovation and entrepreneurship ability. Colleges and universities play a leading role, make use of their own resources and advantages, and build a three-dimensional and all-round innovation and entrepreneurship training system, in order to create a good innovation and entrepreneurship education atmosphere. Colleges and universities, enterprises, families, students, etc. are all important components of this system. All participants are interconnected, interact and support each other, and work together to promote the development of innovation and entrepreneurship education.

2.2. Innovation and entrepreneurship education content system

The service subject of innovation and entrepreneurship education in colleges and universities is students. Students are the hope of the country in the future. Students dare to accept new ideas and methods and practice bravely, so as to achieve corresponding results and promote social progress. The content system of innovation and entrepreneurship education mainly includes four aspects. The first is the cultivation of consciousness.[2] Colleges and universities are the leaders of innovation and entrepreneurship education. They are responsible for giving full play to the role of enlightenment and guidance, so that students can realize the importance of innovation and entrepreneurship education, internalize it into action, and actively understand the concept, elements, characteristics, risks, etc. of

innovation and entrepreneurship. Second, ability improvement. The organization and implementation of innovation and entrepreneurship need to have corresponding abilities, such as decision-making ability, organization and coordination ability, insight, judgment, etc., so that students can reserve the ability for innovation and entrepreneurship in the learning stage of colleges and universities. Third, environmental cognition. Colleges and universities correctly guide students to understand the environmental status of various industries, and let students understand the general environment, operation mode, process operation, etc. of innovation and entrepreneurship implementation. Fourth, practice simulation. Colleges and universities encourage students to experience all aspects of entrepreneurship through curriculum and practice simulation.

3. Problems in the teaching mechanism of innovation and entrepreneurship education in colleges and universities under the new situation

3.1. The teaching mechanism of innovation and entrepreneurship education in colleges and universities is not perfect

Innovation and entrepreneurship is the mainstream direction of national training at present, but the system and mechanism setting of colleges and universities in this regard is not perfect, which is mainly caused by three aspects. First, colleges and universities have insufficient understanding of innovation and entrepreneurship education, and believe that this is mainly due to students' sense of autonomy. The goal of colleges and universities is mainly to improve the employment rate, ignoring innovation and entrepreneurship education. Second, insufficient capital investment, insufficient investment, backward ideas, methods and equipment, which are the potential block for students to deny innovation. Third, there is a lack of professional teachers. Teachers are the foundation of the long-term development of colleges and universities. The lack of ability of teachers in innovation and entrepreneurship education limits students' learning and understanding of the content system of innovation and entrepreneurship education, resulting in inadequate understanding, lack of rational judgment, blind radicalization or stagnation.

3.2. The curriculum system is incompatible with the educational content system

The transformation of ideas into practical actions requires corresponding carriers and specific measures, and the practice of innovation and entrepreneurship education in colleges and universities needs to rely on the important carrier of curriculum. A perfect curriculum system should be cultivated at different levels. In the face of different groups of students, curriculum construction should be targeted. First of all, all students need to pay attention to the cultivation of consciousness and strengthen the understanding of innovation and entrepreneurship, in order to stimulate students' interest and mobilize enthusiasm. The second is to face potential students with strong innovation ability and entrepreneurial intention, aiming to deepen their understanding, and make objective and fair judgments, in order to improve their own ability, and formulate higher-level professional courses including skills, skills and so on. The last is to organize and implement practical courses, which aims to improve students' ability of practical application and organization, strengthen the pertinence of training according to different students' directions, and clarify the direction. The curriculum system and content system of innovation and entrepreneurship education in colleges and universities are not only independent of each other, but also should be compatible, supportive and complementary to each other, so as to play a joint force and achieve innovation and entrepreneurship education.[3]

4. Research on the teaching mechanism of innovation and entrepreneurship education in colleges and universities under the new situation

4.1. Improving the teaching mechanism of innovation and entrepreneurship education in colleges and universities

Perfect mechanism is the premise and guarantee of organization and implementation. Colleges and universities should respond to the national call, understand the characteristics of students, and formulate and improve their own innovation and entrepreneurship education mechanism. We should improve recognition from top to bottom, reach an agreement on ideology and practice, and help the development of innovation and entrepreneurship education mechanism; We should increase investment, reasonably allocate investment in innovation and entrepreneurship education, take multiple measures at the same time, and organize the implementation; We should also organize a team of teachers to strengthen their

own learning, and build more practical learning opportunities. Taking the innovation and entrepreneurship education center of Zhongshan Vocational and Technical College as an example, they have formed an excellent teacher teaching team, which is not limited to the internal teachers of the school, but a double qualified enterprising team combining full-time and part-time work and complementing inside and outside the school.[4] The center is responsible for promoting the quality education of innovation and entrepreneurship in the whole hospital. At the same time, it relies on the innovation and entrepreneurship environment and atmosphere in Zhongshan to build its own entrepreneurship brand, set up entrepreneurship management major, and has achieved a series of achievements in teaching, scientific research, innovation, cultural heritage and other aspects.

4.2. The curriculum system and the educational content system support each other

We should focus on the content system of innovation and entrepreneurship education, formulate a matching curriculum system, and complete the absorption of content by professors and students. Innovation and entrepreneurship education in colleges and universities insists on taking students as the center, starting from the perspectives of consciousness, skills, environment and practical opportunities, and formulating corresponding courses according to the demands of students at different levels, not generalizing, but formulating corresponding courses by levels, categories and scientific classifications. First, we can organize all students to study in the form of large class system to stimulate students' interest, and then screen interested students, formulate higher-level elective courses and professional courses, deepen the course content, and let students have a deeper understanding and understanding. This process not only includes the understanding of innovation and entrepreneurship, but also needs to deepen self-awareness, make a good positioning, clarify the direction of efforts, and recognize the future development direction. Finally, we should provide practical opportunities for students with ideas and plans, establish practical simulation courses, or organize students to go out of the classroom and enter the enterprise for further understanding, which may encounter real problems.

4.3. Strengthening publicity and improving social recognition

Generally speaking, when it comes to innovation and entrepreneurship, the first reaction of parents may be independent employment. In fact, the training objectives of innovation and entrepreneurship are multifaceted, including the training of social workers with basic professional quality, freelancers, enterprise entrepreneurs and innovative technology developers. The impact and ultimate goal of innovation and entrepreneurship education is not to blindly organize and implement, but to cultivate their own awareness, self responsibility, self-evaluation self-improvement. To some extent, innovative education has been organized from the early childhood stage. For example, children's learning painting is to exercise their divergent thinking and imagination, students' participation in summer camp is to cultivate their independent ability and communication ability, and students' participation in student unions and various associations at the university stage is to cultivate their organizational ability and coordination ability. To increase the publicity of innovation and entrepreneurship education, the key is to break the habitual thinking and cognition, and broaden the boundary of "entrepreneurship and entrepreneurship education". Parents should break through themselves, improve their self cognition, and cooperate with the state and schools to give students correct guidance and encouragement.

4.4. Colleges and universities should clarify the guiding responsibility of innovation and entrepreneurship subjects

Efficiency Under the new situation, we should clarify the main trends of innovation and entrepreneurship activities and understand their basic environment, Pay enough attention to innovation and entrepreneurship education, Start from many aspects, Optimize the system structure of innovation and entrepreneurship education, To provide more outstanding talents for the development of the society, To pass on more innovative and entrepreneurial ideas to the students, Let them understand the needs for talents and social needs of each position, To make full use of educational resources, To improve the disadvantages and deficiencies of traditional innovation and entrepreneurship education as far as possible, Training for special instructors in the school, To play its guiding and exemplary role, Actively encourage the school students to start their own businesses, And to stimulate their entrepreneurial enthusiasm, We also need to shoulder and fulfill the responsibility of guiding students' entrepreneurial subjects. Campus professional guidance teachers need to timely update their education teaching concept, and the talent training mode and education content adjustment and improve, to realize that today's innovative entrepreneurial development environment, the scientific research, talent training and employment of the

three aspects of perfect fusion, fundamentally change too much attention to teach students the theoretical knowledge about employment, to let the students from the bondage of classroom teaching, and build a broader platform to cultivate students' comprehensive quality and ability, to promote the innovation of the fundamental goal.

College students' innovative spirit, entrepreneurial consciousness and entrepreneurial aspirations will affect their innovative entrepreneurial ideas and job selection, schools can do is to provide students with more diversified employment resources and information, allow it to understand the social employment background and development trend, and to encourage and help students, let them to form a good attitude, positive face many difficulties and challenges in social jobs. Guiding students is not to interfere too much in students' thinking and ideas, but to enable students to think deeply about the links with many problems in the employment process on the basis of knowing their own potential and ability, so as to achieve the ultimate goal of achieving character building and comprehensive development. Colleges and universities to let the students have more understanding of social industrial economic structure, accurately grasp the entrepreneurial policy and form a keen business consciousness, a comprehensive analysis of the advantages and disadvantages of their own innovation entrepreneurship, itself set up clear innovative entrepreneurial ambition, have practical goals for future development, not ambitious, in the actual combination of their own situation and on the guidance of teachers' employment, to make the right choice.

4.5. Deep understanding of the connotation of innovation and entrepreneurship, and comprehensively improve the quality of teachers

Efficient in the process of innovation entrepreneurship education, the first to clear its connotation and meaning, truly implement the requirements of the new situation for the innovation entrepreneurship education, and targeted to solve the problems encountered in students' innovative entrepreneurship process, to play the main purpose of education, to do in cultivating students' innovation ability to give students more time to learn content closely with practical experience, to understand, blindly pursue innovation entrepreneurship theoretical knowledge, not only not the fundamental purpose of education, will let students to innovative entrepreneurship learning produce certain resistance. Adhere to the need to have a deep understanding of the concept of innovative entrepreneurship, and a comprehensive analysis of the students' age development characteristics and the learning actual situation, on this basis, targeted guidance for students, can let it understand the importance of innovation and entrepreneurship, is more active into learning, through constantly learning the difficult knowledge, understand the social employment situation, analysis of their own situation, and other ways, enhance their ability to cope with future job challenges and requirements, not confused and confused into society.

5. Conclusion

Colleges and universities are the process of students' rapid accumulation of pre social knowledge and the place to export talents from all walks of life for the country. In order to meet the national development needs, colleges and universities should pool their wisdom, adapt measures to local conditions, and strengthen the implementation of innovation and entrepreneurship education, in order to stimulate students' enthusiasm, explore ideas, and actively forge ahead, and create more new possibilities, new ideas, and new ways for future development.

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