

The Development Form and Prospect of Innovation and Entrepreneurship Education for Application-Oriented College Students

Xu Ping

Nanjing Normal University Zhongbei College, China

ABSTRACT. *With the change of market economy environment, “mass innovation, mass entrepreneurship” has become a new content of enterprise development and social development. Under this development trend, the market demand for talents is more obvious, and more attention is paid to talents' ability of innovation and entrepreneurship. In recent years, China's colleges and universities have been expanding the enrollment scale, but the teaching quality and education model has not undergone a fundamental change. Although the number of graduates has increased, the quality of talents cultivated does not meet the needs of social development. From the perspective of the rapid development of higher education in China and the realization of the vision of “mass innovation and entrepreneurship”, all application-oriented universities must attach importance to the innovation and entrepreneurship education for college students. In this paper, the application-oriented university students innovation and entrepreneurship education activities, starting from the status quo of education, in-depth exploration of efficient innovation and entrepreneurship education path.*

KEYWORDS: *Application-oriented university, College students, Education on innovation and entrepreneurship, Education path*

1. Introduction

With the continuous development of the society and the change of the market environment, more innovative and entrepreneurial projects have been promoted, and enterprises have begun to strengthen project research and provide more platforms for innovation and entrepreneurship practice. As the main exporter of innovative and entrepreneurial talents, application-oriented colleges and universities should always pay attention to strengthening the training of talents, deepening the research on the development mode at this stage, finding out the deficiencies, finding out the core content of talent quality training, strengthening the practice of innovative and entrepreneurial education, fully utilizing the positioning driving force of “application-oriented”, comprehensively cultivating students' innovative and entrepreneurial skills, and promoting The practical transformation from innovation and entrepreneurship ability to practice ability.

2. Current Situation of Innovation and Entrepreneurship Education for Application-Oriented College Students

2.1 Lack of Effective Connection between Professional Education and Innovation and Entrepreneurship Education

In application-oriented colleges and universities, professional education is the core of teaching, and innovation and entrepreneurship education should be strengthened in teaching activities. For most application-oriented universities, they lack sufficient experience in the innovation and entrepreneurship education module, and cannot balance the relationship between professional education and innovation and entrepreneurship education. The main reason why college students choose to start their own business after graduation is that there are many limitations in school education, business activities and practical activities. In the process of innovation and entrepreneurship education for students in application-oriented universities, the lack of awareness of the actual situation of enterprise development, the specific needs of the society for talents and the environment for innovation and entrepreneurship leads to the inability to organically integrate the curriculum system of innovation and entrepreneurship education with the curriculum system of professional education, resulting in the inability of students to form an orderly innovation and entrepreneurship knowledge system, thus failing to cultivate students' keen innovation and entrepreneurship Industry awareness can not promote the efficient

development of innovation and entrepreneurship activities.

2.2 Innovation and Entrepreneurship Education Lack of Practical Features

Most of China's application-oriented undergraduate universities lack practical experience in the development of innovation and entrepreneurship education, so under the new requirements of innovation and entrepreneurship development, they show obvious shortcomings in the development, specifically reflected in the innovation and entrepreneurship education curriculum is not scientific, the curriculum is relatively single. At present, the innovation and entrepreneurship education courses carried out by application-oriented undergraduate colleges mainly include entrepreneurship foundation, career planning of college students, employment guidance of college students, etc. the content of the above courses is thin, which has certain deviation with the major students have learned and the actual social development, and cannot provide students with a comprehensive and in-depth perspective of innovation and entrepreneurship. In the aspect of curriculum design, it focuses on theoretical courses and neglects practical courses. In addition, the lack of practical teachers and the lack of practical teaching platform lead to the teaching practice seriously deviate from the talent training objectives of the application-oriented colleges and universities.

2.3 The Educational Target of Innovation and Entrepreneurship is Limited

At present, when developing innovation and entrepreneurship education in China, most of the application-oriented colleges and universities adopt the elite training mode, that is, the scope of beneficiaries is relatively narrow. When making specific creative talents training, colleges and universities will concentrate on the training they think creative entrepreneurial aptitude and potential of the students, which can lead to other students have no access to the deeper innovation entrepreneurship education content, leading to choose entrepreneurship students after graduation ratio is extremely low, eventually reduce the applied undergraduate colleges and universities of innovation entrepreneurship education overall validity.

3. The Effective Path of Innovation and Entrepreneurship Education for Application-Oriented College Students

3.1 Strengthen the Connection between Professional Education and Innovation and Entrepreneurship Education

Each application-oriented college should first make an effective distinction between professional education and innovation and entrepreneurship education, grasp the theoretical and intellectual nature of professional education, and pay attention to the practicality and application of innovation and entrepreneurship education. Based on this, colleges and universities should clarify the objectives of talent training and strengthen the effective integration of professional education and innovation and entrepreneurship education from the perspective of curriculum system. On the basis of setting up professional curriculum system, colleges and universities should add the content of innovation and entrepreneurship education, and take some courses of innovation and entrepreneurship education as compulsory courses, so as to strengthen the connection between theory and practice. Secondly, colleges and universities should organize teaching and research personnel to increase the discussion on teaching mode, innovate teaching mode, strengthen practical education, and provide concrete support for students to apply what they have learned with the help of situational teaching method and case teaching method.

3.2 Update the Teaching Model from the Perspective of Practice Teaching

3.2.1 Build a Platform for Education and Practice in Innovation and Entrepreneurship

The core of innovation and entrepreneurship education lies in practice teaching. Each application-oriented university needs to focus on building a more perfect practice platform for innovation and entrepreneurship education. First of all, it is necessary to build a practical teaching platform together with various subjects, including universities, enterprises and scientific research institutions, so as to form a professional industry-university-research base. With the support of the teaching practice platform of innovation and entrepreneurship, colleges and universities should actively carry out the second classroom and ensure the diversified forms of the second classroom. In the second class, a variety of student club activities, cultural month activities and discipline

competitions can be held. The above activities should focus on the specific requirements of innovation and entrepreneurship education practice, so as to effectively cultivate students' awareness of innovation and entrepreneurship and improve their ability of innovation and entrepreneurship. In addition, in the trend of Internet development, applied universities should focus on building "Internet plus" innovation and entrepreneurship platform, and expand their innovative entrepreneurial thinking. Colleges and universities can make use of various mobile terminal apps to enable students to obtain the most cutting-edge innovation and entrepreneurship information, actively participate in the online innovation and entrepreneurship competition, provide multi-dimensional practical education channels for students' innovation and entrepreneurship, and create a good innovation and entrepreneurship education environment.

3.2.2 Break through the Mode of Elite Education

Under the concept of modern education equity, when carrying out innovation and entrepreneurship education activities, each application-oriented college should take the expansion of beneficiary groups as an important pursuit, break through the elite education mode actively, and truly expand the coverage of innovation and entrepreneurship education. Based on this, application-oriented colleges and universities should build a three-dimensional innovation and entrepreneurship education system of "integration of three innovations", focusing on cultivating students' ability of "creativity, entrepreneurship and innovation". The school should also pay attention to the construction of innovation and entrepreneurship education level, match different teaching resources for students of different ability levels, and ensure the gradual improvement of students' innovation and entrepreneurship ability.

4. Outlook on Innovation and Entrepreneurship Education for Application-Oriented College Students

The first is to create an environment of innovation and entrepreneurship education based on urban innovation. The urban innovation index is closely related to the entrepreneurial behavior of college students, so the city should actively change the traditional pattern of entrepreneurship, promote the orderly development of new entrepreneurial methods, and provide a new entrepreneurial platform for college students. All regions should focus on improving the driving force of urban innovation and development, invest in innovative development funds and technologies based on innovative development policies, promote the innovation and transformation of production modes, and provide sufficient material support for college students to start their own businesses. In addition, the city should also focus on the special industrial upgrading and development, and at the same time pay attention to the specific needs of talents for industrial transformation and development, so as to improve the compatibility between talents entrepreneurship and urban development.

The second is to fully integrate innovative content with local cultural resources. For local application-oriented colleges and universities, when training innovative and entrepreneurial talents, they should pay attention to the combination of entrepreneurial education content with local cultural resources and entrepreneurial resources, so as to reflect the adaptability of talent training and local regional economic development. Based on this, application-oriented colleges and universities should pay attention to strengthening the understanding of local culture, economy and other aspects, adjust the content of innovation and entrepreneurship education, seek new breakthroughs in innovation and entrepreneurship talent education, and promote the stable development of local economy under the scientific talent cultivation policy.

5. Conclusion

For the development of application-oriented undergraduate colleges, the state puts forward new requirements, that is, to strictly implement the policy of "mass entrepreneurship and innovation", and analyze the specific quality requirements for talents in the new era based on the actual development of industry and enterprises. Based on this, applied colleges in innovation entrepreneurship education for college students, should improve their professional education and creative education fit, to improve the level of practice teaching, and strive to break through the elite education mode, and truly improve the level of teaching, establish the solid base for the college students' innovative undertaking, promote entrepreneurship environment to complete the order.

References

- [1] Chen Kaiyun, Xie Xiaoqin (2020). Research on Three Integration Modes of Innovation and Entrepreneurship Education in Colleges and Universities in the New Era [J]. Continuing Education Research, no.3, pp.60-63.

- [2] Wang Aiwen (2020). Research on Innovation and Entrepreneurship Education Platform in Colleges and Universities from the Perspective of Information Ecology [J]. Modern Business Industry, vol.41, no.1, pp. 86-87