

Research on the Necessity of Innovation and Entrepreneurship Education in Local Universities

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ABSTRACT. *In the current background of mass entrepreneurship and innovation, more and more attentions have been paid to innovation and entrepreneurship education. As the training institutions for senior application-oriented professional personnel, local universities should put innovation and entrepreneurship education in a prominent position. Through the systematic analysis of five aspects, that is, the national policies, social environment, local universities, students themselves, and student families, it sort outs the logic of theory and practice for the necessity of innovation and entrepreneurship education. Through four kinds of ways, that is, fully understanding the policies on innovation and entrepreneurship, providing relevant courses and corresponding training, training professional teachers, and setting up supporting training bases, it is expected to promote the effectiveness of innovation and entrepreneurship education of college students in local universities, and enhance their comprehensive quality and practical ability.*

KEYWORDS: *Local Universities, Innovation and Entrepreneurship Education, Necessity*

1. Introduction

In 1947, Myles Mace of Harvard business school started a new course for MBA students called "new business management", which is regarded as the beginning of entrepreneurship education in universities. Entrepreneurship education in China started relatively late. It started in 1998 when Tsinghua University offered the course of "High-tech entrepreneurship management" for undergraduates. Innovation and entrepreneurship education has gradually come into people's vision, and the society has also started to realize the importance of innovation and entrepreneurship education. In the summer davos BBS in September 2014, premier Li Keqiang proposed "Mass entrepreneurship and innovation", which fully affirmed the value of innovation and entrepreneurship and provided new ideas for the cultivation of students in local universities.

For college students, the importance of innovation and entrepreneurship education is mainly reflected in two aspects. First, the current employment situation is grim. In 2018, the number of college graduates nationwide reached 8.2 million. In addition to waiting for employment personnel, the number of job-seekers is large, the employment situation is more serious. The grim employment situation makes college graduates have to think of ways to broaden employment channels, entrepreneurship as a high-quality employment, college graduates can be entrepreneurship as the employment path. Second, through innovation and entrepreneurship education, students can master a variety of knowledge and skills related to innovation and entrepreneurship, which can effectively improve the comprehensive quality of students.

2. The necessity of innovation and entrepreneurship education in local universities

2.1 At the government level, support and guidance should be strengthened to promote high-quality employment through entrepreneurship

In terms of economic development, China proposes to move from "made in China" to "created in China", and the development of China's creation cannot be separated from innovation and entrepreneurship. College students, as the hope of national development and builders of national rejuvenation, are naturally the main force of innovation and entrepreneurship, as well as the innovation and entrepreneurship personnel who are strongly supported by policies.

From the national policy level, in May 2015, the official of the state council issued a "Opinions on the implementation of deepening the reform of innovation and entrepreneurship education in institutions of higher learning", in the opinion, deepening the reform of institutions of higher learning innovation entrepreneurship education, is the national implementation of innovation driven development strategy, promoting economic efficiency quality is an urgent need to upgrade, is promote the comprehensive reform of higher education, the important measures to promote college graduates entrepreneurship higher-quality employment.

The country attaches great importance to the innovation of entrepreneurial environment, policy for college students' innovative undertaking a series of support conditions, local universities should follow the national policy, the development of creative education, the training goal of the school and social demand, matching of cultivating creative passion entrepreneurial young talents, job creation and encourage entrepreneurship to create more employment opportunities, promote local economic development, to establish a creative industry, forming new economic growth point.

Resources in local colleges and universities in Sichuan, for example, Sichuan is concentrated in Chengdu, Sichuan's university places where such as Zigong, Neijiang, Luzhou city, the industrial structure in the Internet, the creative industry is weak, the local government response to the call, we will strongly support students

business personnel, with financing, tax breaks, such as site free to use supporting policies. However, due to the geographical location, it is difficult to attract students from other places to start businesses, local college students become the local innovation and entrepreneurship development force. Therefore, local universities should pay more attention to the education of college students' innovation and entrepreneurship, so as to help local economic development and cultivate qualified innovative and entrepreneurial talents.

2.2 At the social level, enhance communication and fit, and create new ideas for employment

The employment situation in today's society is grim, local college graduates lack competitiveness, some students face unemployment after graduation. College students should not only define employment as seeking a job, entrepreneurship is also a choice of college students employment, the present era and social environment is the opportunity era of college students entrepreneurship.

On the one hand, the local universities should be thorough analysis social demands for practical talents of smart structures, by producing research collaborative education, cooperation between universities and other forms, get through the bridge of the school and society, the talent training and social reality demand closely integrated, such as economy, culture, and social industrial structure corresponds to the teaching mechanism, cultivate the students' social sensitivity, subjective initiative and creative thinking ability, intellectual foundation and realistic environment for entrepreneurship to safeguard; Social industries, on the other hand, should strengthen the exchange with college of docking and, with the help of universities, a think-tank, solve the bottleneck, enhance the vitality of its own reality, form a rational layout, benign development, organic linkage of industrial structure of the society at the same time, also to establish their practice to apply the platform for entrepreneurship education, enrich the double gen activities experience and ability of students. Therefore, the two-way communication between school and society will open a new implementation path for college students to start their own businesses, and enriching employment forms through entrepreneurship will become a new idea for college student employment.

The society encourages innovation and entrepreneurship. Based on modern information technologies such as the Internet plus, big data and artificial intelligence, it is easier for students to innovate and start businesses. With professional knowledge structure and innovative thinking, college students should become the main force of entrepreneurship. We will actively encourage college students to participate in innovation and entrepreneurship, and enable college graduates with knowledge and ability to explore employment ideas and regard entrepreneurship as high-quality employment. Relying on the era of mass entrepreneurship and innovation, entrepreneurship will be more convenient and low-cost, so as to achieve employment at a higher level. No matter from the external grim employment situation or from the internal entrepreneurial opportunities, the society needs college students to carry out innovation and entrepreneurship, innovation and

entrepreneurship education in universities is also the practical requirements of the society.

2.3 At the level of local universities, students' comprehensive quality should be improved to enhance their competitiveness in reality

China's higher education is about to enter the stage of popularization from popularization. After the expansion of university enrollment, the number of students is growing rapidly. In the rapidly expanding university scale, the competition among college students is increasingly fierce.

Schools in the cultivation of talents must pay attention to the cultivation of student's comprehensive quality, entrepreneurship education through innovation, entrepreneurship can cultivate students basic quality and create a type personality, so that the students consciousness of entrepreneurship, innovation spirit and innovation ability can be significantly increased, thus effectively enhance the competitiveness of the students, give students more choices on employment and personal development.

2.4 At the individual level, students can apply what they have learned to achieve comprehensive and coordinated development

Through innovation and entrepreneurship education, students are required to master and understand entrepreneurial knowledge, entrepreneurial approach and entrepreneurial methods. When students conceive entrepreneurial projects, they should first do market research and determine entrepreneurial projects according to their own resources, which requires students to have the ability of resource integration and innovative thinking. In the process of starting up a business, students are also required to have professional knowledge and abilities such as business management, psychology, leadership science, interpersonal communication, and be able to effectively integrate and comprehensively utilize relevant knowledge. Even if students simply complete an entrepreneurial practice plan during the course of learning, it will improve the comprehensive ability of college students, enable them to complete the practical application of relevant knowledge in the process of practice, and promote the formation of comprehensive ability. In school, college students can enrich and improve their knowledge structure and improve their knowledge application ability by attending entrepreneurship education courses, "SYB" and other entrepreneurship training, "challenge cup", "China collegestudents' entrepreneurship competition", and application of college students' innovation and entrepreneurship plan projects. Since the learning process of entrepreneurship education is also a process for college students to learn knowledge of various disciplines and comprehensively apply knowledge of various disciplines, it can effectively promote the comprehensive and coordinated development of college students.

2.5 At the family level, we will promote multi-form and high-level employment of students and solve their employment difficulties

Most college students are born in the 1990s. Most families only have one child. Parents put all their expectations on their children and expect them to have a good future. But now college students are no longer like the former job assignments, college students have become a difficult group of employment.

Take local universities in Sichuan as an example, there are a large number of students from remote areas and poor families, and employment and income after employment are very important. How to break the employment difficulty and start a business can be a very effective and desirable way. In addition to solving the problem of individual employment, government policies also encourage college students to return home and start businesses to develop the agricultural economy. Through the development of local high-quality resources, on the basis of personal growth of students, can also help the hometown open up economic development road, drive the hometown out of poverty and get rich.

3. Suggestions on strengthening the quality of innovation and entrepreneurship education in local universities

The necessity of innovation and entrepreneurship education is reflected in national policies, social environment, specific conditions of local universities, as well as parents and students. Local universities should pay close attention to the implementation, improve the quality of innovation and entrepreneurship education in multiple ways, so as to strengthen students' comprehensive ability, increase employment competitiveness and promote local development.

3.1 University education should grasp the policy of innovation and entrepreneurship and attach importance to innovation and entrepreneurship education

First of all, local universities should pay attention to innovation and entrepreneurship education from the ideological point of view. When they understand the relevant national policies on innovation and entrepreneurship, they should understand and learn thoroughly and implement the policies into student management and teaching management. In recent years, China has put forward a number of policies on innovation and entrepreneurship, and emphasized the importance of innovation and entrepreneurship in several important conferences. Only when colleges and universities attach great importance to innovation and entrepreneurship education can the policies be implemented. In the implementation of policies, local universities should always be alert to formalism and combine relevant provisions of innovation and entrepreneurship policies with students' training programs, so as to show the importance of innovation and entrepreneurship education in students' training.

3.2 Provide relevant courses and teaching training, encourage students to participate in the competition

To cultivate students' innovation and entrepreneurship, the embodiment of the cultivation plan should include the opening of courses, organization of relevant training and participation in relevant competitions. At present, some local universities have relevant courses and corresponding training, such as the chapter on innovation and entrepreneurship and the "SYB" entrepreneurship training course set up in the career guidance course to provide students with learning opportunities.

Students should be encouraged to think about innovative and entrepreneurial projects, combine their own professional knowledge, and actively participate in project application. By participating in innovation and entrepreneurship projects, I applied theoretical knowledge to practice in the projects, so as to effectively improve both theoretical knowledge level and practical application ability.

3.3 Train teachers to guide mass entrepreneurship and innovation, and give full play to their guiding role

The shortage of teaching staff has become a key factor restricting the development of innovation and entrepreneurship education in universities. One is the lack of teachers with professional training; the other is the lack of teachers with practical entrepreneurship experience. This requires local universities to pay attention to the training of professional teachers, to serve as entrepreneurial education teachers to do a good job of training, to meet the teaching standards of teachers can teach. At the same time, teachers are encouraged to conduct practical training on entrepreneurship, guide students to participate in innovation and entrepreneurship competitions, and take the initiative to learn and improve knowledge and ability related to innovation and entrepreneurship. Local universities should ensure the effect of innovation and entrepreneurship education with good teachers.

3.4 Set up production, teaching, research and training base, support college students entrepreneurship projects

Innovation and entrepreneurship education is by no means pure theoretical knowledge learning, theoretical knowledge is only the foundation of entrepreneurship education, practice training is the key to master innovation and entrepreneurship ability. Universities should establish entrepreneurship training base, in the base for college student's entrepreneurs to provide free office space, office tools, etc., for entrepreneurs with potential for development, contact the corresponding investment institutions for investment, and help college student's entrepreneurial enterprises to complete the registration and growth development. For example, a local university in Sichuan cooperated with the government to provide free office space for college students' entrepreneurs and help them get through the

most difficult start-up stage. Through the perfect incubation base, students on the road to entrepreneurship escort.

Against the background of mass entrepreneurship and innovation, local universities should fully realize the necessity and importance of innovation and entrepreneurship education. In the process of cultivating students, we should attach importance to the value of innovation and entrepreneurship education. Through all-round innovation and entrepreneurship education, we can develop employment ideas for students, expand employment paths for students and realize high-quality employment through entrepreneurship. Based on the education of innovation and entrepreneurship, it can shape students' open thinking, improve their comprehensive quality and ability, achieve high-quality innovation and entrepreneurship results, and finally achieve the goal of serving local areas and boosting local economic development.

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