

Research on Innovation and Entrepreneurship Education from the Perspective of Economic Park in Higher Vocational Colleges

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ABSTRACT. *With the accelerating process of social development in recent years, how to promote the construction of urban economic clusters in higher vocational colleges is the key to talent training. This paper will take the construction of urban economic group as the research entry point, the recent achievements of our school in innovation and entrepreneurship education, point out the relationship between innovation and entrepreneurship education to promote the economic development of urban agglomerations, and put forward the innovation and entrepreneurship education of higher vocational colleges to promote the economic development of service parks. Suggestions.*

KEYWORDS: *Higher vocational colleges; Service park economic construction; Innovation and entrepreneurship education*

1. Introduction

Investigation on Innovation and Entrepreneurship Education in Urban Economic Circle Construction of Higher Vocational Colleges.

1.1 Scientific Curriculum System

Since 2010, the General Office of the State Council, the Ministry of Education, and various levels of government have issued a series of documents and policies to promote and support innovation and entrepreneurship education for students[1]. With the guidance of the state and the support of the policy, the construction of the curriculum system of entrepreneurship education in China has achieved remarkable development in recent years, and it has been improved in both quantity and quality. Higher vocational colleges pay more attention to the design of entrepreneurship education courses, and the degree of entrepreneurship education courses is higher. The entrepreneurship education course (startup guidance course) is a compulsory course in the basic course. And each school has its own student entrepreneurship

base or incubator park, and the practicality and application of innovation and entrepreneurship education are steadily improving.

1.2 Practical Project Systematization

The practical characteristics of entrepreneurship education are very obvious. As an important part of innovation and entrepreneurship education, the systematic practice day is particularly important in education[2]. At present, the degree of systemization of entrepreneurship education practice days in higher vocational education parks is getting higher and higher, showing the characteristics of “learning by doing” in innovation and entrepreneurship education. The student entrepreneurship base, the entrepreneurial park, and the science and technology park are the important practice projects of entrepreneurship education. Through the simulation training, the entrepreneurial knowledge is expanded and the entrepreneurial practice ability is improved.

1.3 Guide Team Specialization

In 2012, the Ministry of Education clearly stated that “encourage and support all professional teachers to integrate into the content of entrepreneurship education in professional education.” [3]The entrepreneurial education faculty of Changzhou Higher Vocational Education Park Ix_ gradually reflects the trend of specialization and professionalism. It constitutes a diversified entrepreneurial guidance team and continuously improves the faculty level through professional certification and training.

1.4 Capital Investment

Higher Vocational Education In the construction of urban economic circle, all colleges and universities actively integrate multi-party resources, and continue to increase people's capital investment in student entrepreneurship education. Under the guidance of relevant national policies, we will integrate resources for innovation and entrepreneurship education for students in their respective schools and the entire park, invest funds[4], actively form teams, and participate in the “Internet +” Student Innovation Entrepreneurship Competition “Challenge Cup” students through multiple rounds of training. Business plan competition, student innovation and entrepreneurship training program.

2. Higher Vocational Education Promotes the Construction of Urban Park Economic Circle

2.1 Mechanism of Action

The implementation of entrepreneurship education can popularize entrepreneurial knowledge, cultivate entrepreneurial ability, demonstrate entrepreneurial processes, explain entrepreneurial risks, exercise teamwork, and rationally define the spirit of adventure. It is beneficial for educators to improve the quality of entrepreneurs, foster entrepreneurship, and then stimulate entrepreneurial behavior. More educated people take entrepreneurship and self-employment as a career choice and become a way of life. As a result, the self-employment rate, ownership ratio, corporate entry and exit ratio, market share of small businesses, market participation in entrepreneurship, and increase in patent applications will be increased[5]. This series of entrepreneurial activities will also benefit job creation, economic restructuring, increase the proportion of small enterprises in GDP, increase labor productivity, and accelerate the professional mobility of the whole society, thereby promoting the faster development of innovative economy and enhancing innovation. The overall level of the economy.

2.2 Economic Park Construction Needs for Innovative Talents

Take Zhongguancun, a “Silicon Valley” in China, as an example. It is the region with the most intensive intellectual resources, the most innovative features and vitality of science and education in China. It has more than 20,000 high-tech enterprises represented by Lenovo, UFIDA and Baidu. Thousands of high-level scientific and technological achievements and 3,000 newly-created entrepreneurial enterprises are typical representatives of China's innovative economic development. The development of Zhongguancun's innovative economy has placed urgent demands on the cultivation of innovative talents, which has promoted the development of entrepreneurship education in the region. In 2002[6], three of the institutions of the Ministry of Education's pilot entrepreneurship education were located in the Zhongguancun area. Entrepreneurs who have received entrepreneurship education have made certain contributions to the adjustment and upgrading of the national industrial structure. Entrepreneurship education can promote the development of innovative economy through industrial structure changes. It can be seen that through the development of entrepreneurship education, it is conducive to the adjustment of the national industrial structure and the improvement of the quality of the innovative economy, and ultimately the sustainable development of the innovative economy can be achieved.

3. Higher vocational colleges, innovation and entrepreneurship promote the foundation of economic park construction

3.1 Entrepreneurial Ecosystem

Entrepreneurial ecosystems involve all sectors of society, including national and international government agencies, educational institutions at all levels, entrepreneurial innovation incubators, researchers, students, professors, ventures, venture capital funds, angel investment funds, and entrepreneurs. Cooperation

network, etc. Among them, higher education institutions play a vital role in the entrepreneurial ecosystem.

3.2 Strong Teacher Strength

The need to provide the necessary training for existing teachers also means expanding the scope of entrepreneurship education teachers, entrepreneurs, outstanding graduates, freelancers and even students who are starting a business can become entrepreneurial education teachers. Entrepreneurs and other successful people with entrepreneurial experience can not only bring great value to classroom education, but also enhance the entrepreneurial awareness of educational institutions and help build an entrepreneurial ecosystem.

3.3 Effective Curriculum Development

Entrepreneurship education should be an education for entrepreneurship, not just an entrepreneurship education[7]. The cultivation of entrepreneurship should be deeply rooted in the curriculum development so that students' entrepreneurial spirit and creative thinking can be cultivated. It should be integrated with other subject courses so that students can learn how to start a business and manage and expand the business. The need to change entrepreneurship education is only an optional course or extracurricular activity, and entrepreneurship education should be included in the scope of compulsory.

3.4 Extracurricular Entrepreneurship Education

Entrepreneurship education needs to be closely integrated with practice. Educators should strive to transcend classroom teaching and integrate entrepreneurship education with practice. Providing face-to-face communication with entrepreneurs and case studies are good ways to help students understand entrepreneurship and choose career paths. They should also form video materials through lectures by successful entrepreneurs, and actively cooperate with private organizations to establish university-enterprise cooperation. The network has established a mutually beneficial relationship, which is one of the very important policy directions of the EU and the United States.

4. Promote the Innovation and Entrepreneurship Education in Higher Vocational Colleges

4.1 Government Supports Educational Change

Entrepreneurship education should be carried out across different government

departments, such as the Ministry of Finance, the Ministry of Education, and the Ministry of Science and Technology, to jointly develop entrepreneurship education programs, and establish public or private specialized institutions to support entrepreneurship education. These institutions can work with universities and schools to increase financial support and share the fruits of entrepreneurship education and even entrepreneurship. The government should also support long-term research and data collection, and develop unique education programs based on local market needs and local conditions.

4.2 Creating an Entrepreneurial Ecosystem

Promote entrepreneurship in the whole society, establish an entrepreneurial ecosystem, and improve the institutional framework for starting businesses, expanding enterprises, labor employment contracts, protection and transfer of intellectual property rights, risk taking, and bankruptcy protection. Encourage the development of social capital networks and build a platform for communication between various organizations. Supporting entrepreneurship education requires providing the necessary material base, as well as supporting training programs for teachers, developing and using new and appropriate curriculum resources. Establish career development franchise opportunities, help provide entrepreneurship education curriculum materials, support case studies and encourage experience sharing and practical communication.

4.3 Identify the Location of Entrepreneurship Education

The education supervision department should work with academics and other stakeholders to develop mechanisms to properly evaluate the impact of entrepreneurial institutions, formulate practical goals and metrics for entrepreneurship education, standardize academic rules, recognize and accept entrepreneurial practice teaching, and entrepreneurship education in the formal The education system should be recognized, and appropriate honors and rewards should be established for entrepreneurial educators.

4.4 Give Full Play to Technical Leverage

Give full play to the leverage of technology and encourage technological entrepreneurship and technological innovation. Integrate resources from various disciplines to achieve integration of production, learning, and research. In entrepreneurship education, provide the technical support necessary for personal development and becoming a leader, including the necessary information technology, broadband Internet and communication technologies, and online remote training materials. Integrate entrepreneurship education into curriculum and construction to build an interdisciplinary learning environment.

5. Conclusion

This research not only emphasizes the importance of the construction and development of innovative urban economic parks to promote entrepreneurship education, but also arouses the enthusiasm of all sectors of society for the development of innovative economy and entrepreneurship education, and is also to explore and vigorously promote the construction of urban innovative economic parks and higher vocational education. The mode and path of entrepreneurship education development in colleges and universities, and promote the improvement of entrepreneurship education and the sustainable development of innovative economy.

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