

# Design and Practice of Innovation and Entrepreneurship Education Teaching System

Cui Jing, Dianbing Wang

*Shandong University of Finance and Economics*

**Abstract:** *Innovation and entrepreneurship education is a breakthrough in the comprehensive reform of higher education and an important driving force of the national innovation-driven strategy. This paper defines the basic attributes of innovation and entrepreneurship education as openness, practicality and human nurturing. And carries out scientific design and practice of innovation and entrepreneurship practice teaching system through system cohesion, platform coupling and system coherence to achieve the goal of cultivating more high-quality innovation and entrepreneurship talents.*

**Keywords:** *Innovation and entrepreneurship education, Practical teaching system, Design and practice*

In 1947, Harvard University in the United States opened the first entrepreneurship education course "New Venture Management". In the 1950s, Germany established a "simulation company" and established the entrepreneurial practice teaching method. In 1982, Stirling University in the United Kingdom launched the "College Students' Entrepreneurship Project", which opened a new situation of innovation and entrepreneurship education. In 1994, Japan opened the course of "comprehensive discipline", in which the course of "industrial society and people" is a compulsory course for entrepreneurship. In 1997, Tsinghua University organized the "entrepreneurship plan competition", which opened the prelude to innovation and entrepreneurship education in China. Innovation and entrepreneurship education takes root and develops rapidly in colleges and universities in the form of courses and practical projects.

Nowadays, innovation and entrepreneurship education has been a breakthrough in the comprehensive reform of higher education at home and abroad. In July 2013, the United States released "Innovative and Entrepreneurial University: Focus on Innovation and Entrepreneurship in Higher Education". In May 2015, the State Council of China issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education". Innovation and entrepreneurship education is an educational concept and educational model. The innovation and entrepreneurship teaching system is a mechanism design to prompt innovation education, entrepreneurship education, ideological and political education and professional education to have integration in content and form. It is the direct response of our national innovation-driven strategy in education. With the gradual deepening of our understanding of innovation and entrepreneurship education, the positioning, role and realization path of innovation and entrepreneurship education in higher education are gradually clear. Through the design and practice of teaching system, the organic integration of innovation and entrepreneurship education, professional education and ideological and political education is an inevitable topic to create an upgraded version of innovation and entrepreneurship education.

## 1. Basic Attributes of Innovation and Entrepreneurship Education

The design and implementation of innovation and entrepreneurship education need to have and reflect openness, practicality and human nurturing, in which human nurturing is the core attribute.

(1) The requirement of establishing a new mechanism for collaborative education of innovation and entrepreneurship education in school-school, school-enterprise, school-local, school-institute and international cooperation reflects the basic attribute of openness. Universities are required to break the routine, actively use social resources, try to make up for the shortcomings of the school itself, cooperate with the government, enterprises and brother universities, introduce mature social resources in many aspects such as education methods, institutions, courses, teachers, funds and projects, etc., and jointly build a formalized and professional entrepreneurship education platform, so as to provide college students with high-quality innovation and entrepreneurship education that relies on the

combination of professional and creation and education.

(2) Strengthen innovation and entrepreneurship practice. Promote the experimental teaching platform sharing. Use various resources to build university science and technology parks, college students' entrepreneurship parks, entrepreneurship incubation bases and small and micro company entrepreneurship bases is the centralized embodiment of the practicality of innovation and entrepreneurship education. According to the different stages of students' innovation and entrepreneurship education and their actual needs, we take the teaching of universal entrepreneurship courses as the surface, multi-level innovation and entrepreneurship platform as the line, students' innovation and entrepreneurship practice as the point, and integrate the surface, line and point to educate and guide students to carry out innovation and entrepreneurship practice step-by-step, so as to internalize the awareness of innovation and entrepreneurship education and externalize it in practice.

(3) Establishing a new mechanism to adjust the structure of demand-oriented disciplines and professional and the structure of entrepreneurship and employment-oriented talent training types, and establish a new mechanism of cross-faculty, cross-discipline and cross-professional cross-cultivation of innovative and entrepreneurial talents are the basic requirements of the human nurturing of innovation and entrepreneurship education. Innovation and entrepreneurship education is an important part of talent cultivation in colleges and universities, which cannot exist in isolation and must depend on the improvement of the whole talent cultivation system. It needs to be reformed layer by layer to realize the integration and unification of innovation and entrepreneurship education with diversification and personalization of talent cultivation.

## 2. Design and Practice of Innovation and Entrepreneurship Teaching System

Following the three basic attributes of innovation and entrepreneurship education: openness, practicality and human nurturing. The innovation and entrepreneurship teaching system is scientifically designed and practiced through system cohesion, platform coupling and system coherence to achieve the goal of cultivating more high-quality innovative and entrepreneurial talents.

(1) **System cohesion to build a trinity entrepreneurship education environment.** In the innovation and entrepreneurship teaching management, a series of rules and systems are formulated, such as the overall implementation plan, comprehensive credit recognition and implementation methods, instructors workload recognition, project evaluation and reward recognition mechanism; in the guidance and support of innovation and entrepreneurship, the industry, alumni and international high-quality resources are integrated to form a team of teachers for innovation and entrepreneurship education, including excellent teachers, entrepreneurs, venture capitalists and successful entrepreneurs, etc., and provide financial, legal and taxation services to realize seamless support in the chain of innovation and entrepreneurship.

Strive to realize the docking of high-quality entrepreneurship education resources inside and outside the university. Introduce policies to encourage the introduction of social entrepreneurship education resources, and according to the actual needs of entrepreneurship education and the shortcomings and deficiencies of related resources on campus, introduce mature entrepreneurship education resources such as education methods, institutions, courses, teachers, funds and projects in a targeted manner, and fully combine them with teaching resources, research resources and talent resources on campus, so as to build an open and comprehensive entrepreneurship education pattern in which the university, the local community, enterprises and the society collaborate, production, learning, research and creation are combined.

(2) **Platform coupling, building a five-level ladder progression of practical entrepreneurship education platform.** The innovation and entrepreneurship education is divided into three modules: innovation and entrepreneurship concept and basic innovation and entrepreneurship ability training education for all students, specialized entrepreneurship practice simulation training for students with entrepreneurial potential and strong entrepreneurial will, and personalized practice training and guidance for students who have formally started their own business.

In order to meet different requirements, build "Innovation and Entrepreneurship Social Practice Platform" with "Three Times to the Countryside" as the main body, "Professional Innovation and Entrepreneurship Experiment Platform" with teaching experiment center as the main body, "Innovation and Entrepreneurship Competition Experience Platform" with innovation and entrepreneurship competition system as the main body, "Innovation and Entrepreneurship Practical Training Cultivation

Platform" with collaboration of school, local and enterprise, and "Innovation and Entrepreneurship Practical Incubation Platform" with university, local and enterprise joint construction of college students' entrepreneurship park and crowdsourcing space as the main body.

(3) **System integration, build a teaching content system of "theoretical guidance, practical implementation and project extension"**. Through the good combination of classroom teaching, practice and application of the results, the innovative spirit of students who dare to break through and create, and the innovative and entrepreneurial ability to find and solve practical problems are constantly enhanced.

(1) **Theoretical Guidance**: To carry out a one-year academic year innovation and entrepreneurship education course that combines in-class and out-of-class, online and offline, theoretical teaching and practical guidance, in accordance with the three levels: firstly, to cultivate and enhance the innovation spirit and entrepreneurial consciousness of college students, secondly, to counsel and guide college students to form their own innovation and entrepreneurial ability, and then to carry out innovation experience and entrepreneurial practice to test the innovation and entrepreneurial ability. That is to say, the three levels of cultivating "innovation spirit and entrepreneurial consciousness", enhancing "innovation and entrepreneurial ability" and carrying out "innovation experience and entrepreneurial practice" are logically progressive.

The program is based on universal and practical innovation and entrepreneurship education to enhance internal entrepreneurial ability and guide students to scientifically plan their life development goals. The course is taught in administrative classes, with case discussions, role plays, group discussions, etc. Students are guided to complete their entrepreneurial plans, questionnaire designs and coursework in small groups through the course.

(2) **Practice landing**: the practice teaching of "professional innovation and entrepreneurship experimental platform", with the teaching experimental center as the main body. Relying on the "innovation and entrepreneurship social practice platform" with the "three thousand plan" as the main body, carry out innovation and entrepreneurship social practice; It will be implemented in 10 days in the summer. According to the design scheme, the interdisciplinary practice team will go deep into villages, enterprises, communities and other research sites, carry out research and investigation around topics such as red gene inheritance, rural revitalization strategy, transformation of old and new kinetic energy, targeted poverty alleviation and intellectual support, write practice reports, and guide teachers to modify and feed back. After the practice process materials and practice reports are submitted, the course team will organize a unified evaluation to determine the practice results. Excellent practice results will be selected and awarded.

(3) **Project extension**: The outstanding practice results will be concentrated and concentrated, relying on the "innovation and entrepreneurship competition experience platform", carrying out systematic innovation and entrepreneurship competitions represented by "Youth Creation" and "Internet+", cultivating and transforming into "Internet+", "Youth Creation", "Challenge Cup" and other college students' innovation and entrepreneurship competition projects. Relying on the "Innovation and Entrepreneurship Training and Cultivation Platform" run by the university, local enterprises and the "Innovation and Entrepreneurship Practical Incubation Platform" built by the university, local enterprises and the college students' entrepreneurship park, focus on the guidance and training of employment practice and entrepreneurship training and business incubation. The entrepreneurial projects with entrepreneurial conditions are incorporated into the three-level entrepreneurial project database of creative projects, registered projects and growing projects, and the progressive process of seedling, incubation and growth is adopted, and the projects are stationed in the entrepreneurial nursery, incubation garden and creative exhibition garden of the entrepreneurial park.

### **3. Practical Significance of Teaching System Design and Practice**

The design reflects the requirements of the Ministry of Education for the "two natures and one degree" of the curriculum, and forms the achievement characteristics of theoretical guidance, close combination of practical activities and project cultivation, spiral promotion of theory and practice, and common growth of teachers and students.

It constructs a systematic, project-based and diversified teaching method. System design and practice of innovation and entrepreneurship teaching links are focused on problem-based, project-based, case-based teaching methods, and the innovation and entrepreneurial practice project design and

application are strengthened. The teaching form is advanced and interactive. Compared with the results, the evaluation pays more attention to the process indicators, which reflects the inquiry and personalization of the learning process and learning results.

Through the good combination of classroom teaching, practice and application of achievements, students' innovative spirit of adventure and the ability of solving practical problems are continuously enhanced. Practicality is regarded as the fundamental purpose of innovation and entrepreneurship education, which runs through the whole process of students' growth and development, reflecting the "high-level" of the organic integration of knowledge, ability and quality.

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