

Exploration of innovative and entrepreneurship Teaching Mode in Application-oriented Universities

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Abstract: *In 2021, our university was selected as one of the first batch of universities supported by the construction of Application-oriented universities in Shandong Province. The construction of application-oriented universities has many contents and involves a wide range. However, in general, the cultivation of application-oriented talents is the core, and the key to the cultivation of application-oriented talents is to improve students' application and practice ability and innovation ability. Therefore, how to cultivate students' ability of innovation and entrepreneurship in local application-oriented universities has become an urgent problem for us to solve. This paper puts forward some suggestions on the teaching mode of innovation and entrepreneurship in application-oriented universities in our university, hoping to be of some help to the education mode of innovation and entrepreneurship in application-oriented universities.*

Keywords: *application-oriented, innovation, entrepreneurship, teaching model*

1. Origin of research

According to the differences in personnel training objectives and teaching orientation, the types of colleges and universities in China are mainly divided into research universities, application universities and vocational colleges, among which application universities account for a large proportion of society. Application-oriented universities have played a positive role in promoting local social and economic development, cultivating high-level applied talents and promoting the popularization of higher education in China.

On December 25, 2020, at the press conference of the theme series of the 13th Five-Year Achievement Tour organized by the Information Office of Shandong Provincial Government. Shandong established the transformation of 39 ordinary undergraduate colleges into application-oriented colleges, promoted the construction of application-oriented undergraduate colleges, and promoted the classified development, connotation development and characteristic development of colleges and universities. *Guiding Standards for the Construction of Applied Undergraduate Universities in Shandong Province* puts forward ten aspects to strengthen the construction, the sixth of which is the development of innovation and entrepreneurship. At present, colleges and universities all over the country actively respond to the call of the Party and further promote the reform of higher education. Deepen the reform of higher education, solve the problems existing in the practice of entrepreneurship education and vocational education, and raise the cultivation of Innovative and entrepreneurship ability to the national strategic level. Through teachers' comprehensive ability, we can make clear the reform direction of the double-creative education and intensify the reform, so as to improve the teaching quality of higher education and the employment situation of graduates.

In 2021, our school was selected as the first batch of supporting universities for the construction of application-oriented undergraduate universities in Shandong Province. The construction of applied universities has many contents and covers a wide range, but generally speaking, the cultivation of applied talents is the core, and the key to the cultivation of applied talents is to enhance students' practical ability and innovative ability. Therefore, how to cultivate students' Innovative and entrepreneurship abilities in local application-oriented universities has become an urgent problem for us to solve.

On May 17, 2021, the National Training Course for Entrepreneurship Instructors in Colleges and Universities, sponsored by the National Center for Student Information Consultation and Employment

Guidance of the Ministry of Education and the Shandong Public Employment and Talent Service Center, and hosted by Taishan University, was held in the International Exchange Center of our university. Yu Hongyuan gave a welcome speech, and he pointed out that Taishan University will adhere to locality and application, change the orientation of personnel training, change the way of running schools, and change the teaching objectives into guidance, write the thesis on Qilu, apply the scientific and technological achievements to the school-enterprise cooperation, resonate with the new normal of regional economy and society at the same frequency, and strive to write a splendid chapter in the innovation and development of application-oriented undergraduate universities.

2. Research background of innovation and entrepreneurship

The word "double innovation" originated from the call of "mass entrepreneurship and innovation" put forward by Premier Li Keqiang at the World Economic Forum (WEF) in 2014, and the Opinions of the State Council on Promoting the High-quality Development of Innovative and entrepreneurship to create an upgraded version of "double innovation" issued in September 2018. It clearly stated that we should "further promote the high-quality development of Innovative and entrepreneurship", and emphasized "pay attention to cultivating college students' innovative consciousness and entrepreneurial ability", so as to "stimulate the innovation vitality of society". The report of the 19th National Congress of the Communist Party of China also clearly stated that "we should persist in creative transformation and innovative development, and constantly create new brilliance of Chinese culture."

Since the 1980s, international higher education circles have gradually attached importance to the cultivation of applied undergraduate talents with strong innovative ability, and domestic colleges and universities have also explored Innovative and entrepreneurship education models to enhance students' social professional quality and employment competitiveness. Under the new educational form, application-oriented college education should meet the needs of the times and social economy, and cultivate application-oriented talents with innovative spirit, entrepreneurial ability and adapting to social competition from the aspects of discipline direction, professional structure, curriculum system, teaching content, practice links and teaching methods. The essence of Innovative and entrepreneurship education is practical education, which is to cultivate talents with entrepreneurial quality and pioneering personality for the society, which is consistent with the goal of cultivating talents in application-oriented universities. Therefore, it is inevitable for the educational reform and development in the new period to carry out Innovative and entrepreneurship education in application-oriented universities, and it is an effective way to promote the all-around development of college students.

Innovative and entrepreneurship education in application-oriented universities is the need of accelerating the transformation of national economic development mode, building an innovative country and developing a strong country with innovative human resources. Build a group of high-level application-oriented colleges and universities, vigorously develop Innovative and entrepreneurship education to be in line with world education, aim at cultivating talents with innovative spirit and entrepreneurial ability, and become the booster of national economic competitiveness, the source of regional technology research and development, and the think tank of innovative talents and technological innovation of enterprises, thus promoting the win-win development of local economy and higher education.

3. Overview of research in China and overseas

"Innovation and entrepreneurship training" is an exclusive term based on the concept of "double innovation" in China. Although there is no reference to innovative and entrepreneurship training abroad, its training in personnel training, business incubation and technological innovation has a long history. In order to enrich the training atmosphere and ensure the training effect, developed countries have issued a series of policies and measures to promote the implementation of various types of training.

Globally, innovative and entrepreneurship education and training started in the United States. In 1947, Harvard Business School opened the course "New Enterprise Management", which marked the beginning of entrepreneurship education and training. Since then, entrepreneurship education and training have gradually risen all over the world. With the fourth industrial revolution sweeping the world, innovation and entrepreneurship continued to advance to a wider scope, higher level and deeper level, which also put forward new and higher requirements for the training of scientific and technological talents, especially innovative and entrepreneurship training. Since 1988, the United States

has set up a special service for the development of small enterprises and established a number of "small enterprise development centers" throughout the country. One of the most important contents is to assist enterprises in training. With the aim of strengthening education and training and delivering sufficient skilled labor for the society, the UK has promulgated the Industrial Training Law, Employment and Training Law, Youth Training Plan and other bills and specific policies, which have stipulated the responsibilities and duties that the government and various departments should bear for training. In 2005, Japan established a new tax system for training, which promoted training and technical development through preferential tax policies. Since the end of the 20th century, China has continuously introduced policies to optimize the environment of innovative and entrepreneurial talents. Especially since the proposal of "mass entrepreneurship and innovation" in 2014, innovative and entrepreneurial talent training is an important part of the work of creating new technologies. In 2015, the General Office of the State Council issued the Guiding Opinions on Developing Creative Space for the Masses and Promoting innovation and entrepreneurship for the Masses, which clearly stated that "large enterprises should be encouraged to establish an open innovation platform to serve the Masses' entrepreneurship, and social forces should be supported to hold entrepreneurship training activities such as entrepreneurship salons, entrepreneurship lecture halls and entrepreneurship training camps".

With the increasing international competition, innovation has become the core power for countries to seize the opportunities and win advantages in the competition of comprehensive national strength. Behind the game of international economic and technological strength, the essence is the competition of innovation and entrepreneurship talents among countries, while innovative and entrepreneurship training is an important starting point for practicing the concept of "double innovation", optimizing the entrepreneurial ecosystem and innovative service system, and has become an important measure for cultivating high-quality talents.

At present, colleges and universities all over the country actively respond to the call of the Party and further promote the reform of higher education. Deepen the reform of higher education, solve the problems existing in the practice of entrepreneurship education and vocational education, and raise the cultivation of innovative and entrepreneurship ability to the national strategic level. Through teachers' comprehensive ability, we can make clear the reform direction of the double-creative education and intensify the reform, so as to improve the teaching quality of higher education and the employment situation of graduates.

The significance of this research

With the rapid development of society and the economy, the demanding standard for talents is constantly changing. As the base of talent training, colleges and universities shoulder the heavy responsibility given by the development of the times. Facing the present situation of innovation and entrepreneurship education mode in application-oriented universities, aiming at existing problems, exploring innovative and entrepreneurship education mode and approach in application-oriented universities is the need of deepening innovative and entrepreneurship education reform in the new period and the necessity of ensuring the sustainable development of innovative and entrepreneurship.

4. Significance of applied innovative and entrepreneurship education

4.1 Relieve the pressure of talent employment

Since 1999, when the Ministry of Education issued the action plan for revitalizing education for the 21st century and expanded the enrollment scale of colleges and universities, the enrollment of general higher education in China increased sharply, and the employment of college graduates increased sharply simultaneously. After the country advocated mass entrepreneurship and made great efforts to innovate, it provided many support policies for college students' entrepreneurship. Application-oriented undergraduate colleges vigorously carried out innovative and entrepreneurship education. It cultivates students' entrepreneurial ability, creative consciousness, and entrepreneurial spirit, which will enable a large number of aspiring young people to start their own businesses, change from job demanders to job creators and provide more jobs for society, thus relieving employment pressure. The education of applied "double-creative" talents has become a means to stimulate economic development and stimulate domestic demand, and education to cultivate college students' innovative ability and practical ability, and a need to build an innovative economy, relieve the current employment pressure and alleviate the lack of investment in education.

4.2 Promote the development of market economy

Paying attention to entrepreneurship education in application-oriented colleges is an effective means to promote the adaptation of higher education to the development of the market economy. Under the background of market economy, the domestic market has become more and more obvious in innovation, autonomy, openness and competitiveness. In order to adapt higher education to the market characteristics, higher education must move from closed to open. Use a broad vision to cultivate entrepreneurial talents and improve the ability of college students in market competition, so that talents can adapt to the needs of market economy development and promote the development of the market economy.

4.3 Meet the needs of local economic development for talents

Application-oriented universities should serve the local economy and provide strong talent support for the development of the local economy. Innovative spirit is an indispensable and important quality in any industry. Increasing the cultivation of students' innovative ability in application-oriented universities will inevitably promote the development of talents, thus providing a talent guarantee for local economic development. In a word, innovative and entrepreneurship education can stimulate students' sense of innovation and enable them to establish a correct concept of entrepreneurship. Innovative and entrepreneurship education can train students' entrepreneurial ability, guide students to break through the established solidified thinking and have the idea of transcending innovation. Application-oriented universities should strengthen education reform and add new impetus to the development of national science and technology. In recent years, China's higher education reform has been intensifying, and innovative and entrepreneurship education is the breakthrough point of university reform and an effective way to train innovative talents for today's society. This is also the new mission and responsibility given to applied undergraduate colleges by the times.

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