

Study on the Optimization of Innovation and Entrepreneurship Education System for Local Financial and Economic College Students

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ABSTRACT. According to the goal of the construction of innovative universities and the requirements of the training mode of innovative talents, the innovation and entrepreneurship education system for local financial and economic universities is constructed, which provides ideas and references for local financial and economic universities to train high-quality talents with innovative spirit and practical ability. Firstly, the current situation and problems of innovation and entrepreneurship education in local financial and economic universities are analyzed; then, the content system of innovation and entrepreneurship education in local financial and economic universities is established; finally, the operation and management mechanism of innovation and entrepreneurship education plan in local financial and economic universities is established.

KEYWORDS: Financial Colleges and universities, innovative entrepreneurship education system, operation and management mechanism

1. Introduction

Innovation and entrepreneurship education is to cultivate innovative talents in line with the requirements of the development of the times as the fundamental goal, and to cultivate innovation awareness, innovation spirit, innovation and entrepreneurship ability as the core of education. Colleges and universities have three functions: personnel training, scientific research and social service. The most fundamental function is personnel training. Establishing an innovative talent training system and cultivating high-quality talents with innovation, entrepreneurship and practical ability is not only the fundamental requirement of the national innovation

system for colleges and universities, but also the inevitable choice for their own development. Innovation and entrepreneurship education in colleges and universities is a systematic project, which is a synergistic work of education, teaching, scientific research and the construction of teaching staff. Compared with traditional education, innovation and entrepreneurship education in colleges and universities highlights the cultivation of college students' innovation and entrepreneurship ability, and reflects the fundamental requirements of social and economic development for talents' knowledge, quality and ability structure [1].

In April 2002, the Ministry of Education selected 9 Institutions of higher learning, such as Renmin University of China and Tsinghua University, to carry out a pilot project of "entrepreneurship education" to explore the practical aspects of entrepreneurship education. Through more than ten years of efforts, nine schools have gained some experience in developing entrepreneurship education. But these experiences are mainly based on universities directly under the Ministry of Education, not local financial and economic institutions. Therefore, according to the characteristics of local financial and economic colleges and the needs of local economic development for innovative entrepreneurs, how to reform the training mode of talents, implement innovative entrepreneurship education, incorporate innovative entrepreneurship education into the school talent training system, innovate the training mode of talents, and build an innovative spirit and practical ability of entrepreneurship based on training. The innovation and entrepreneurship education system and the management and mechanism of innovation and entrepreneurship education are the key standpoints for further deepening the teaching reform and improving the teaching quality in future universities. According to the goal of the construction of innovative universities and the requirements of innovative talents training mode, this paper constructs an innovative entrepreneurship education system for local financial and economic universities, which provides ideas and references for local financial and economic universities to train high-quality talents with innovative spirit and practical ability.

2. Current Situation and Problems of Innovation and Entrepreneurship Education in Local Finance and Economics Universities

In recent years, local financial and economic universities have actively explored innovative entrepreneurship education methods and systems, and made some achievements in curriculum construction, platform construction and teacher team construction. First, actively explore innovative entrepreneurship courses. Innovation and entrepreneurship education courses started by local financial and economic universities include innovation courses and entrepreneurship courses. Innovative courses are mainly applied reforms of core courses and elective courses. Enterprise operation and industry management practice are introduced into the course contents. Case teaching, project-driven, problem-oriented, simulation and other teaching methods are introduced into the course teaching in order to improve students' innovative ability and creativity. The entrepreneurship courses include entrepreneurship awareness courses and entrepreneurship training courses, among

which entrepreneurship awareness courses are for all students and are carried out in the form of Mu courses. The entrepreneurship training courses are mainly entrepreneurship simulation training. Through the guidance of project determination, market analysis, marketing planning and financial management, students are allowed to simulate in the company. Operating secondary school acquires the basic skills of entrepreneurship. Second, we should actively build an innovation and entrepreneurship education platform and carry out practical teaching. Establish practical education platforms for innovation and entrepreneurship, such as practice bases inside and outside schools and laboratory construction, and carry out practical teaching through these platforms [3]. Practice teaching enables students to use while learning, in order to promote learning, learn to apply, constantly improve professional ability, so that students can use knowledge and master skills in the actual environment. Third, actively cultivate innovative and entrepreneurial teachers. Through two channels of internal training and external introduction, innovative and entrepreneurship teachers can be established. Through the formulation of incentives for young teachers to work in enterprises and institutions, constantly improve their practical ability and innovative entrepreneurship education ability. From enterprises and institutions, successful people, industry experts and managers are hired to serve as part-time teachers in schools to carry out innovation and entrepreneurship education.

However, there are still some problems in the innovation and entrepreneurship education in financial and economic universities, such as the consciousness of innovation and entrepreneurship, curriculum setting, assessment mechanism and so on. Firstly, the awareness of innovation and entrepreneurship is insufficient. Some students in local financial and economic universities regard postgraduate entrance examination as their goal of struggle. These students study hard, but lack creative consciousness and ignore the improvement of innovation and entrepreneurship ability. Others are not good at learning and choose employment directly, but lack of innovative consciousness. Second, the curriculum of innovation and entrepreneurship is unreasonable. The curriculum system of innovation and entrepreneurship education in local financial and economic universities is not yet perfect, and the curriculum of innovation and entrepreneurship is scattered, lacking rigorousness and systematicness; the curriculum of innovation and entrepreneurship has not been integrated with professional curriculum. Third, the lack of evaluation mechanism for innovation and entrepreneurship education. The quality control of innovation and entrepreneurship education is weak, and a scientific and standardized quality evaluation mechanism has not yet been formed. The education of innovation and entrepreneurship is often assessed only in quantity or form, which results in many innovative and entrepreneurship practice activities becoming formalized. Fourth, the external support environment needs to be improved. Innovation and entrepreneurship education needs all-round support and cooperation from families, society and schools. It is a systematic project. But at present, many students' families do not support college students' entrepreneurship, just hope that students can find stable jobs after graduation. In addition, government policy support needs to be strengthened and improved.

3. Content system of innovation and entrepreneurship education for local financial and Economic College Students

Comprehensive implementation of innovation and entrepreneurship education is an important measure to improve the teaching quality of local financial and economic universities. Local financial and economic universities should actively support the innovation and entrepreneurship education plan. Through the implementation of innovation and entrepreneurship education plan, a relatively complete training system will be formed to stimulate students' innovative thinking and ideas and enhance creativity. College students' innovation and entrepreneurship education plan includes scientific research and innovation education plan, entrepreneurship education plan, science and technology competition plan and so on.

3.1 Innovative Education Plan for Scientific Research

The innovative education plan for scientific research mainly includes scientific and technological research, innovative experiments and other activities. Scientific research and education plan is a kind of funding plan for scientific research projects designed for students. Through the way of students' self-declaration, projects are established and supported by funds. Students complete project research independently under the guidance of tutors. The goal of the scientific research education program is to promote students' professional learning by means of research-based learning and cultivate the spirit of independent learning and the ability of scientific and technological innovation through the support of students' scientific research education. Scientific research education for college students runs through the whole process of University education, and embodies in all aspects of teaching. In order to ensure the effective and smooth development of students' scientific research and education plan, notification work, project establishment stage, evaluation stage, implementation conditions, information feedback, project conclusion and so on are adopted to ensure the orderliness of the implementation process [4]. The innovative experiment aims at establishing a teaching mode centered on problem discussion and topic research, advocating innovative experiment reform with students as the main body, in order to mobilize students' initiative, enthusiasm and creativity, and stimulate students' innovative thinking and innovative consciousness. Innovative experiment follows the principle of interest-driven, independent experiment and process-oriented. The innovative experimental plan consists of students' innovative experimental projects and schools' innovative experimental plans. Among them, the students' innovative experiment project is a student's individual or team. Under the guidance of the tutor, it carries out research study, designs experiments, implements experiments, analyses data, and writes reports. The school's innovative experiment plan mainly refers to the students' innovative experiment project.

3.2 Science and Technology Competition Plan

Science and technology competition plan refers to organizing and participating in all kinds of professional skills competitions and challenge cup competitions held inside and outside schools, in order to further cultivate students' innovative spirit, entrepreneurial ability and teamwork spirit, and improve their practical application ability. In order to carry out the plan of science and technology competition smoothly, we should strengthen the management of university students' science and technology competition and improve the implementation methods of University Students' science and technology competition. First, we should strengthen the management of science and technology competitions. Establish a university student science and technology competition committee to unify the management of various university student science and technology competition activities. Implementation of the competition undertaking system, according to the discipline of competition, professional attributes allocated to the relevant colleges to undertake specific. Each undertaking college has set up a guiding and organizing working group, which is headed by the college and composed of teachers and counselors. Second, we should constantly improve the implementation of scientific and technological competitions. Teachers guiding competitions should constantly deepen the reform of teaching content around scientific and technological competitions, so as to effectively combine theory with application. We will continue to strengthen the opening of laboratories and encourage and guide students' scientific and technological associations to carry out scientific and technological innovation activities. Establishing scientific and technological associations for college students will normalize and widen the activities of scientific and technological competitions for college students.

3.3 Entrepreneurship Education Program

The entrepreneurship education plan includes entrepreneurship education and entrepreneurship practice activities. First, we should carry out entrepreneurship education. We should emphasize the importance of entrepreneurship education, focus on practical courses, and train college students' innovative spirit and practical ability. Continuously improve the curriculum system of entrepreneurship education, and realize the transformation of entrepreneurship education from theoretical teaching to practical entrepreneurship activities. The curriculum of entrepreneurship education should abide by the law of students' psychological development, and construct a curriculum system of "theory + practice + practice" innovation and entrepreneurship teaching. The curriculum system consists of entrepreneurship enlightenment, entrepreneurship foundation, entrepreneurship training, entrepreneurship practice and other courses [6]. Second, we should carry out entrepreneurial practice activities. Entrepreneurship practice is an effective way of entrepreneurship education that can be generally accepted by students. Entrepreneurship practice enables students to produce risk awareness, learn to avoid risks, and it is also realistic. Colleges and universities should actively explore a reasonable mode of entrepreneurial practice activities, and gradually form an

entrepreneurship education curriculum system consisting of entrepreneurship KAB course, SIYB course, entrepreneurship sand table, global business simulation company and other courses.

4. Operation and Management Mechanism of Innovation and Entrepreneurship Education Plan in Local Finance and Economics Universities

In order to ensure the smooth implementation of the university innovation and entrepreneurship education program, a sound operation and management mechanism should be established. First, the project responsibility system should be implemented. The innovation and entrepreneurship education plan for college students should be implemented by project responsibility system, and be organized and implemented through project management, so as to run through the whole process of personnel training. Second, the project management system was established. Combining with the specific situation and characteristics of financial and economic universities, a systematic project management system of innovation and entrepreneurship education plan for college students is established. The system mainly includes two-level project management, project management system, project source construction, project supervision mechanism, project communication platform construction, project late promotion and so on. Third, strengthen school-enterprise cooperation. Strengthen school-enterprise cooperation, expand cooperation mode and increase enterprise resource entry. On the one hand, we invite excellent entrepreneurs to give lectures on innovation and entrepreneurship or employ outstanding personnel of enterprises to serve as outside-school instructors for college students' innovation and entrepreneurship activities; on the other hand, we introduce enterprise resources in Entrepreneurship support and venture capital support to expand the channels for college students' innovation and entrepreneurship. Fourth, the information management system was established. Establish the information system of innovation and entrepreneurship education for college students, provide a convenient platform for information release and management of innovation and entrepreneurship education projects for college students, let students timely understand the information of innovation and entrepreneurship education projects, and actively participate in the activities of various organizations. This information management system enables students to quickly understand the dynamic development of College Students' innovation and entrepreneurship education, and actively participate in college students' innovation and entrepreneurship education projects.

5. Conclusion

According to the goal of the construction of innovative universities and the requirements of innovative talents training mode, the innovation and entrepreneurship education system for local financial and economic college students is constructed. Local financial and Economic Universities actively explore innovative entrepreneurship education methods and systems, and have made some achievements in curriculum construction, platform construction and teacher team

construction, such as actively exploring innovative entrepreneurship courses, actively building innovative entrepreneurship education platform and carrying out practical teaching. However, there are still some problems in the innovation and entrepreneurship education in financial and economic universities, such as the consciousness of innovation and entrepreneurship, curriculum setting, assessment mechanism and external support environment. Firstly, the awareness of innovation and entrepreneurship is insufficient; secondly, the curriculum of innovation and entrepreneurship is unreasonable; thirdly, the evaluation mechanism of innovation and entrepreneurship education is absent; fourthly, the external support environment needs to be improved. College students' innovation and entrepreneurship education plan includes scientific research and innovation education plan, entrepreneurship education plan, science and technology competition plan and so on. In order to ensure the smooth implementation of the university innovation and entrepreneurship education program, a sound operation and management mechanism should be established. The first is to implement the project responsibility system, the second is to establish the project management system, the third is to strengthen school-enterprise cooperation, and the fourth is to establish an information management system.

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