

Problems and Countermeasures in the Innovation and Entrepreneurship Education of Local College Students-Take one University in Tai'an as an example

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Abstract: *Innovation and entrepreneurship education has become a significant task of college education. The degree and effect has a direct impact on the employment arrangement of students and the development of national innovation and entrepreneurship work. Comparing with Western countries, there are still a lot of deficiencies; therefore, it is essential to take various measures to enhance the innovation and entrepreneurial ability of college students.*

Keywords: *local colleges and universities; innovation and entrepreneurship; countermeasures*

1. Introduction

College students are the backbone of social development in the future, the level of their innovation and entrepreneurship capabilities is a crucial link which directly affects the promotion of national innovation and entrepreneurship work, and is also directly related to the employment arrangements for college students. Developed countries have recognized the importance of innovation and entrepreneurship education, by means of a variety of forms aimed at promoting the development of innovation and entrepreneurship education in universities, focusing on the joint efforts of governments, schools and enterprises. Since the 1990s, China has started education on Innovation and entrepreneurship in colleges and universities. In particular, with the proposal of "Mass entrepreneurship, Mass innovation", innovation and entrepreneurship education has achieved great progress. However, compared with most developed countries in the world, there are still lots of shortcomings in our country. Therefore, it is necessary to conduct research on how to carry out innovation and entrepreneurship education effectively and cultivate college students' innovation and entrepreneurship capabilities.

2. Problems existing in innovation and entrepreneurship education in local colleges and universities

2.1 Organization status and positioning remain to be clarified

Innovation and entrepreneurship education is a systematic project, an authoritative organization is required to organize and implement it. Ensure that innovation and entrepreneurship education is carried out smoothly in a planned and step-by-step manner. With regard to this, some universities have established innovation and entrepreneurship colleges. In May 2019, the author's university also established an Innovation and Entrepreneurship Leadership Group and Innovation and Entrepreneurship Institute, and promulgated an innovation and entrepreneurship implementation program. The main leaders of the school, the principals of the functional departments and the deans of the secondary colleges served as the members of the team. And set up three centers, namely Innovation Education Center, Entrepreneurship Practice Center and Science and Technology Competition Guidance Center. Nevertheless, the organization is set up in the Youth League committee, and the Youth League committee is in charge of the implementation of innovation and entrepreneurship education specifically. The innovation and Entrepreneurship College is not an independent department yet, whose authority in the organization and implementation process is insufficient, and its implementation strength is affected.

2.2 The curriculum system of entrepreneurship education needs to be improved

In the trend of the era of "Mass entrepreneurship, Mass innovation", in order to encourage college students to innovate and start their own businesses, most local colleges and universities have set up courses related to innovation and start businesses, and have made plans in their talent training programs, however, most of these courses are optional or extended courses, including public optional courses in schools, which are optional for students, which are not given enough attention. In addition, these courses are scattered and individual. There is no systematic design between these courses, having no integration. They are mainly based on the teaching of theoretical knowledge, as if a tree had just been planted, but it has not yet become a complete forest. Not only the theoretical curriculum of entrepreneurship education need further development and improvement, but also the lack of effective practical links in entrepreneurship education. The lack of effective entrepreneurship training will ultimately make it difficult to improve the innovation and entrepreneurship capabilities of college students. Entrepreneurship education curriculum system needs further development and improvement urgently.

2.3 Teachers level of in innovation and entrepreneurship education needs to be improved

Innovation and entrepreneurship education is a relatively brand new teaching content, the majority of teachers in local universities, with a great deal of theoretical knowledge and little work experience in social enterprises and institutions. There are too few dual-professional teacher who truly grasp theoretical and practical experience, and entrepreneurial education concepts are lagging behind constantly, and the consciousness of innovation and entrepreneurship is deficient, the initiative is not inadequate, which inhibits the development of innovation and entrepreneurship education obviously.

2.4 Insufficient social participation

Although some policies and guidance have been issued to support innovation and entrepreneurship from the central government to the local governments, there is a lack of specific guidance for college students, among those policies and guidelines, the content of supporting college students' innovation and entrepreneurship is relatively fragmented, cohesion-lacked, and has limited support. At present, these supports are mainly reflected in rent subsidies, tax incentives. The government support for the funds needed for entrepreneurial activities is far from enough. Insufficient funds to overcome the huge consumption of capital in entrepreneurship is the primary problem encountered by college students in the process of their entrepreneurship, and limited support funds have affected the success rate of college students' innovation and entrepreneurship projects to a certain extent.

Moreover, the cooperation between universities and enterprises remains to be further reinforced.

Learning from the experience of developed countries is through school-enterprise cooperation. Enterprises provide colleges and universities with innovation and entrepreneurship practice bases, where the students could use the theories they have learned to solve the difficulties of enterprises.

2.5 Insufficient family recognition

In our country, most parents hold the belief that the purpose of studying is to get a stable job after graduation. Most of our students are from rural areas. Parents hope that their children can find stable and decent jobs after graduation stronger, especially in government agencies and institutions. Because the process of innovation and entrepreneurship faces high risks and too many uncertainties, the process is long and difficult, and the success rate is low, with the saying, only one survives in the painstaking entrepreneurship out of ten. Most parents are not very supportive of innovation and entrepreneurship as they don't want their children to suffer from this. Children's innovative and entrepreneurial activities are ridiculed by parents, nor financial support. Parents pay less attention to innovative and entrepreneurial education in schools, which affects the enthusiasm of children.

2.6 Most college students have weak awareness of innovation and entrepreneurship and insufficient entrepreneurship

Referring to the survey data on the practice of innovation and entrepreneurship of college students, the global proportion of college students' innovation and entrepreneurship is over 30%, but the proportion of college students' innovation and entrepreneurship in our country is less than 5%, and the

innovation and entrepreneurship success rate is less than 1%. According to the author's survey of students in the college, less than 10% have entrepreneurial ideas, and merely about 2% actually implement them. Most students feel that innovation and entrepreneurship are far away from them, irrelevant to them, and it is not the direction of their employment choices. Most students focus on taking the exams for civil servants, public institutions or preparing for graduate school, with seldom enthusiasm and participation in innovative entrepreneurship classes or extra-curricular internships. Students' abilities could not match the requirements of innovation and entrepreneurship. And the risk of innovation and entrepreneurship, low success rate, the failure will discourage them, so the possibility of giving up will become greater.

3. Countermeasures

The innovation and entrepreneurship education of college students in our country is in the exploratory stage. Keeping up with the development of the times and cultivating innovative and entrepreneurial talents with high quality and ability, it is necessary to create an excellent entrepreneurial environment and provide college students with sufficient opportunities for practical activities. Focus on entrepreneurial awareness, knowledge, technology, and collaboration capabilities to improve college students' innovative and entrepreneurial abilities. Therefore, colleges and universities should enhance college students' innovative and entrepreneurial intentions, optimize the curriculum structure of innovation and entrepreneurship, improve the practical teaching system, and create an excellent ecological environment for innovation and entrepreneurship education to improve employment competitiveness of college students.

3.1 Improve the organization; Consummate the rules and regulations

Although the author's school has established the School of Innovation and Entrepreneurship, this institution is set up within the school's Youth League Committee, and the members of the institution are concurrently assumed by the main leaders of the school and the leaders of various colleges and functional departments. There is no full-time staff responsible for the operation and lack of independence. Due to these series of reasons, its function has been restricted. Thus, the author proposes to separate the Innovation and Entrepreneurship Institute as a functional department of the school, with clear responsibilities and professional personnel to be responsible for the planning of innovation and entrepreneurship education for the entire school. Take the lead in formulating a systematic innovation and entrepreneurship education and training system with relevant departments such as secondary colleges and the Academic Affairs Office; Build an innovation and entrepreneurship competition training platform, based on the second classroom, relying on various college student innovation and entrepreneurship competitions organized by the government and enterprises, build a national, provincial, school, and college-level multi-level college student innovation and entrepreneurship competition platform; Actively raise funds through multiple channels, establish an innovation and entrepreneurship fund, provide certain financial support depending on the situation of students' innovation and entrepreneurship projects, and be fully responsible for guiding and instructing the innovation and entrepreneurship education of the school.

3.2 Integrate innovation and entrepreneurship education courses into classroom education

Integrate innovation and entrepreneurship education into the talent training program. According to the different professional training goals, the innovative and entrepreneurial curriculum system through research and demonstration design not only provides general education on innovation and entrepreneurship, but more importantly, combines the corresponding content of professional courses to form a synergy. On one hand, entrepreneurship education courses are offered to enable students to understand the connotation, theories, methods, and related policies and regulations of innovation and entrepreneurship, cultivate students' innovation and entrepreneurship capabilities, enhance their sense of social responsibility, stimulate students' enthusiasm for innovation and entrepreneurship, and encourage students to "find a job" for traditional employment Change from perspective to entrepreneurial perspective. On the other hand, relatively speaking, students attach more attention to the study of his major courses, and are more interested and enthusiastic. Surrounding the requirements of innovation and entrepreneurship, major courses should be designed with corresponding content, highlighting the cultivation of students' innovation and entrepreneurship capabilities, strengthening the reform of the traditional teaching mode of professional teachers, strengthening the application of

modern teaching methods and methods, highlighting the requirements of integrating theory with practice, and further improving students The enthusiasm to participate in practice.

3.3 Improve students' awareness of innovation and entrepreneurship, and create an atmosphere of innovation and entrepreneurship on campus

For one thing, it is necessary for schools to increase the educational setting of innovation and entrepreneurship courses for students, and further implement them in the classrooms of different majors and courses, strengthen the introduction and education of students' relevant content; increase the guidance and investment in the second classroom, and organize participation Entrepreneurship projects for college students organized by the country, provinces, cities and related associations, so that more students can participate, increase rewards for award-winning students, and publicize through various channels to create a glorious atmosphere of innovation and Entrepreneurship to attract more students, moreover, to obtain more understanding and support of students' parents; and for another, increase the proportion of social practice activities in the talent training program, allowing students to penetrate the market, enter the enterprise, and step into the society. Through research and practice, they can understand and grasp social needs, deepen their understanding of the employment situation, change their concepts, and establish innovation and entrepreneurship Consciousness is promoted actively.

3.4 "Go out and invite in" Improve the quality of teachers through multiple channels

Teachers are the foundation of all educational activities. The ability of colleges and universities to cultivate innovative and entrepreneurial talents is largely determined by teachers' practical experience. To improve the innovation and entrepreneurship capabilities of college students, it is crucial to enrich the practical experience of teachers, carry out systematic reform of the teaching staff, improve the strength of teachers, build a new professional team, promote related work, and encourage them to transform into "Double-qualified" teachers. These teachers who have a special entrepreneurial theoretical research background and relevant entrepreneurial practical experience are regarded as the leading force the entrepreneurial education of school. Furthermore, recruiting entrepreneurs and successful entrepreneurs from all walks of life to join the team of mentors actively, so as to create a team of "Double-qualified" teachers with a professionalism combination of theory and practice.

3.5 Build a school-enterprise cooperation platform

The cultivation of college students' innovation and entrepreneurship ability is a systematic project, and it is not enough to rely on the strength of colleges and universities alone. It is **vital** necessary to strengthen the coordination and linkage between the government, society, family and other forces. The government should play a good role in guiding and supporting, further promulgating relevant laws and regulations, entrepreneurial policies, and encouraging and supporting college students to actively participate in innovation and entrepreneurship activities. All sectors of society should establish a scientific concept of talents and sense of responsibility, support and assist college students in innovative and entrepreneurial activities, and create a good atmosphere for advocating innovation, creativity and entrepreneurship. Families must conform to the development trend of the times, abandon the influence of traditional concepts, establish scientific educational concepts, support and encourage college students to innovate and start businesses, and help them to set up a correct concept of innovation and entrepreneurship.

4. Conclusion

Under the background of "Mass entrepreneurship, Mass innovation." innovation and entrepreneurship have become the strong voices of the times. For high schools and college students, it is not only a difficult challenge, but also a valuable opportunity. Colleges and universities should take the initiative to shoulder the new mission of the times, further deepen the education reform in cultivating innovative and entrepreneurial talents, and regard entrepreneurship education and the cultivation of innovative talents as the foundation of the school's philosophy and strength. For the group of college students, it is necessary to learn their skills, carry forward the spirit of innovation, study and work to become a new force to promote mass entrepreneurship and innovation, and strive for the great rejuvenation of the Chinese nation. ^[1]

References

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