

Exploration on the New Mode of College Students' Innovation and Entrepreneurship Education under the Background of “Innovation and Entrepreneurship” Education

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Abstract: Entrepreneurship and innovation education refers to the entrepreneurial thought of “mass entrepreneurship and innovation” put forward by Premier Li . Under this educational background, how to improve the teaching efficiency of college students' innovation and entrepreneurship is one of the important issues faced by colleges and universities. At the same time, accelerating the research on the new mode of the innovation and entrepreneurship teaching is also the primary task of ideological and political workers in colleges and universities. This paper first analyzes the related problems of the innovation and entrepreneurship education in colleges and universities under the background of the innovation and entrepreneurship education, and then puts forward the optimization path of innovation and entrepreneurship teaching mode in colleges and universities combined with the actual teaching work and the ideas of innovation and entrepreneurship education.

Keywords: Entrepreneurship and innovation education; College student; Innovation and entrepreneurship; New teaching mode

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Since the 18th National Congress of the Communist Party of China, the country has raised innovation driven development to the level of national strategy.

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At the same time, Premier Li Keqiang's idea of “mass entrepreneurship and innovation” has effectively stimulated students' entrepreneurial passion and innovation consciousness. Under this background, the social requirements for talents begin to change, it requires students to have stronger innovation ability and innovation consciousness, which is also an important condition to improve the global competitive advantage of enterprises. Colleges and universities are an important base for talent cultivation. We must speed up the innovation of the new mode of innovation and entrepreneurship teaching in combination with China's basic national conditions and social demand for talents, so as to ensure that the students trained are more in line with the requirements of society for talents, thus promoting the further development of the society.

1. Analysis of Teaching Problems of the Innovation and Entrepreneurship

Under the background of the entrepreneurship and innovation education, the social requirements for the ability and consciousness of talents' innovation and entrepreneurship are gradually improving, which has become a skill that college students must master. Using the activities of innovation and entrepreneurship education can effectively stimulate students' innovation consciousness and cultivate their entrepreneurial ability. Whether it is to promote the development of society or the future growth of students, it plays a very important role. Therefore, the colleges and universities should actively organize innovation and entrepreneurship teaching activities. Although some schools have already set up innovative and entrepreneurial teaching courses, and have achieved certain results, there are still some problems in teaching work, which has hindered the development of the innovation and entrepreneurship teaching.

(1) Formalism is serious and teaching effect is ignored

Under the background of the entrepreneurship and innovation education, colleges and universities actively take a series of measures to respond to the call of the entrepreneurship and innovation education, cultivate students' entrepreneurial ability and stimulate students' entrepreneurial consciousness through diversified teaching activities. However, according to the actual situation of the innovation and entrepreneurship teaching, there is a significant problem, that is, there is a serious formalism in the innovation and entrepreneurship teaching, which does not pay attention to the teaching effect, and at the same time ignores the effectiveness of the innovation and entrepreneurship teaching, thus leading to the unsatisfactory effect of the innovation and entrepreneurship teaching. In order to create a good teaching environment for innovation and entrepreneurship, many colleges and universities have set up entrepreneurship funds, and created entrepreneurship

incubators for college students, providing a practical platform for college students' entrepreneurship. However, from the practical situation, this form has little effect on innovation and entrepreneurship education. On the one hand, special funds support the development of innovation and entrepreneurship teaching activities, which is difficult to meet the fundamental needs of teaching activities. On the other hand, college students' entrepreneurship incubator is similar to an empty shell and has no practical significance in innovation and entrepreneurship education.

(2) Lack of awareness of the development of innovative and entrepreneurial teaching resource

At present, college teachers fail to realize the importance of developing the resources of the innovation and entrepreneurship teaching in teaching. Single theoretical knowledge teaching can no longer meet the requirements of social development for talents. Compared with the activities of the innovation and entrepreneurship teaching, most students prefer to learn professional theoretical knowledge. They believe that mastering a solid knowledge foundation and skilled practical skills is an important guarantee to ensure their competitive advantage. But it is a long-term process to cultivate students' entrepreneurial ability and strengthen their entrepreneurial awareness. However, in the teaching of innovation and entrepreneurship, teachers fail to combine the actual situation of students and the trend of social development, develop teaching resources, and combine theoretical teaching with practical teaching, which is not conducive to the implementation of innovation and entrepreneurship teaching activities.

(3) Insufficient attention to the cultivation of students' financial intelligence

Emotional quotient, intelligence quotient and financial quotient play a very important role in students' innovation and entrepreneurship. Under the background of "mass entrepreneurship and innovation", how to consciously cultivate students' financial intelligence, how to cultivate students' risk awareness and risk aversion ability, teachers need to be able to integrate financial intelligence training with innovation and entrepreneurship education, so that students can reasonably plan their own venture capital and stimulate their entrepreneurial ability and awareness. However, in teaching, teachers do not realize the significance of students' financial intelligence training, which also hinders students' entrepreneurship education.

2. The New Model of College Students' Innovation and Entrepreneurship Education under the Background of “Innovation and Entrepreneurship” Education

(1) Positioning the teaching objectives of innovation and entrepreneurship, and strictly implementing entrepreneurship and entrepreneurship education

From the perspective of colleges and universities, it is necessary to accurately position innovation and entrepreneurship education and strictly implement it in teaching activities, so as to ensure that innovation and entrepreneurship teaching can give full play to its value. First, an effective system should be worked out to provide guarantee for the implementation of entrepreneurship and innovation education. For the teachers who fail to strictly implement the entrepreneurship and innovation education, appropriate punishment measures should be given to form a good teaching atmosphere for innovation and entrepreneurship. Secondly, teachers need to pay more attention to innovation and entrepreneurship education. And we should accelerate the optimization of the evaluation system of the innovation and entrepreneurship education, and take students' innovation and entrepreneurship practice ability as one of the indicators to evaluate teachers' teaching quality, so that teachers can be urged to integrate innovation and entrepreneurship teaching practice based on the original teaching mode to help students better participate in entrepreneurship practice activities, enhance students' entrepreneurial ability, cultivate students' innovative thinking, and lay a good theoretical and practical foundation for their future innovation and entrepreneurship. Colleges and universities must break through the limitations of traditional entrepreneurship education mode, ensure that innovative education activities are more scientific and practical, and encourage students to actively participate in practical teaching activities. In addition, when colleges and universities carry out innovation and entrepreneurship practice activities, they need to pay attention to the activities with enterprises, so that students can understand their own problems in the process of entrepreneurship, and make reasonable countermeasures in time.

(2) Constructing the practice platform of innovation and entrepreneurship in colleges and universities

The innovation and entrepreneurship education of college students can not only rely on the teaching content, but practice is the only standard to test the truth. In order to improve students' practical skills, students are required to complete the process of innovation and entrepreneurship in school, so that they can experience innovation and entrepreneurship activities. Based on the social and economic development and the employment needs of enterprises, colleges and universities need to build a practical education platform for innovation and entrepreneurship. At the same time, they need to set up an off-campus innovation experimental platform

to cultivate students' innovation and entrepreneurship practice level by means of school-enterprise cooperation. In addition, the state and local governments have issued corresponding support policies for college students' innovation and entrepreneurship, and constructed high-quality practice platform, which provides a solid foundation for college entrepreneurship and innovation education. First, establish a scientific and effective management mechanism of the innovation and entrepreneurship park, set up a high-quality teacher team, and do a good job in the selection of projects and teams, thus providing more comprehensive support for the park's projects. Second, use school-enterprise cooperation to build an off-campus practice base for students, so that students can use the practice base to strengthen their own innovation and entrepreneurship practice ability, and to ensure the effective operation of college students' entrepreneurship and innovation education platform. Third, universities need to further implement the preferential policies issued by the central government and the government to help students solve the problems of entrepreneurship and innovation practice and education, and cultivate a group of business leaders according to the needs of double entrepreneurship work, so as to provide necessary services and support for the development of college students' entrepreneurship and innovation work.

(3) Strengthening the cultivation of students' financial quotient

With the social development, the economic level has improved significantly, and people's life is getting better and better. Cultivating students' financial quotient can help students form financial awareness, which can be started from three levels. First, we can help students master the ability of financial planning. Strengthening cognition of financial planning can make students form the habit of keeping accounts, so as to strictly control their own consumption, ensure reasonable expenditure, and achieve the reasonable allocation and use of assets. Secondly, we can help students to learn financial knowledge, master the characteristics of financial products, understand the ways and means of investment, and can provide students with practical simulation opportunities, so that students can accumulate more operational experience. Finally, we can strengthen the education of investment strategy related content, to a certain extent, this is also the cultivation of students' financial and business awareness. For individual investment strategy, students need to make reasonable investment planning and investment activities according to their own situation and current asset level. For example: help students understand the college student loan, let students decide whether to use it or not; Whether there is a balance in the cost of living each month, whether the extra part should be added value through investment activities, etc.

3. Conclusion

To sum up, under the background of “mass entrepreneurship and mass innovation”, it is an inevitable trend for higher education to develop into innovation and entrepreneurship education. Therefore, in the process of educational practice in colleges and universities in the future, it is necessary to improve the innovation and entrepreneurship education system and the content of innovation and entrepreneurship education, to use more effective teaching methods to improve the quality of innovation and entrepreneurship education in colleges and universities, and adopt effective guidance strategies to provide more opportunities for students to practice innovation and entrepreneurship and cultivate their practical ability of innovation and entrepreneurship, according to the actual situation of students. Innovation and entrepreneurship education needs to pay close attention to cutting-edge scientific and technological means and emerging business models to provide the necessary guarantee for social development and progress. Innovation and entrepreneurship are inseparable. Enterprises need to carry out product innovation to enhance their market competitive advantage, obtain the maximum economic benefits and promote public employment.

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