

Exploration of Innovation and Entrepreneurship Education Strategies for Management Majors in Vocational Colleges

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ABSTRACT

In order to solve the practical problem of difficult employment for college students, in recent years, the country has introduced a series of preferential policies to encourage innovation and entrepreneurship among college students, and various universities are also recognizing. Fully implementing innovation and entrepreneurship education is clearly a powerful measure to alleviate the employment pressure on college students and improve their employment difficulties. How effective has innovation and entrepreneurship education been since its implementation? A topic of common concern among the public regarding social and livelihood issues. Based on this, this article takes the management majors in vocational colleges as an example to analyze the current situation of innovation and entrepreneurship education, and explore effective solutions. Strategy.

KEYWORDS

Vocational colleges; Management related majors; Innovation and entrepreneurship education; countermeasure

The expansion of enrollment in universities has popularized higher education, but the increasing number of college students has intensified the competition for employment. Therefore, in mass entrepreneurship and innovation. In recent years, various universities have been actively promoting innovation and entrepreneurship education. Compared to students in other majors, students majoring in economics and management in vocational colleges have knowledge in their respective fields. There is a closer relationship between practical knowledge and socioeconomic development, which undoubtedly gives them an inherent advantage in achieving innovation and entrepreneurship goals.

China has a growing number of successful entrepreneurs, who are providing role models and inspiration for young people. These entrepreneurs are also creating jobs and opportunities for others, which is helping to create a more entrepreneurial environment. Further, China is a rapidly growing economy with many opportunities for entrepreneurs. This is attracting young people to entrepreneurship, and it is also providing them with the resources they need to succeed. Entrepreneurial skills among business students is constantly evolving as the business landscape changes. However, these skills are essential for any business student who wants to be successful in entrepreneurship. Entrepreneurial skills among business students are the set of abilities that need to develop in order to be successful entrepreneurs. However, from the current management perspective. From the current situation of innovation and entrepreneurship education for business students, there are still some unsatisfactory aspects. Therefore, it is necessary to explore in depth the strategies for optimizing and improving innovation and entrepreneurship education. Following Analyze and explore the current situation and countermeasures of innovation and entrepreneurship

education in management majors in vocational colleges.

1 Analysis of the Current Situation of Innovation and Entrepreneurship Education in Management Majors of Vocational Colleges

A study by Zhou, et al., (2021) found that business students in China have improved their entrepreneurial skills in recent years. This is likely due to the increasing availability of entrepreneurship education in China, as well as the growing number of successful entrepreneurs in the country. The study found that business students are more likely to have the skills necessary to start and run a business, such as problem-solving, decision-making, and risk-taking^[1].

Entrepreneurial orientation among business students refers to the set of attitudes, values, and behaviors that business students have towards entrepreneurship. It is a measure of how likely a business student is to start their own business. Business students with a high entrepreneurial orientation are more likely to start their own businesses than those with a low entrepreneurial orientation. They are also more likely to be successful in their businesses. A study by Liu and Zhang (2018) found that business students in China have also improved their entrepreneurial orientation in recent years. The study found that business students are more likely to have the attitudes and behaviors that are associated with entrepreneurship, such as being proactive, risk-taking, and innovative. However, there is still room for improvement, and business students in China could benefit from more training in areas such as innovativeness and proactivity^[2].

From the current situation of innovation and entrepreneurship education in management majors in vocational colleges, schools not only integrate relevant content of innovation and entrepreneurship education into talent training programs, but also We attach great importance to cultivating students' entrepreneurial abilities in daily teaching, but due to subjective and objective factors, there are still some problems, mainly reflected in the following aspects:

On one hand, it is disconnected from professional education. Secondly, there is a lack of entrepreneurial practice platforms. The third issue is the incomplete innovation and entrepreneurship education system. Fourthly, there is a shortage of innovative and entrepreneurial teaching staff. The atmosphere of innovation and entrepreneurship is not strong.

2 Strategies for optimizing and improving innovation and entrepreneurship education

(1)Update educational concepts and promote the organic integration of professional education and innovation and entrepreneurship education.

Professional education is the foundation of entrepreneurship education and the basic responsibility of talent cultivation in vocational colleges. Therefore, the mutual detachment between professional education and innovation and entrepreneurship education, Entrepreneurship education has become a water without source and a tree without roots, which will inevitably fail to meet the expectations of cultivating innovative and entrepreneurial talents in universities. This requires schools to update their educational philosophy and promote innovation and creativity, Developing into an extension of professional education, organically combining the two, linking and promoting each other, must not be neglected. Therefore, schools should establish innovation and entrepreneurship education and management, A talent training mechanism that integrates vocational education, reforms the existing talent training model, and closely connects the innovation and entrepreneurship needs of management majors in talent training programs,

selecting Incorporate innovative and entrepreneurial knowledge related to the learning content of the major into the teaching of professional courses. For example, The Ministry of Education and school heads for Business may embed entrepreneurial skills into the core curriculum of business education. This could include courses on business ideation, venture creation, marketing, finance, and risk management^[3].

At the same time, increase education on national policies related to innovation and entrepreneurship, and encourage them to utilize entrepreneurship. The policy leverages its professional advantages to guide the formation of a sense of self-reliance and independent entrepreneurship, and enhance entrepreneurial confidence. In addition, evaluation criteria for innovation and entrepreneurship education should also be established. Make revisions, especially emphasizing the cultivation of students' innovative spirit and entrepreneurial ability, and plan the development of students' comprehensive abilities at different stages from enrollment to graduation, in each stage of learning. Design innovation and entrepreneurship courses that are suitable for students' majors. And involve students in the assessment and evaluation of innovation and entrepreneurship, which not only highlights their dominant position, but also helps students clarify their own interests.

By identifying strengths and weaknesses, we can help them accurately position their entrepreneurial direction, maximize their professional and personal advantages, and lay the foundation for successful entrepreneurship.

(2) Actively building a practical platform for innovation and entrepreneurship education

Innovation and entrepreneurship education should not only stay at the level of theoretical education, but also combine theory with practice, actively creating opportunities for students to practice hands-on. Schools should be filled. Utilize all advantageous resources both on and off campus to build innovation and entrepreneurship practice platforms and training bases for students, such as college student entrepreneurship parks, entrepreneurship incubation bases, and small and micro enterprise entrepreneurship bases. Through practical entrepreneurship projects such as external training bases, students can receive practical training, thereby creating a good entrepreneurial practice environment for students majoring in management and providing a wide range of opportunities. Entrepreneurial practice space.

At the same time, schools should deepen cooperation between schools and enterprises, deeply implement the integration of industry and education, vigorously integrate industry and enterprise resources, and increase cooperation with responsible entrepreneurs. The frequency of contact between government units forms practical alliances or bases among schools, banks, enterprises, and governments, providing strong support and assistance for entrepreneurial practice of students majoring in management and economics. By building an entrepreneurial practice platform, students can exercise in the entrepreneurial practice base, fully understand the hardships and risks of entrepreneurship, and learn to choose based on their own advantages. Suitable entrepreneurial projects, learning how to avoid market risks, so as to not only enhance their entrepreneurial abilities, but also accumulate certain entrepreneurial experience and fully utilize their intelligence and talent. Create a successful entrepreneurial path^[4].

(3) Establish and improve the innovation and entrepreneurship education system

Some vocational colleges only add a few courses related to innovation and entrepreneurship to the innovation and entrepreneurship education for students majoring in management, without realizing that it is a systematic work. Merely educating students in theoretical knowledge is like talking on paper, which obviously cannot effectively cultivate their entrepreneurial and practical abilities. Therefore, on the one hand, universities need to establish a sound system. The new entrepreneurship education system should not only integrate entrepreneurship education curriculum into professional course teaching, but also cover knowledge from multiple fields such as

marketing, finance, law, etc. A systematic entrepreneurship curriculum system is formed, including fundraising, enterprise registration, team building, and business management, in order to improve students' entrepreneurial knowledge structure.

(4) Strengthening the construction of innovative and entrepreneurial teaching staff

Many teachers responsible for innovation and entrepreneurship education in vocational colleges have no practical experience in entrepreneurship, and have more theoretical guidance for students' entrepreneurship practice, but insufficient practical experience. Therefore, it is necessary to provide training and learning for teachers, encourage them to take advantage of winter and summer vacations to intern at school enterprise cooperation units, and personally participate in the development, construction, and preparation of new projects in enterprises. Go to work to learn entrepreneurial experience and improve practical teaching abilities. On the other hand, inviting mentors and experts from enterprises to serve as part-time teachers for innovation and entrepreneurship education in schools, in order to Strengthening the construction of the school's innovation and entrepreneurship teaching staff can not only provide students with specific guidance in entrepreneurial practice, but also provide face-to-face answers to students' difficulties in entrepreneurship The substantive issues at hand. At the same time, make reasonable use of the social resources of mentors, provide more practical training opportunities for students, and enable students majoring in management to continuously improve their hands-on abilities and skills Practical skills to quickly adapt and embark on the path of entrepreneurship after graduation.

In summary, the road to entrepreneurship for college students is long and arduous. As a factory for talent cultivation, vocational schools should fully integrate innovation and entrepreneurship education with management related professional education To provide students with theoretical education and create space for entrepreneurial practice, in order to promote the improvement of students' entrepreneurial abilities and help them embark on a path of successful entrepreneurship. Future researchers may explore other research directions to further expand their understanding of the complex interactions between the entrepreneurial environment, innovation and entrepreneurship skills, entrepreneurial intentions, and entrepreneurial outcomes of college students, in order to develop more effective strategies to cultivate the entrepreneurial spirit of business school students and contribute to a more dynamic and resilient entrepreneurial environment.

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