

Discussion on innovation and entrepreneurship education for university students

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ABSTRACT

The innovation and entrepreneurship education of college students is produced to solve the problem of difficult employment in Chinese society for a long time. It is the traditional exam-oriented education to make up for and breakthrough. Starting from the restrictive conditions, this paper will consider the innovation of the linkage mechanism of universities, governments, college students and enterprises involved in carrying out innovation and entrepreneurship education for college students, the quality and incentive of teachers, the effective allocation and raising of innovation and entrepreneurship funds for college students, and put forward some of its own management ideas for innovation and entrepreneurship education for college students.

KEYWORDS

college students; Innovation and entrepreneurship; education

For a society to function properly, the amount of employment is the most important. In the course of carrying out its work, the Government attaches great importance to employment. In China, employment is not only the source of tax revenue, a country at all levels of government, administrative units, institutions rely on the economic basis for survival, for every citizen, employment is the actual basis for the survival and development of individuals and their families. As a populous country, China's employment difficulties are particularly prominent in the long-term inflationary environment.

In our country, the undergraduate education undertaken by colleges and universities is an important touchstone for college students to enter the job market. Whether a college entrance examination graduate can find a job through undergraduate education, so that students can survive, develop and improve, has become a major issue of concern for institutions of higher learning and even the whole society. In reality, the employment situation of college students after graduation is not ideal. Therefore, the central government calls on universities to carry out innovation and entrepreneurship education for college students to help them find jobs. College students' innovation and entrepreneurship education is an educational activity that focuses on practice and stimulates students' creativity by cultivating students' innovative spirit, entrepreneurial consciousness and innovative ability. From the perspective of the origin of the concept of innovation and entrepreneurship education, the definition of entrepreneurship education comes from abroad, which is "education to cultivate students' comprehensive ability to engage in business activities, so that students can become creators of vocational positions from simple job seekers". China's entrepreneurship education expands the connotation of education, extends the entrepreneurial behavior from the economy to the political, ideological and cultural fields, and adds

the elements of innovation, and innovates entrepreneurship education as a new educational concept. It is not a simple superposition of the two concepts of innovation education and entrepreneurship education, but a transcendence of innovation or entrepreneurship education in concept and content. Its core connotation is to cultivate the innovative spirit, entrepreneurial consciousness and entrepreneurial ability of college students, guide colleges and universities to constantly update educational concepts, reform personnel training mode, educational content and teaching methods. We will closely integrate personnel training, scientific research and social services. Realize the transformation from focusing on knowledge imparting to paying more attention to the concept differentiation and quality training of innovation and entrepreneurship education in colleges and universities, and improve the quality of talent training."

A country's education is public welfare, and a good education will produce positive external effects. It is positive radiation to the educated individual, family, region and society. College students' innovation and entrepreneurship education belongs to the category of education. A good college students' innovation and entrepreneurship education is to break through and make up for the disadvantages of traditional exam-oriented education. It is beneficial to the individual educated college student, his or her family, the employment area and the country as a whole. However, good innovation and entrepreneurship education for college students is carried out under a series of system, talent, capital and other constraints, which needs an effective incentive and supervision mechanism to promote it. Therefore, although this study has deeply analyzed the positioning and connotation of innovation and entrepreneurship education for college students. However, in order to truly promote Dachuang education beyond mere form and substantively, colleges and universities need to pay attention to the following problems in the development:

1 Innovation of government, universities, college students and enterprises involved in entrepreneurship and innovation education for college students

The innovation and entrepreneurship education of college students involves the government, universities, college students and enterprises to form a system. The parties involved in the system have their own interests. In order to adjust the interest direction of all parties to the actual effect of promoting innovation and entrepreneurship education of college students, form an organic whole, form the linkage effect between various subjects, and form a force, it is the primary problem existing in the current innovation and entrepreneurship education of college students. First of all, the government should attach importance to the cooperative relationship with universities in the innovation and entrepreneurship education of college students, and recognize its potential power in the employment, tax revenue, harmony and stability of a region and a country. The government provides site support for university Wanfang data students' innovation and entrepreneurship, and cooperation in policy and system improvement. Second. The cooperation between universities and enterprises is also very important in the field of innovation and entrepreneurship education for college students. Due to the private interests of enterprises, colleges and universities can effectively cooperate with enterprises through effective incentive methods, such as discussions, speeches, internship opportunities, business subcontracting, etc., to mobilize the enthusiasm and support of enterprises. In the innovation and entrepreneurship education system of college students, it involves four subjects, such as government, universities, college students and enterprises. On the surface, Dachuang education is an educational relationship between universities and college students. In essence, the government promotes universities and acts on college students. Unlike traditional exam-oriented education classes, it needs the strong support and participation of enterprises. In this system, the more effective the government is in motivating colleges and

universities, the better the educational effect will be, including the participation of enterprises. Therefore, the positive incentive relationship between the government and universities is the most important. Material reward and punishment, official promotion and appointment, sense of mission and other methods can be used for positive incentive.

2 The quality and motivation of the teaching staff of college students innovating sword industry education

The teaching staff of college students' innovation and entrepreneurship education is the key to improve the conditions of innovation and entrepreneurship education. On the one hand, it is necessary to establish a teaching team with strong theoretical level that can better guide the simulation practice of innovation and entrepreneurship. At present, the vast majority of innovation and entrepreneurship teachers in colleges and universities mainly come from professional teachers engaged in enterprise management teaching and career guidance teachers engaged in student employment. These teachers often lack practical experience in entrepreneurship. Problems that can only be taught theoretically. A small number of other teachers come from government workers or part-time teachers from business people. They mainly carry out innovation and entrepreneurship education in the form of lectures, and lack a systematic education system. The shortage of specialized teachers has become a bottleneck in the development of innovation and entrepreneurship education, which needs to be urgently solved. Therefore, it is necessary to strengthen teachers' foreign exchange learning opportunities and increase related research funding. In particular, teachers who have achieved good results in entrepreneurial activities such as "Challenge Cup" should be rewarded. On the other hand, it is necessary to increase the frequency of hiring successful managers of enterprises to guide students in innovation and entrepreneurship on campus, inspire and guide students in innovation and entrepreneurship with successful experience, and evaluate and guide their innovation and entrepreneurship plans. Colleges and universities can use material rewards, spiritual incentives and other methods to ensure the enthusiasm and quality of teachers

3 Effective allocation and raising of innovation and entrepreneurship funds for university students

Lack of funds is a major problem for universities to carry out innovation and entrepreneurship education. Insufficient funds for running schools is a common problem in Chinese colleges and universities. Apart from ensuring normal teaching conditions, it is difficult for colleges and universities to invest a large amount of funds in innovation and entrepreneurship education. Social investment is also less active because of the long periodicity and uncertainty of innovation and entrepreneurship education. Establish incubation bases and innovation and entrepreneurship funds. It is an important way to assist innovation and entrepreneurship education. Colleges and universities can make use of their own intellectual resources to jointly establish incubation bases for college students' innovation and entrepreneurship projects with local governments or industrial parks, provide support and preferential policies for students' entrepreneurship in terms of funds, venues, equipment, etc., and provide consultation and training in various aspects for students' entrepreneurship. Besides. Various kinds of innovation and entrepreneurship funds can also be set up by means of social subsidies and school investment to provide financial support for college students' innovation and entrepreneurship activities. The raising, allocation and use of funds follow

the principles of transparency, rationality and justice, and play a greater role in the innovation and entrepreneurship education of college students.

epilogue: In such a developed economy, the rapid exchange of information today, the competition is becoming more and more intense, just relying on job hunting is absolutely not enough, innovation and entrepreneurship become more and more important. It not only meets the needs of the society for innovative talents, but also promotes the development of the whole society and economy, enhances the use of college students' abilities and their understanding of this market, and makes them better integrate into the society. The education of innovation and entrepreneurship should guide the culture, world outlook and future planning of college students, so as to make education more in line with the needs of modern college students, and also make education more conducive to the improvement of college students' innovation and entrepreneurship ability.

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