

Construction of Innovation and Entrepreneurship Education System for College Students in the New Era

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Abstract: As one of the ways to cultivate students' abilities, the innovation and entrepreneurship education (IAEE) has a positive impact on the cultivation and promotion of students' quality. The development of IAEE can reflect the quality education of colleges, especially in the context of the continuous transformation of the national economy. As a component of quality education, IAEE should become an important way and measure of talent training in colleges, which is also an inevitable way to improve the level of education and education development in colleges. In addition, if colleges want to keep pace with the times, they also need to play the value and role of IAEE and improve the quality of talent training in colleges. IAEE is an important part of the training system of innovative talents in colleges. In the new era, IAEE plays an increasingly important role in promoting the development and transformation of innovative countries. The realistic strategy of strengthening the IAEE of college students in the new era is put forward and the reasonable path of education development is explored so as to improve the effect and quality of talent training in the new era.

Keywords: new era background, college student, innovation and entrepreneurship, personnel training

1. Introduction

IAEE will promote the reform of higher education system from the practical level to better improve the educational strength of higher education and lay the foundation for the further improvement of the national education system and educational strength. In addition, colleges actively build IAEE system, which will better promote the construction of innovative society and cultivate more practical talents for China's modernization [1].

The construction of a complete IAEE system in colleges can not only help students cope with the impact of the severe employment situation, guide students to form a stable employment mentality, but also enable students to form correct values. It can also enable students to combine personal development with the progress of the country and the times. At the same time, personal career selection should be combined with the mission of shouldering the great rejuvenation of the nation better integrating personal entrepreneurial dream and the career dream as well as the Chinese dream

and promoting social progress [2].

Colleges should build IAEE system, which, from the perspective of education, helps promote the improvement of college students' practical ability. From the perspective of college students, it is helpful to cultivate students' independent, proactive and enterprising entrepreneurial spirit, comprehensively improve students' learning motivation and ability. College students' ideological and political level will also be improved. From the perspective of university development, it is conducive to the overall development of university education, and promotes the overall teaching efficiency [3].

The construction of the IAEE system can not only promote the comprehensive ability, but also promote the comprehensive quality of college students. The IAEE system, for college students who are in a confused period of life, can help them point out the direction of employment, encourage them to work hard for their ideals and goals, and stimulate their motivation to learn. At the same time, the construction of the IAEE system can effectively guide college students to learn and master the methods of entrepreneurship, help and guide students to pay attention to and strengthen their practical ability, and cultivate their strong will and confidence to overcome difficulties [4].

2. Problems in the Construction of IAEE System for Application-oriented Undergraduate Students in the New Era

2.1. Backward Ideas and Unscientific Ideas

There are still some managers in colleges whose ideas have not been updated in time, which is inconsistent with the latest policy and situation of IAEE. The training system of innovation and entrepreneurship talents in some universities not yet mature, and only a few innovation and entrepreneurship courses are simply set up. Such curriculum system is not scientific and systematic, and IAEE is not universal. Influenced by the traditional concept of employment, most students have insufficient awareness of entrepreneurship driving employment [5].

2.2. Single Faculty and Unideal Integration Between Schools and Enterprises

Some colleges lack high-quality teachers of IAEE, and the structure of the teachers is relatively single, and the integration between schools and enterprises is relatively low. The orderly development of IAEE in colleges has been seriously affected. Colleges should attach importance to the training of professional teachers, ensure that teachers have solid theoretical knowledge, rich experience in innovation and entrepreneurship, and outstanding IAEE ability, and also continuously improve the rationality of the structure of teachers. Some teachers have been engaged in educational work in universities for a long time. They do not have a deep understanding of corporate culture, have few opportunities to participate in practice, and still stay at the theoretical level in the understanding of professional knowledge, which leads to their emphasis on theoretical teaching, lacking professional practical teaching links and practical ability training [6].

2.3. Lack of a Perfect Practice Platform for IAEE

The orderly development of IAEE in colleges needs the support of practical education platform. Under the influence of various factors such as university management system and education mechanism, there are few practical teaching platforms for innovation and entrepreneurship jointly created by universities and enterprises. And enterprises have a low participation in IAEE in universities. Due to the lack of school-enterprise linkage, the integration between IAEE and professional education is difficult to achieve. Major colleges strive to offer innovation and entrepreneurship courses. But due to the lack of corresponding practical experience of teachers and the lack of systematic IAEE training, theoretical teaching is more than practical links. And the course

content is relatively scarce, the form is relatively simple, and students are also difficult to obtain practical experience from it, and the training effect is not fully achieved [7].

2.4. Lack of Adequate Guarantee Mechanism

There is no standardized organization at the school level. They are relatively less equipped with staff and the innovation and entrepreneurship service system at the school and college levels is not perfect. Some competitions, training and practical activities are mainly dependent on the college, and have not fully achieved the effect of comprehensive resource adjustment.

2.5. Lack of Constant Improvement of the Curriculum System of IAEE for College Students

The process of IAEE covers the cultivation of innovative and entrepreneurial thinking, the formation of teams, the financing, the establishment of companies and enterprises, and the operation management. It is a complex social practice, involving a wide range of knowledge, and requires high comprehensive quality of students. Some colleges have not paid enough attention to the IAEE of students and have not integrated the innovation and entrepreneurship curriculum system into the whole process of talent cultivation. The content of IAEE curriculum is mainly embodied in entrepreneurial cognition and basic knowledge. Some scientific methodologies, entrepreneurship management and other contents need further research and improvement. Because of the particularity of innovation and entrepreneurship, it is difficult for students to master practical knowledge only through theoretical knowledge teaching. Some schools are difficult to combine theoretical teaching with practical teaching, and lack a complete and scientific curriculum teaching system [8].

2.6. Lack of Support and Guarantee System of IAEE

Colleges should carry out in-depth cooperation with industry and enterprises in IAEE for college students, providing practical conditions for IAEE. However, at present, the depth and breadth of cooperation between colleges and industry and enterprises are not enough. And talent training and enterprise production and operation activities are not closely combined. At the same, industry experience and enterprise resources are not effectively introduced into the campus and the advantages in IAEE are not complementary.

3. Countermeasures for the Construction of IAEE System for Application-oriented Undergraduate Students in the New Era

3.1. Improving the Curriculum System of IAEE in Colleges and Continuing to Deepen the Innovation and Entrepreneurship Teaching Reform

Continuously deepen the IAEE and teaching reform, assist students to form a systematic innovation and entrepreneurship knowledge structure, and improve the innovation teaching methods, optimize the curriculum system, and improve the quality evaluation model.

First of all, colleges should use the cooperation mechanism between relevant professional organizations, governments and enterprises in the region to promote the effective combination of teaching and scientific research services with the needs of enterprises. Finally, innovation and entrepreneurship courses should combine students' professional courses and the direction of future employment and entrepreneurship.

Secondly, focusing on the training objectives of new engineering talents and combining with professional talent training programs, colleges will deeply integrate IAEE, and carry out IAEE in different grades and stages according to the abilities of students in different grades [9-10].

3.2. Strengthening the Awareness of Innovation and Entrepreneurship and Improving the Innovation and Entrepreneurship Ability of College Students

In daily study and life, students should learn to actively seek opportunities to exercise their innovation and entrepreneurship practice ability and accumulate more innovation and entrepreneurship practice experience and go out of the campus to participate in social surveys, understand the market of employment and entrepreneurship, improve the ability to obtain information and improve their social communication ability. And also, they should also learn to analyze and observe the market, lay a solid foundation for future innovation and entrepreneurship activities, tailor our own innovation and entrepreneurship plans with pertinence and planning and constantly improve the technological content and overall level of innovation and entrepreneurship.

3.3. Changing Traditional Concepts and Providing a Good Educational Atmosphere for IAEE in Colleges

Colleges should give students' parents some guidance on IAEE, so that parents can understand that the times are different and people's production and life styles are different. Parents should change their attitude of seeking stability and peace too much, so that children can better exercise themselves in innovation and entrepreneurship. And also, parents should encourage and support children to complete their entrepreneurial dreams. Colleges should carry out mass entrepreneurship and innovation education through curriculum ideological and political education teaching activities and second classroom practice teaching activities, and strengthen the guidance of IAEE while carrying out mass entrepreneurship and innovation activities [11].

3.4. Strengthening the Practice Teaching Link, Actively Building the Practice Platform of Entrepreneurship Education and Strengthening the Cooperation Between Schools and Enterprises, and Improving Students' Practical Skills

Colleges should use the inter-school resources to build the corresponding entrepreneurship education practice platform, and make full use of the practice platform to provide students with corresponding practice opportunities, so as to promote the students' innovation and entrepreneurship awareness and overall quality to be effectively improved. Colleges can further strengthen cooperation and exchange with relevant enterprises, let students go to enterprises to participate in internship, and accept the guidance of enterprise innovation and entrepreneurship instructors with rich practical experience. School and enterprise resources should be made full use to build a school-enterprise joint experiment and practice teaching base, and establish an open training center integrating school and enterprise, production, learning and research. Colleges should actively create innovation and entrepreneurship incubation bases to provide practical platforms and increase their innovation and entrepreneurship experience [12].

3.5. Updating IAEE Concept and Promoting IAEE Concept Reform

On the one hand, colleges should actively change the educational concept of entrepreneurship education teachers and innovate the talent cultivation concept and educational values of entrepreneurship education teachers, and cultivate and strengthen their educational awareness of serving students to become talents. On the other hand, it is necessary to change students' cognitive concepts about innovation and entrepreneurship, cultivate college students' consciousness and character of hard struggle in the process of daily ideological and political education and professional education, and ensure that the majority of students really adapt to the fierce market competition in today's society [13].

3.6. Establishing and Improving the Supervision and Evaluation Mechanism of IAEE

The school or college should specially assign teachers with rich experience in innovation and entrepreneurship to form an innovation and entrepreneurship supervision group to supervise and evaluate the innovation and entrepreneurship curriculum, putting forward suggestions and feedback, and improving the quality of innovation and entrepreneurship courses and innovation and entrepreneurship competition projects [8].

3.7. Strengthening the Construction of Students' Innovative and Entrepreneurial Mentality

Colleges should sort out experience and typical cases by adopting corresponding ways and methods, and teach relevant experience to students, so that students can actively adjust their mentality, calmly respond, and quickly find solutions when facing setbacks or difficulties.

3.8. Applying New Employment Management Methods

The most important thing is to apply new student employment guidance and innovative entrepreneurship management methods to strengthen the construction of service-oriented university management team and provide students with more comprehensive employment and entrepreneurship consulting services.

3.9. Strengthening the Construction of IAEE Teachers

Firstly, colleges should employ senior technical personnel and management personnel as well as successful entrepreneurs as part-time teachers. The school selects teachers to take temporary training in enterprises participating in the operation process of enterprises deepening the understanding of the process constantly improving their innovation and entrepreneurship practice ability and guidance ability. Colleges should introduce excellent IAEE teachers, or select full-time counselors or teachers engaged in IAEE, and carry out systematic innovation and entrepreneurship theory and practice training to improve their professional level, practical ability and guiding thinking. Secondly, colleges should organize professional teachers to carry out systematic innovation and entrepreneurship teacher training, and set up IAEE teaching and research section at the professional level [14].

3.10. Deep Cooperation Between Universities and Enterprises

Through in-depth cooperation, colleges can fully learn from many valuable experiences of enterprises in business management, market strategy and innovation, and provide guidance for students' activities.

3.11. Working Together for Universities, Enterprises and the Government to Build a Guarantee System for College Students' IAEE

The government issued policies to support IAEE for college students. And enterprises actively participate in IAEE for college students. For colleges, they should promote IAEE reform and create a good cultural atmosphere for college students' innovation and entrepreneurship [12].

The construction approach of IAEE system for college students is shown in Figure 1.

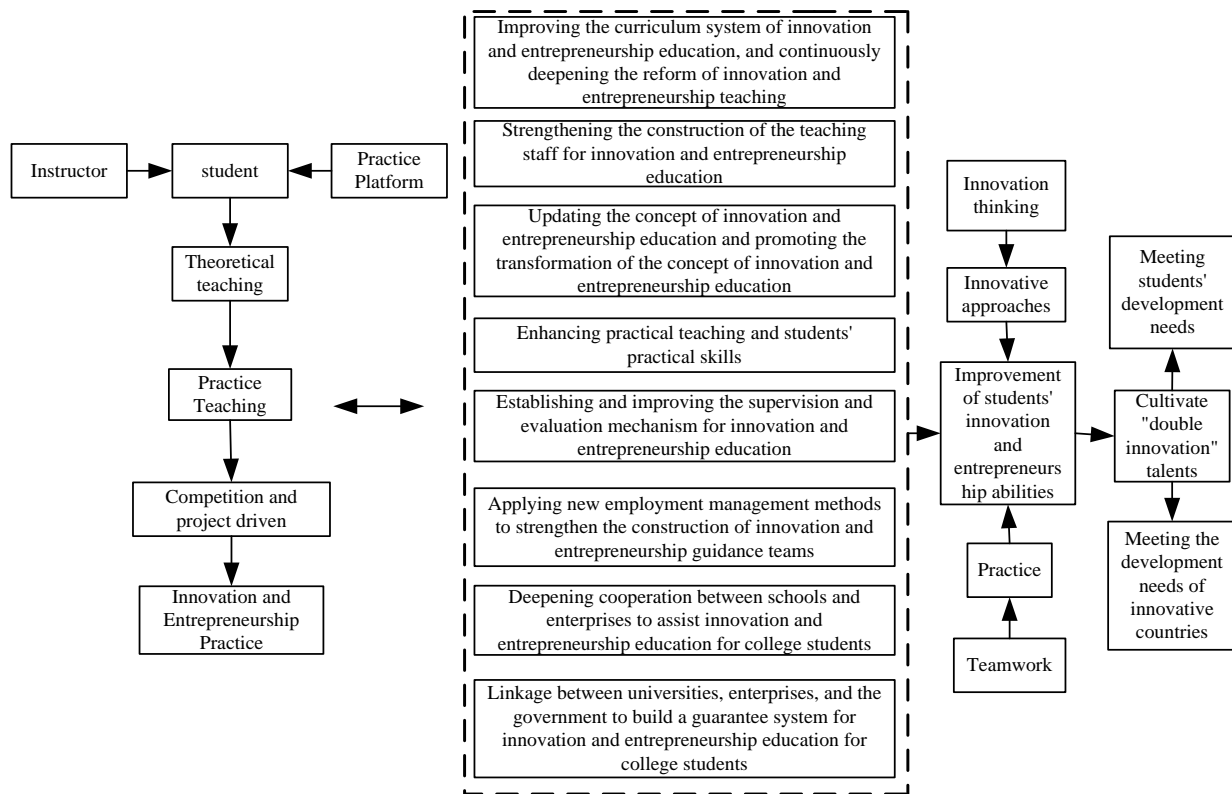


Figure 1: The construction of IAEE system for college students in the new era.

4. Conclusions

College students have the advantages of solid theoretical knowledge and active thinking, making them a fresh force in innovation and entrepreneurship, and have irreplaceable advantages. Therefore, domestic universities and college students should actively respond to the national call, bravely assume social responsibility, and actively participate in innovation and entrepreneurship. College students generally face problems such as a lack of social resources and practical experience. This requires universities to provide professional guidance and platform support for college students, and to build a mature and complete IAEE system for college students. This is an inevitable trend of the times and modern education development. At the same time, it is necessary for universities to promote student employment through entrepreneurship, so that students can truly understand entrepreneurship and employment knowledge during their study period, helping universities truly implement entrepreneurship education work and improving education levels.

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