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Strategies of integrating innovation and entrepreneurship education into professional education in Colleges

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Abstract: The integration of innovation and entrepreneurship education and professional education can not only imperceptibly improve the ability of innovation and entrepreneurship, but also improve the quality of professional education. Therefore, this is an important measure to improve the quality of personnel training in Colleges and universities. This paper analyzes the problems existing in the integration of innovation and entrepreneurship education and professional education in Colleges and universities. Then, from the aspects of reshaping the concept of innovation and entrepreneurship education, building innovation and entrepreneurship teaching staff, reforming innovation and entrepreneurship education mode, strengthening innovation and practice ability, the paper puts forward the strategy of integration of innovation and entrepreneurship education and professional education.
Keywords: Higher education; innovation and entrepreneurship education; professional education.

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1. INTRODUCTION

After entering the new era, the global new technological revolution and industrial reform are coming, and China's industrial structure has entered the transformation and upgrading stage, from "made in China" to "made in China". Therefore, the national demand for innovative talents is more and more vigorous. The State Council's "Implementation Opinions on deepening the reform of innovation and entrepreneurship education in Colleges and universities" will have a profound impact on the development of national higher education. It is necessary to integrate the National Undergraduate Education with the cultivation of innovative talents. In recent years, China's ordinary colleges and universities have carried out the exploration of the integration of innovation and entrepreneurship education and professional education, and objective understanding of the main problems is of great significance to further promote the integration of innovation and entrepreneurship and professional education of college students [1-3].

2. PROBLEMS EXISTING IN THE INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION

Colleges and universities take professional education as the primary responsibility of cultivating talents, and the purpose is to export talents who have solid professional knowledge and can flexibly use professional skills and scholars who can conduct in-depth research in professional fields. However, for a long time, the talent training plan and curriculum system of colleges and universities in our country are carried out around students' professional courses. The training goal is to systematically master the theoretical knowledge of this major. Students' learning of professional knowledge is mainly obtained by teachers' classroom teaching of theoretical knowledge. The college students trained by this "flood irrigation" teaching method have a single knowledge system, less ability of divergent thinking and positive thinking, and can not actively change the knowledge to work ability and carry out creative work. The innovation and entrepreneurship education advocated now focuses on Cultivating College Students' innovative consciousness, learning innovative thinking and developing innovation ability. Introducing innovation and entrepreneurship education into professional education will surely enhance students' flexible ability to transform professional knowledge, improve their practical level, and promote professional education to keep up with the pace of economic development mode transformation. To integrate innovation and entrepreneurship into professional education, the combination of theory and practice is the only way for teaching reform in Colleges and universities. The theory comes from the specialty, and the innovative practice can only be built on the basis of the specialty, so as to cultivate the college students who have both the learning ability, the survival ability and the development ability. However, what is innovation and entrepreneurship education? What is the training goal of innovation and entrepreneurship education? What kind of innovation and entrepreneurship ability must college students possess? How should college students acquire the ability of innovation and entrepreneurship? Due to the lack of research on these problems, there are the following problems in Colleges and Universities:

2.1 The curriculum of innovation and entrepreneurship education is unreasonable

Most of the traditional innovation and entrepreneurship education courses are scattered in the general education courses, and most of them take the empty theory as the main teaching content, and lack of real and specific innovation and entrepreneurship case support. In the professional curriculum system, the content of innovation and entrepreneurship education is separated from the real entrepreneurial environment, and the innovation and entrepreneurship education is separated from the practical teaching and does not run through the whole process of personnel training. Most students lack the training of entrepreneurial knowledge and skills.

2.2 The construction of teaching staff of innovation and entrepreneurship education needs to be strengthened

At present, the teaching staff of this major in Colleges and universities is basically composed of highly educated talents from related disciplines. The school also pays more attention to the educational background and scientific research ability of the candidates when recruiting teachers. However, the teachers of innovation and entrepreneurship education are mainly undertaken by teachers with social science background, and they are difficult to guide the entrepreneurial practice of highly professional students. Entrepreneurs with entrepreneurial experience are lack of teaching experience and can not

guarantee the investment of teaching time, so they are difficult to undertake the task of classroom teaching.

2.3 The practical teaching platform of innovation and entrepreneurship education needs to be constructed

The construction of practice teaching platform is an important way to realize the integration of innovation and entrepreneurship education and professional education, but the construction of practice teaching platform of innovation and entrepreneurship education in Colleges and universities is not optimistic. On the other hand, they are not willing to engage in business training because of the conservative concept of entrepreneurship training, and they are not willing to engage in business training due to the lack of professional training in Colleges and universities Enjoy.

3. THINKING AND WAYS TO SOLVE PROBLEMS

In order to integrate innovation and entrepreneurship education into professional education, colleges and universities must stimulate teachers' enthusiasm and students' interest, reconstruct curriculum system, reform teaching mode, and promote students' innovative practice by multi departments.

3.1 Reshape the concept of innovation and Entrepreneurship Education

The important way to cultivate compound talents is to carry out innovation and entrepreneurship education, and guide students to actively study, strengthen the cultivation of students' basic knowledge and practical ability, and pay attention to the flexible use of professional knowledge, pay attention to improve the comprehensive ability of students, so that students can acquire knowledge ability, improve psychological endurance level, have entrepreneurial consciousness and develop innovative thinking It is the goal of innovation and entrepreneurship education to achieve all-round development. Thus, innovation and entrepreneurship education is a new educational concept. Colleges and universities should actively guide public opinion, hold lectures on innovation and entrepreneurship to teachers, release information on innovation and entrepreneurship to students, and publicize successful cases of innovation and entrepreneurship, so as to understand the essence of innovation and entrepreneurship education at the school level, teachers level and student level, and abandon the recognition that innovation and entrepreneurship education is equivalent to vocational education. University administrators should update their ideas, keep pace with the times, and take the reform of innovation and entrepreneurship education as the primary task of upgrading and transformation of colleges and universities. Organize teachers to discuss innovation and entrepreneurship teaching work, encourage students to form teams to carry out innovation and entrepreneurship practice, stimulate students' interest in innovation and entrepreneurship, so as to improve innovation and entrepreneurship ability through continuous practice and summary. In addition, colleges and universities should adhere to the "professional general education, innovation and entrepreneurship education, innovation and entrepreneurship practice" as the leading idea of professional education, and deeply integrate professional personnel training with innovation and entrepreneurship education to promote the development of innovation and entrepreneurship education.

3.2 Construction of innovation and entrepreneurship teaching staff

University teachers have rich professional knowledge and can meet the needs of professional education, but most of them lack innovation and entrepreneurship experience and skills, which makes innovation and entrepreneurship education independent of professional education, which is not conducive to the integration of the two. Therefore, we should pay attention to the construction of teaching staff in line with the new education concept, and focus on the construction of teachers with professional knowledge as the leading and part-time teachers with innovation and entrepreneurship skills as auxiliary teachers. First of all, colleges and universities set up innovation and entrepreneurship teaching and research team from the school level, and regularly arrange professional teachers to carry out innovation and entrepreneurship theory training, so as to strengthen professional teachers' understanding of innovation and entrepreneurship; secondly, encourage professional teachers to enter relevant enterprises to engage in production, teaching and research work, enrich teachers' innovation and entrepreneurship experience by participating in enterprise entrepreneurship project practice; thirdly, innovation and entrepreneurship education also It involves economy, management, law and other aspects, and the practice of these aspects is lack of professional teachers. Therefore, colleges and universities can also invite enterprise personnel and successful entrepreneurs as part-time teachers, and use typical cases to analyze the capital management, risk aversion, financing and team building in the process of entrepreneurship for teachers and students, so as to cultivate innovation awareness and improve entrepreneurial skills.

3.3 Reform innovation and entrepreneurship education mode

Innovation and entrepreneurship education can not be realized by setting up several courses of innovation and entrepreneurship in various majors, but should be integrated into the existing curriculum system; and the innovation and entrepreneurship education resources integrated into the curriculum system can not automatically internalize into students' innovation consciousness and skills, and it needs effective teaching to achieve. However, how to implement effective teaching, how to combine effective teaching with innovation, and how to combine teachers' scientific research with innovation in Colleges and universities do not have ready-made answers to refer to, so colleges and universities need to constantly explore.

3.3.1 Top level design of curriculum system

Starting from the development of training programs, all majors in Colleges and universities should consider the integration with innovation and entrepreneurship courses. Moreover, this integration is not only the integration of innovation and entrepreneurship objectives and teaching contents, but also the integration of the mission and responsibility of innovation and entrepreneurship and innovative thinking into the compulsory and elective courses of general education, and the integration of innovation and strategic thinking, engineering philosophy, engineering design concept, industrial entrepreneurship, etc In the subject knowledge system. Through moral education, intellectual education, physical education, aesthetic education and labor education, students can be permeated with innovative thinking and innovative technology. In addition, all majors should develop curriculum system with professional characteristics and meet students' demands according to their own school running objectives, students' characteristics and social environment. For example, in the teaching of material forming specialty, not only professional knowledge should be systematically

taught, but also innovation and entrepreneurship theory courses should be adopted__ Only by instilling innovative ideas and skills into students and helping them tap the innovative and entrepreneurial elements of material forming specialty, and combining with professional knowledge, can we comprehensively cultivate talents with professional knowledge and innovation and entrepreneurial skills, and make students better adapt to the development of society.

3.3.2 Introducing innovation and entrepreneurship into classroom teaching

First of all, teachers' scientific research is integrated into teaching. In teaching, teachers find the frontier problems in teaching content with the help of innovative thinking; through scientific research, solve problems creatively; and then add scientific research results to the teaching content. Encourage students to enter the laboratory, through observation and participation in experiments, understand the current situation of professional development and existing problems, pass scientific research methods to students, and stimulate students' innovative inspiration.

Secondly, in the professional teaching activities, teachers should establish advanced teaching concepts, so as to stimulate students' self-awareness and self motivation. Set up experiential practical teaching, carry out "competition instead of creation", inspire students' innovative thinking through teacher-student interaction and students' practice practice, and make students become the main body of internalization of innovation and entrepreneurship literacy ability through the active construction and internalization of the learned knowledge. Combining practical cases with professional knowledge, the textbook of innovation and entrepreneurship is compiled. Through the description of the external environment of the case, students' practical ability is highlighted. And set up interdisciplinary curriculum research group in the whole school to integrate engineering science with aesthetics, philosophy and business thinking, so as to expand students' vision and find innovation points.

3.4 Strengthen students' innovative and practical ability

All departments of colleges and universities should take students as the center, actively participate in the innovation and entrepreneurship education of students, put forward the requirements of innovation and entrepreneurship for students, and provide practical opportunities for students. First of all, colleges and universities should unite with enterprises, set up off campus training base, arrange college students to carry out post practice in enterprises, so that students can have innovative inspiration in practice. Secondly, the school provides students with Entrepreneurship Project Incubation Platform, relying on the laboratory and college students' innovation and entrepreneurship base, deeply excavates students' innovation and entrepreneurship potential through independent innovation and entrepreneurship activities; thirdly, it carries out innovation and entrepreneurship competition for the whole school, encourages students to form teams across disciplines and departments, and provides professional guidance teachers for guidance, so as to improve students' innovation and entrepreneurship through team cooperation In addition, colleges and universities should encourage students to participate in national discipline competitions and academic exchanges, expand the scope of students' participation in innovation and entrepreneurship, and further improve their innovation and entrepreneurship ability. With the transformation of China's economic development towards innovation driven direction, the integration of professional education and innovation and entrepreneurship education in Colleges and universities is an important measure to adapt to the social process. The key is to provide new talents with professional knowledge and

innovative ability for the national economic development with new educational ideas, new teachers and new training programs.

4. CONCLUSION

Innovation and entrepreneurship education, academic education and vocational education have the same important status. How to realize the effective docking of innovation and entrepreneurship education and professional education and promote the organic integration of the two, and build a new system to adapt to the development of higher education in the world, is an important topic in the theoretical and practical research of innovation and entrepreneurship education. This paper summarizes the problems existing in the integration of innovation and entrepreneurship education and professional education, and puts forward the corresponding countermeasures. It is hoped that the proposed strategies can provide help for talent training in Colleges and universities.

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