Research on the Training Model of Innovative and Entrepreneurial Talents in Colleges and Universities

Jianghua Wang and Jianguo Tang

ABSTRACT

Combining with teaching practice, this paper studies the training model of innovative and entrepreneurial talents in universities. It is proposed to integrating innovation and entrepreneurship education into quality education, establish a multi-level and compound course system, establish an integrated practice teaching system, building teachers team of innovation and entrepreneurship education, constructing the ecosystem of innovation and entrepreneurship education to build a training model for innovative and entrepreneurial talents.

1. INTRODUCTION

Since the concept of innovation and entrepreneurship was put forward in 2014, universities have responded to the government's call, committed to cultivating innovative and entrepreneurial talents. What we need in today's society is compound talents with strong innovative and practical abilities. Universities need to cultivate innovative entrepreneurs who are close to the needs of industries and enterprises. On the one hand, we should actively learn from the successful experience of other countries, on the other hand, we must constantly explore new models for talent cultivation that are more suitable for our own development needs.

Jianghua Wang, School of Artificial Intelligence and Big Data, Chongqing College of Electronic Engineering, Chongqing, Chongqing 400000, China
Jianguo Tang, School of Artificial Intelligence and Big Data, Chongqing College of Electronic Engineering, Chongqing, Chongqing 400000, China
2. STATUS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AT HOME AND ABROAD

2.1 Current situation abroad

Innovation and entrepreneurship education in foreign countries started early, a mature education system has been formed. Their innovation and entrepreneurship education has the following characteristics:

1) Complete ecosystem of innovation and entrepreneurship education. The term “entrepreneurial ecosystem” was proposed by Katharine [1] in 2004, the ecological system of innovation and entrepreneurship education in foreign countries consists of two parts: inside and outside schools, including the curriculum system of innovation and entrepreneurship in schools[2], and the organization of entrepreneurial practice activities, outside incubation capital, enterprises, alumni and other resources, government and industry support, etc. [3]. Effectively promote the development of students' innovation and entrepreneurship education.

2) Perfect legal systems and institutional guarantee. Foreign developed countries have formulated a series of laws and regulations to provide legal protection for the development of innovative entrepreneurship education, provide a good development environment, in addition, a comprehensive management and protection mechanism for intellectual property rights in universities is also developed [4].

2.2 Current situation in China

In China, universities are the training base for practical talents, actively respond to the call of the state, taking innovation and entrepreneurship education as an important part of talent training at present and in the future, some achievements have been made. However, due to its late start in this field, at present, there are still some problems in innovation and entrepreneurship education in Chinese universities.

1) Innovation and entrepreneurship education system has not yet been formed. At present, universities do not make full use of their external resources. There is no organic combination of external resources and internal resources, and the value of innovation consciousness in the transformation of commercial achievements has not yet been truly implemented.

2) Teachers are relatively inadequate. According to the latest survey data, as shown in Figure 1 below, at present, the existing teaching staff of innovation and entrepreneurship education in universities mainly consists of three parts: first, full-time teachers, mainly counselors or staff members of the student department, accounting for 23.2%. The second is the transformation of professional teachers, accounting for 67.3%. Third, a small number of External teacher, accounting for less than 10% of the total.
3) The curriculum is scattered. According to the latest survey data, as shown in Figure 2 below, at present, the main forms of innovation and entrepreneurship education in universities are courses (54.42%), lecture (25.76%) and training (19.82%). Among them, 55.96% of the universities are offered in compulsory courses, and 44.04% of the universities are offered in the form of elective courses. This shows that the innovation and entrepreneurship curriculum is unevenly distributed, the proportion of practical courses is insufficient, the school does not pay enough attention to it, and a complete curriculum system has not yet been formed. It is impossible to improve students’ comprehensive entrepreneurial quality and practical ability comprehensively and effectively.

Figure 1. Teacher composition.

Figure 2. Course design.
3. RESEARCH ON TALENT TRAINING MODE

3.1 Integrating innovation and entrepreneurship education into quality education

We should continue to strengthen entrepreneurship education with innovation as the core in the whole society, carry forward the spirit of entrepreneurship, and strive to make innovation and entrepreneurship become the common value pursuit and behavior habits of the public. Therefore, universities need to devote themselves to raising innovation and entrepreneurship education to the cultivation of national literacy, cultivate students' innovative thinking and entrepreneurial awareness, embedding the spirit of innovation in the hearts of students, establishing the ideal of starting a business, enhancing students’ sense of mission and pride in striving for national prosperity and innovation and development.

3.2 Establish a multi-level and compound course system

Universities need to meet the needs of talents in the new era, establish a multi-level and compound innovation and entrepreneurship curriculum system.

1) Entrepreneurial knowledge course. Focusing on the school-wide innovation and entrepreneurship education model, on the one hand, basic courses of innovation and entrepreneurship are offered to the whole school, integrating innovation and entrepreneurship education into existing talent development programs, On the other hand, according to the specialty characteristics of each subject, strengthen the integration of innovation, entrepreneurship and specialty, integrating innovation and entrepreneurship education in professional construction.

2) Entrepreneurial practice course. Focusing on the integration of industry and education, on the one hand, carry out entrepreneurial combat drills, using student-centered experiential and interactive teaching, stimulating students’ imagination and creativity. On the other hand, organizing practical lectures, making use of alumni resources and school cooperation and other channels, invite successful individuals with entrepreneurial experience and practical experience in the industry to teach entrepreneurial experience and skills.

3) Scientific research project orientation. Encourage students to pursue their own business goals and needs, determine the direction of research, participate in university students’ scientific research projects or join tutor project team, participate in research under the guidance of an academic tutor, enhancing innovation capability, to lay a solid foundation and conditions for future entrepreneurship.

3.3 Building teachers team of innovation and entrepreneurship education

Universities need to speed up the construction of teachers’ team of innovation and entrepreneurship education, provide teachers guarantee for talent training.
1) Strengthen the cultivation of innovative and entrepreneurial teachers. Develop a complete training system and plan, promote teachers to participate in professional and systematic training of innovation and entrepreneurship education, including familiarity with entrepreneurship policies, laws and regulations [6]. Teachers are encouraged to enter relevant enterprises to study and engage in practical work, joint project development with the company, integrating the latest experience of enterprise operation and production management. Policy support is also needed, for example, to provide facilities to support teachers to start their own businesses, accumulate relevant experience, expanding their own business, entrepreneurship and social perspectives.

2) Strengthen the introduction of multi-level talents. Introduce external lecturers with rich practical experience, including entrepreneurs, seniors in the venture capital or financial industry and alumni, this type of teacher's professional field covers a wide range of fields, with strong practical and innovative abilities, they can effectively enhance students' awareness of the importance of entrepreneurial success in realizing the value of life, correctly understand the risks of entrepreneurship and ability requirements, clear future direction.

3.4 Constructing the ecosystem of innovation and entrepreneurship education

Innovation and entrepreneurship education in universities should have an ecosystem view. The government, enterprises, universities, society and the market are closely linked and interact with each other, providing students with a good atmosphere and support of innovation and entrepreneurship education.

1) Expanding multi-channel cooperation with all sectors of society. Universities actively establish contacts with enterprises, industries, markets and scientific research institutions, achieve a win-win situation through cooperation in various forms such as cooperative teaching, social donation, and capital investment, transfer of scientific and technological achievements.

2) Construct a socialized network of entrepreneurship cooperation. Strengthen cooperation with industry, actively contact enterprises in the industry to provide funds and technical guidance for students’ entrepreneurship. Entrepreneurs can test and share their business plans, learn and gain entrepreneurial experience from entrepreneurial winners to improve business plans.

4. CONCLUSIONS

In summary, universities need to integrating innovation and entrepreneurship education into quality education, establish a multi-level and compound course system, establish an integrated practice teaching system, building teachers team of innovation and entrepreneurship education and constructing the ecosystem of
innovation and entrepreneurship education to train talents for the country to serve the development of science and technology and economic construction.

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