Research on the Practice of Innovation and Entrepreneurship Education in Applied Undergraduate Institutions from the Perspective of Innovation Driven

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**Abstract.** Innovation-driven is the aorta of the development of national power and the strategic pillar of the revitalization of Application-oriented Undergraduate colleges. It is of great practical significance to the development of innovation and entrepreneurship education in Application-oriented Undergraduate Colleges and to the improvement of students’ innovation and entrepreneurship ability.

**Introduction**

Applied undergraduate colleges and universities aim at training applied high-tech talents to meet the needs of the development of regional economy and industry. In the context of innovation and entrepreneurship, innovation and entrepreneurship education should be integrated into the teaching system.

**The Proposal of Innovation-driven Development Strategy**

The strategy of “innovation-driven development” was put forward at the Eighteenth National Congress of the Communist Party of China. To advocate that “scientific and technological innovation is the strategic support for improving social productivity and comprehensive national strength, it must be placed at the core of the overall national development situation.” It emphasizes that we should adhere to the road of independent innovation with Chinese characteristics and implement the strategy of innovation-driven development. The strategy of “innovation-driven development” urges the development of China's productive forces to use scientific and technological innovation as a booster instead of relying on traditional labor, resources and energy. In this way, the economic growth can be accelerated in an all-round way and the level of social productivity can be raised as a whole in China.

The main body and carrier of scientific and technological innovation are human capital, and only relying on education to cultivate and create high-tech talents, thereby enhancing the competitiveness of the human capital market. Applied undergraduate colleges and universities are an important base for the export of high-quality talents. We should vigorously develop innovative entrepreneurship education, closely integrate it with the professional market demand, improve the curriculum system, combine entrepreneurship projects and competitions, and fully stimulate the entrepreneurial enthusiasm of College students.

**Key Points of Innovation and Entrepreneurship Education in Application-oriented Undergraduate Colleges and Universities Guided by “Innovation-driven Development”**

**Optimizing the Talent Training Mechanism of Innovation and Entrepreneurship**

“Innovation-driven” has become a new driving force to promote sustainable economic development under the new normal conditions, which is matched by a large number of talents with innovative spirit and entrepreneurship ability, and contributes to innovative national strength in
China. Therefore, the teaching mode of Applied Undergraduate Colleges and universities can no longer abide by the stereotypes. We should weed out the old and bring forth the new, boldly reform, vigorously promote innovation and entrepreneurship education, comprehensively improve the quality of running schools, optimize the personnel training mechanism, export high-quality scientific and technological talents for the society, and then drive the overall development of productivity.

**Perfecting the Working System of Innovation and Entrepreneurship**

The implementation of innovation and entrepreneurship education involves various aspects of work, including the innovation and entrepreneurship training curriculum system established by various branches and schools, as well as the League committee's organization and declaration of various innovative and entrepreneurship projects for college students, as well as the innovative and entrepreneurship competitions for college students at all levels supported by relevant school-level departments such as the office of entrepreneurship and employment, etc., and the division of labor, cooperation and mutual cooperation of various departments. After the implementation of the strategy of “innovation-driven development”, more and more Application-oriented Undergraduate Colleges and universities are required to establish a scientific and rational working system, allocate resources rationally, define the implementation objectives and responsibility subjects of innovation and entrepreneurship education, take students as the basis, market demand as the guidance and innovation as the carrier, and enhance the practical results of innovation and entrepreneurship education.

**Constructing the Course Structure with Strong Effectiveness of Innovation and Entrepreneurship**

The infiltration of innovative spirit and the cultivation of entrepreneurship are not overnight or highlighted in a course, but throughout the whole process of college students' learning. This requires the Application-oriented Undergraduate Colleges and universities from the beginning of various general education, to the late learning of various professional courses, starting from the basic theory of innovation and entrepreneurship, from shallow to deep, gradually into the practice of innovation and entrepreneurship.

**Problems and Reasons of Innovation and Entrepreneurship Education in Applied Undergraduate Colleges**

In recent years, vigorously promoted innovation and entrepreneurship education in China, but there are few channels for entrepreneurship, imperfect platforms and lack of forms. Students' enthusiasm for entrepreneurship cannot be fully stimulated. The practice of innovation and entrepreneurship education has little effect, and there are many problems to be solved urgently.

**The Consciousness of Innovation and Entrepreneurship is not Strong**

Applied undergraduate colleges are still in the initial stage of the development of innovation and entrepreneurship education. They have not yet shown their enthusiasm for innovation and entrepreneurship. They just follow the methods of other colleges and universities blindly and lack the entrepreneurship training system that is consistent with their specialties. Many Applied Undergraduate Colleges and universities pay little attention to the study and cultivation of entrepreneurship through simple lectures or reports, or combined with entrance education and employment guidance.

**The Old Educational Model**

At present, most of the applied undergraduate colleges and universities carry out innovation and entrepreneurship education mainly by teachers, which unidirectionally transmits entrepreneurship theory to students. In the passive process of theoretical knowledge inculcation, students lack the flexible interaction with teachers and the practical links of entrepreneurship that are effective and
conform to the professional category. As a result, students have no interest in Entrepreneurship and cannot stimulate their innovative thinking and entrepreneurial courage.

**Practice Bases are Uneven in Good and Bad**

Some Applied Undergraduate Colleges and universities have established their own business practice bases, equipped with full-time instructors to guide students' business practice activities, and regularly hire experts to impart experience and broaden their horizons for students. But most application-oriented undergraduate colleges lack their own business practice base, and only establish strategic cooperation with friendly enterprises to provide business places and services for students. In this way, students' entrepreneurship ability is confused with social practice ability, and the educational effect is not consistent with the ultimate goal of entrepreneurship education.

**Serious Shortage of Teachers**

Many Application-oriented Undergraduate Colleges and universities will choose professional course teachers, or hire “double-hired teachers” at school level. The training of entrepreneurship education for teachers is not timely, the teachers themselves lack practical experience of entrepreneurship, and the pertinence and practicality of entrepreneurship training are weak, which results in the unsatisfactory effect of innovation and entrepreneurship education, which makes it difficult for students to start, maintain and succeed in entrepreneurship, which seriously hampers students' enthusiasm for entrepreneurship and is even more unfavorable to the construction of school entrepreneurs.

**Construction Measures of Innovation and Entrepreneurship Education in Applied Undergraduate Colleges Driven by Innovation**

Under the new normal economic situation, both factor-driven growth mode and investment-driven growth mode are excessive to innovation-driven growth mode. The strategy of “innovation-driven development” has become a new driving force of economic growth and penetrates into all aspects of market economy. Education should keep up with the pace of reform. Therefore, aiming at the problems of innovation and entrepreneurship education in Applied Undergraduate colleges, the following solutions are put forward.

**Establishing the Idea of Innovation and Entrepreneurship Education**

Innovation concept must closely revolve around education concept, and integrate the ability of innovation and entrepreneurship, as well as the importance of teamwork spirit into the talent training system. Let the campus culture of innovation and entrepreneurship deeply infect every college student, so that their innovation quality and entrepreneurship ability can be improved in an all-round way. In addition, Applied Undergraduate Colleges and universities should also put the concept of “innovation-driven” into the cooperation mode of “school-enterprise-government”, actively strive for the government's preferential policies for college students' innovation and entrepreneurship, make efficient use of the school-enterprise practice base, and regularly invite government innovative entrepreneurs, industry experts, business managers, etc. to participate in the formulation of innovative entrepreneurship education model and Curriculum training. In the course of training, the concept of innovation and entrepreneurship education has been fully recognized and valued.

**Constructing and Optimizing the Training Model of Innovation and Entrepreneurship**

Driven by innovation, Applied Undergraduate Colleges and universities should constantly optimize the training mode of innovation and entrepreneurship. For example, Application-oriented Undergraduate Colleges and universities can start with campus culture and vigorously promote the spirit and concept of innovation and entrepreneurship. Through the establishment of innovation and entrepreneurship associations, associations and other organizations, regularly organize some activities, such as training, lectures, competitions, entrepreneurship culture festivals and so on,
invite students and teachers to participate in them. Entrepreneurship course is an indispensable part of innovation and Entrepreneurship Education. Application-oriented Undergraduate Colleges and universities should improve the curriculum system, integrate entrepreneurship theory courses and entrepreneurship practice courses into the elective courses. Them can also offer courses in management, economics, marketing and financial management for students majoring in non-economic management, and provide students with abundant theoretical support for entrepreneurship.

**Creating and Perfecting Innovation and Entrepreneurship Practice Platform**

Entrepreneurship practice is the focus of innovation and Entrepreneurship Education. Applied undergraduate colleges need to cooperate with the development target of innovation and entrepreneurship education, should establish “business base”, “science and technology industry park”, “business training room” and so on, equipped with necessary office equipment and supplies to enable students to fully integrate theory with practice, or provide simulation software for students to enhance the practical operation ability. Emphasis should also be placed on the construction of an information consulting platform for entrepreneurship, providing students with consulting services on business, taxation, law and finance through websites, Wechat public platforms and hotlines.

**Enhancing Teachers' Team of Innovation and Entrepreneurship**

Applied undergraduate colleges and universities should regularly provide entrepreneurial practice guidance for training teachers, invite experienced and excellent business managers to become lecturers of innovation and entrepreneurship training teams, Provide students with rich practical cases of marketing, financial management, customer relationship management, and cutting-edge information on “innovation-driven development” strategy so that they can truly feel entrepreneurial practice.

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**References**


