Exploration and Practice of University Students' Innovation and Entrepreneurship Education Reform

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Abstract. This paper focuses on the university students' innovation and entrepreneurship education reform in our country. Innovation and entrepreneurship education in universities is of great significance for scientific and technological development. University students' innovation and entrepreneurship education is beneficial to facilitate education reform and to promote comprehensive quality of university students and ultimately to advance the overall development of university students. However, the innovation and entrepreneurship education of our country has many problems that mainly reflect in immature education idea, weak teachers group and old education content at present. Through deepening the concept of innovation and entrepreneurship education, strengthening the teachers group of innovation and entrepreneurship education, updating teaching content and other aspects, we could implement the reform of university students’ innovation and entrepreneurship education.

1. Introduction

Entrepreneurship education is an education system that is to cultivate university students' comprehensive quality such as entrepreneurial consciousness, thinking and skills, and finally make educates have some entrepreneurial ability [1]. Innovation and entrepreneurship education is a new education concept and mode, often known as the “double gen education”, in order to meet the needs of social development and national strategic planning and to cultivate talent that have entrepreneurial consciousness and pioneering spirit [2].

2. The Development Situation of University Students' Innovation and Entrepreneurship Education[3]

United Nations Educational Scientific and Cultural Organizations hold “International conference on education for the 21st century” in Beijing in 1989 [4]. For the next 20 years, many universities constantly integrate the teaching resources in and around of the school, improve the education direction, promote students' awareness of innovation and entrepreneurship, carry out comprehensive education activities and actively promote the healthy development of innovative and entrepreneurship education. At present, the innovation and entrepreneurship education activities at universities in our country have achieved many achievements, but its foundations are still weak, there are several main problems as follows:

2.1 The ideas of innovation and entrepreneurship education are not mature enough.

Although more and more universities have realized the importance of innovation and entrepreneurship education, and has opened the course of innovation entrepreneurship education in our country, but from the perspective of the overall society situation, its value and popularity remains to be improved.
2.2 The teachers of innovation and entrepreneurship education are shortage.

Before graduated from university, the university students have no contact with society, lack of work and entrepreneurial experience, therefore they have different degree of fear for entrepreneurship when they walk into society, so it would require the experienced teachers to give them effective guidance and education. But many colleges and universities for students to conduct entrepreneurship education are made by other subject part-time teachers, and these teachers will be the main energy in their own major, for entrepreneurship education, there is the lack of specialized research. Sometimes just to cope with the discipline teaching task arrangement and teaching, so it is unable to achieve high teaching quality.

2.3 The content of innovation and entrepreneurship education needs to be updated.

Innovation and entrepreneurship education must pay attention to the "new", with the development of the society and environment to change constantly updating the teaching contents. But in actual operation, the obsolete teaching content and single teaching method have become the important factors restricting the development of creative education. Through random survey we found some of the colleges and universities in our country that carry out the creative education earlier, the courses type is unitary and the innovative courses is set to elective courses and teaching content is old, for many years, using the same textbook and content is given priority to with primer.

2.4 The system of innovation and entrepreneurship education gradually improve.

Although it need to improve and perfect for the innovation and entrepreneurship education development, but it is gradually obtained social approval to promote university students' employment and entrepreneurship. By absorbing the international advanced experience and combined with the actual in our country, we have explored a suitable entrepreneurship education path matching with the China's national conditions. The exploration and practice is gradually perfect our country's creative education theory system.

2.5 The results of innovation and entrepreneurship education began to emerge.

After years of construction and development for innovation and entrepreneurship education, the achievements have gradually revealed. After accepted the related education, many university students change ideas, learn to down-to-earth and steady progress, they would like to start their own business from scratch. It is important that university students due to strengthen the consciousness of "creative", the entrepreneurial potential has been excavated, they can catch more difficult to find the opportunity to achieve their entrepreneurial dreams and become an inspiring spirit.

3. The Countermeasures of Innovation and Entrepreneurship Education Reform

3.1 Deepening the concept consciousness of innovation and entrepreneurship education [5].

Human consciousness often determines the behavior of people, so the cultivation of entrepreneurship and innovation idea should be the top priority for the innovation and entrepreneurship education. For school, the innovation and entrepreneurship education for the student should not only beautify the school image but also cultivate students' practical ability. For teachers, students' progress should be the responsibility of the teacher. They must first correct attitude towards entrepreneurship education, not for the sake of education and ignore the purpose and significance of education. For students, the innovation entrepreneurship courses related to their future and must learn all the related content, let the innovative entrepreneurial spirit through their own entrepreneurial process, to achieve the goal of "successful" and make unremitting efforts.

3.2 Strengthening the teachers group’s construction of innovation and entrepreneurship education.

Teacher is the core in teaching activities and teachers' teaching ability decides the quality of teaching to a great degree. Only teachers have higher creative thinking and innovative spirit, they could cultivate students that have creative spirit and creative ability. Aiming at the lack of
professional business education teachers in some universities, the school can take the way of paying equal attention to cultivate and introduce professional teachers to strengthen the construction of teaching staff. For existing teachers of the school, the school can cultivate a team of specialized teaching entrepreneurship teachers to encourage the learning and training on a regular basis. Schools can draw lessons from foreign or domestic advanced education experience, combined with the characteristics of the schools and their students to the specific teaching methods and teaching content, improving teaching quality and teaching effect. For the specialized personnel that have advanced education ideas and methods in society, colleges and universities should also introduce actively, injected fresh blood to the teaching staff. Thus, colleges and universities could build a "double type" teaching staff and improve the practicability and maneuverability of teaching innovation.

3.3 Updating the teaching contents of innovation and entrepreneurship education.

The content of innovation and entrepreneurship education must follow the trend of times and creative continuously. Colleges and universities should take a variety of comprehensive teaching methods to rich entrepreneurial knowledge of students. The teachers want to get rid of the bondage of the textbook on the choice of teaching content, according to the change of social reality constantly enrich the content of the classroom, make students to master the real innovative and entrepreneurial skills.

Of course, the core of innovation and entrepreneurship education is to cultivate students' innovative consciousness and entrepreneurial ability, so we should guide students to make training in entrepreneurship theory and practice. The theoretical courses can be divided into two categories, one is the basic course related to the entrepreneurship, and the aim is to make students understand the state of entrepreneurship and policy. The other is professional course, and the aim is to make the students master relevant professional knowledge. At the practical level, we will set up courses in management of enterprises and project management and greatly enrich students' entrepreneurial activities.

In addition, we can integrate the theory curriculum with the practice course, and develop the authoritative and unified education textbooks. We should integrate theories into practice, offer courses and organize entrepreneurship activities in universities. In extracurricular activities, we also should actively organize students to participate in the entrepreneurship competition.

Finally, in the different education stages, the cascade curriculum is set up to the innovation and entrepreneurship education.

3.4 Strengthening the support system’s construction of innovation and entrepreneurship education.

Supporting system is efficient assistant to solve the problem of double gen education. Firstly, we should create a good entrepreneurial atmosphere and effort to build a campus culture of entrepreneurial atmosphere, at the same time, to create cooperation and win-win mode, encourage students' innovative entrepreneurial. Secondly, we should expand the funding channels of university. The government make up the lack of funds for the university, the teacher can also be its own education resources to set up their own venture funds. Finally, we should strengthen the study and communication. Teachers and expert at universities can form innovation business alliance, to communicate and explore non-scheduled and advance the development of innovation and entrepreneurship education.

4. Conclusion

At present, there are some shortcomings and insufficiency of university students' innovation and entrepreneurship education in universities and colleges in our country, but after a period of education practice, we have accumulated rich experience and the countermeasures of innovation and entrepreneurship education reform can be summarized as follows:
First of all, we should improve the consciousness of university students' innovation and entrepreneurship education. Secondly, we should actively explore the strategy and approach of carrying out university students' innovation and entrepreneurship education and improve the practicability and maneuverability of teaching innovation. Thirdly, we should update the teaching contents of innovation and entrepreneurship education and make students to master the real innovative and entrepreneurial skills. Finally, we should strengthen the support system’s construction of innovation and entrepreneurship education. Most important of all, the ultimate goal of carrying out the innovation and entrepreneurship education is to cultivate high-quality talents of adapting to social development [6].

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6. References