Exploring the "Chain" Training Path of Innovative Entrepreneurship Education in the Third Level Universities

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ABSTRACT

With the national innovation-driven development strategy put forward, innovation and entrepreneurship has become a new measure to promote economic development. College students' innovative entrepreneurship education is an important link and historical mission of university personnel training in the new period. Based on the analysis of the status of innovative entrepreneurship education in the third level universities, this paper analyzes the existing problems of innovative entrepreneurship education. According to the needs of college students' talents training and the actual teaching situation of three colleges and universities, this paper puts forward the method of "chain" to cultivate the ways of improving the innovative enterprising abilities of college students to achieve better results in innovative entrepreneurship education.

KEYWORDS

Innovative entrepreneurship education, "chain" talent training, promotion of innovative ability.

INTRODUCTION

In the situation of "mass entrepreneurship and innovation", colleges and universities as the first position of personnel training plays an important role in the development of national innovation system and college students is one of the most innovative and entrepreneurial potential groups. In 2005, the General Office of the State Council issued the Opinions of the General Office of the State Council on Deepening the Implementation of the Reform of Innovative Entrepreneurship Education in Colleges and Universities, which points out: deepening the reform of innovation and entrepreneurship education in colleges and universities, promoting the comprehensive reform of higher education and upgrading the mode of personnel training. It is an important measure to promote the structural reform of the talent supply side in our country. Under the new economic development, the university should strive to coordinate the development of the innovative entrepreneurship training, supply side and demand side. The third level universities are an important part of colleges and universities, which are responsible for the task of cultivating applied talents. It is an
effective way to promote entrepreneurship education and the development of entrepreneurship education by cultivating the innovative spirit, entrepreneurial enthusiasm and comprehensive ability of the three colleges and universities.

ORGANIZATION OF THE TEXT

The connotation of innovation and entrepreneurship education in colleges and universities

Innovative entrepreneurship education in colleges and universities is a kind of general education for college students. It is an important part of improving the comprehensive quality of college students. It is also an important part of the comprehensive implementation of quality education in our country. Through the practice to understand the basic knowledge of entrepreneurship, entrepreneurial processes and methods and business-related laws and regulations, so that students learn from the theoretical level of entrepreneurship, enhance the social practice and entrepreneurial skills, and integrate entrepreneurs spirit into the practice of innovative entrepreneurship. Innovation is national soul, is the pass to lead the era of innovation, is the basic quality of college students to become innovative talent. Doing a good job of innovative entrepreneurship education in colleges and universities is to enhance the core competitiveness of college students to achieve the national talent innovative strategy requirements and the Chinese Dream.

An Analysis of the Current Situation of Innovative Entrepreneurship Education for the Third Level College Students

THE SCHOOL ATTACHES GREAT IMPORTANCE TO COLLEGE STUDENT'S INNOVATIVE ENTREPRENEURSHIP

In the 2017 National Committee of the two Li Keqiang, a reporter asked, stressed: "double hit" enthusiasm will continue, the Government to create the environment, so that the enthusiasm of innovation and entrepreneurship enduring. With the continuous innovation of the concept of innovative entrepreneurship, innovative entrepreneurship has become the most heated topic of higher education, the third level universities to carry out a variety of entrepreneurial activities, and actively organize and participate in all levels of entrepreneurial competition activities, "Internet" contest, "Challenge Cup" Entrepreneurship Contest, "Mobile Internet Star" contest, "Dream Cup" Entrepreneurship Competition in Jilin Province has become important competition activities in colleges and universities. More and more students concerned about innovative entrepreneurship, some of the third level of universities also set up a "big hit center", Pioneer Park, a total of space and other entrepreneurial practice platform for innovative entrepreneurship to provide professional services, business incubator at all levels came into being and to set up a business interaction platform for students.

INNOVATIVE ENTREPRENEURSHIP TEAM IN COLLEGES AND UNIVERSITIES

The traditional sense of innovative entrepreneurship education for the cultivation of innovative talents is not obvious, in which the teacher is not professional, teacher development is not balanced, teacher teaching a single problem, there are many
problems, the third level universities entrepreneurs from the counselor team, whose basic knowledge of its entrepreneurial theory is weak and the vast majority of teachers do not have personal entrepreneurial success experience, which cannot give students all the way to the guidance of entrepreneurship.

THE MANAGEMENT SYSTEM OF INNOVATIVE ENTREPRENEURSHIP EDUCATION IN COLLEGES AND UNIVERSITIES IS NOT PERFECT

The third level universities have not yet formed a sound innovative management system, and lack of experiences in the mechanism system, curriculum system, entrepreneurial theory education and entrepreneurial practice education and other aspects. Some colleges and universities innovative entrepreneurship education work is completely to the front-line teachers, the school did not set up college students innovative entrepreneurship work leading group, for entrepreneurial courses, entrepreneurial activities and entrepreneurship teachers there are no relevant assessment and evaluation systems. As the innovative entrepreneurship course is oriented to the whole school curriculum, some colleges and universities only have entrepreneurial theory education class, there is no practice part of the distribution, resulting in students learning effect and practical ability is not well. In the third level universities in the management of the business park also appeared in the corresponding problem, in response to the call of national innovative entrepreneurship at the same time, the vast majority of colleges and universities have set up a business incubator, a total of space and other practice base, but some schools are facing the park Business bleak or even abandoned the status, neglect of the management of entrepreneurial projects, resulting in entry project life cycle shorter, which did not achieve the expected function of Pioneer Park.

THERE IS A BIG DIFFERENCE IN THE ENTREPRENEURIAL ENVIRONMENT BETWEEN UNIVERSITIES

As the development of colleges and universities and personnel training objectives are different, its innovative entrepreneurial environment is different. From the institutional settings point of view, some the third level universities set up a large center, entrepreneurship, which is rely on professional departments to carry out entrepreneurship education, learn from domestic and foreign advanced experience and professional layout to improve the entrepreneurial environment, but the vast majority of college entrepreneurship education institutions still remain in the original institutional settings, under the enrollment of employment or the Office of Academic Affairs. From the education funding point of view, because the three institutions are private undergraduate, the school for the degree of innovation and entrepreneurship of the degree of differentiation is greater, how much investment is uneven. From the college entrepreneurial community organizations, entrepreneurship can do a good job of colleges and universities can form a "Hundred Regiment war" scenes, on the contrary, some college entrepreneurship "alone."

Constructing Innovative Talents Training Mechanism and Introducing "Chain" Follow-up Training

According to the national demand for innovative talents in colleges and universities, colleges and universities continue to change the teaching idea and
teaching mode, and gradually change from the theory of light theory to the combination of theory and practice, from one-way, linear training to multi-dimensional. "Chain" training model is a step by step, interlocking education and is a long-term mechanism. University of innovative entrepreneurship education "chain" training is the combination of freshman's innovative thinking enlightenment education, sophomore innovative entrepreneurship awareness education, junior business opportunities to identify and learn entrepreneurial spirit education, senior innovative entrepreneurial practice education and the goal of "integration" of college students' innovative and entrepreneurial quality to meet the needs of students of different grades and different knowledge structures for innovative entrepreneurship education.

THE FIRST GRADE TO CARRY OUT INNOVATIVE THINKING ENLIGHTENMENT EDUCATION

Innovative Entrepreneurship Enlightenment Education is an important link in college education. First-grade students are interested in innovative entrepreneurship more than the accumulation of basic knowledge of entrepreneurship. Colleges and universities in the development of freshman career planning courses can be introduced into the entrepreneurial interest to stimulate the link, so that students understand the future career planning and employment options as part of the initiative to lead students to invest time and energy to learn innovative entrepreneurial knowledge, training students innovative thinking, encourage students to invent or discover new things, new methods, new ways. Through the organization to visit the Pioneering Park, to carry out innovative entrepreneurship salon, entrepreneurial lectures, business associations experience exchange, etc., to stimulate the vitality of college students and entrepreneurial interest.

THE SECOND GRADE TO CARRY OUT INNOVATION AND ENTREPRENEURSHIP AWARENESS TO DEVELOP EDUCATION

College students should establish the correct concept of innovative entrepreneurship, in order to achieve the value of self-life and social services as a starting point to cultivate innovative entrepreneurial awareness; sophomore students should pay attention to the formation of innovative consciousness. Students can take the opportunity of innovation and technology competition such as "Challenge Cup", "Internet +" Entrepreneurship Competition to participate in the school entrepreneurial community as the direction, to provide a platform for the development of their own business sense, the comprehensive development and personal development closely together to encourage Students participate in the teacher or school business issues or entrepreneurial research experiments.

THE THIRD GRADE CARRIES OUT THE IDENTIFICATION OF ENTREPRENEURIAL OPPORTUNITIES AND THE STUDY OF ENTREPRENEURIAL SPIRIT EDUCATION

Third grade students should pay attention to the transition from innovative thinking to innovative abilities, to complete the cultivation of innovative abilities. Schools for high school students should build innovative business platform. Change the traditional teaching practice, such as the establishment of a public space, business incubator, to the students open to the formation of new and old replacement management system. So that students in the practice of learning to identify business
opportunities, and the courage to grasp the entrepreneurial opportunities. To hire a
good entrepreneur mentor to do business lectures, inviting the successful start of the
school graduates to do business exchanges, feel the entrepreneurial charm, learning
entrepreneurs should have the courage to challenge, perseverance and
entrepreneurship to social service.

THE FOURTH GRADE TO CARRY OUT INNOVATION AND
ENTREPRENEURSHIP PRACTICE EDUCATION
The fourth-grade students are the most critical stages of "chain" cultivation, and
are the key links to apply the theory of innovative entrepreneurship to practice.
Students can combine graduation thesis design with innovative entrepreneurial
education to promote the transformation of professional achievements, realize the
combination of professional and innovation, and complete the test of innovation and
entrepreneurial ability. Year 4 students have a period of six months to one year of
internship, for students interested in entrepreneurship; the school can help students
during the internship and social capital docking, so that students improve the quality of
innovative business activities.

Optimize the three institutions of innovation and entrepreneurship environment,
“chain” to provide a strong guarantee of training

STRENGTHEN THE GOVERNMENT'S LEADING FUNCTION
The government as the leading sector to promote entrepreneurship education should
be issued to play its policy, the atmosphere to create and create Industry-oriented
leading role, the venture capital funds to the three institutions tilt, make full use of the
media to promote business typical, play a public opinion, and create a business
atmosphere. Regularly held outstanding achievements in innovation and
entrepreneurship exhibition, so that innovation and entrepreneurship education
normalization.

GIVE FULL PLAY TO THE ENTREPRENEURIAL PRACTICE PLATFORM FUN
CTION
The development of enterprises depends on innovation, and innovation comes
from colleges and universities. And actively build enterprises and the third level
universities of entrepreneurial practice platform to broaden the practice base of the
third level universities, enrich the practice of college students, entrepreneurship
education and the actual needs of enterprises combined to lead the business, so that
entrepreneurship to promote business development.

COLLEGES AND UNIVERSITIES SHOULD GUARANTEE THE HEALTHY
AND ORDERLY DEVELOPMENT OF ENTREPRENEURSHIP EDUCATION
The third level universities should take the initiative to build and improve the
entrepreneurial work support system and long-term mechanism, in strengthening the
theoretical education at the same time, actively expand the entrepreneurial practice
platform, such as the government's public space, business start-up workshop, social
practice base, to provide students with a broad entrepreneurial practice platform. At
the same time, we must actively cultivate innovative entrepreneurial campus culture,
encourage innovation, respect for entrepreneurship. Combined with the actual school, increase investment in entrepreneurship education, increase training, guidance efforts for college students to provide one-stop three-dimensional service. Guarantee the smooth development of "chain" entrepreneurial education model.

CONCLUSION

In short, entrepreneurship education in the focus on education at the same time, as far as possible to build entrepreneurial ecological chain, for innovative entrepreneurship "chain" to provide a strong guarantee of training, give full play to the main role of the chain, and effectively improve the effectiveness of entrepreneurship education, the entrepreneurial ability of college students.

ACKNOWLEDGMENTS

The research results of social science research projects (employment special project) Jilin Province Department of Education " the 13th Five-Year Plan" " Research on the Construction of Students’ Entrepreneurial Practice Platform of Agricultural Colleges in Jilin Province " (Contract Number: JJKH20170336JY).

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