The Construction of Innovation and Entrepreneurship in Colleges and Universities

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ABSTRACT

With the call of "mass entrepreneurship and innovation", innovation and entrepreneurship education in universities has become an inexhaustible driving force for national prosperity, national revitalization and social progress. It is also an important part of China's higher education reform and development. This paper analyzes and combs the problems of innovation and entrepreneurship education, and then discusses how to promote the innovation and entrepreneurship education. This paper focuses on the four modes of promoting innovation and entrepreneurship education, which are: professional teacher team mode, industry university research cooperation mode, research project incubation mode and university science park mode.

KEYWORDS

College student; Innovation; Entrepreneurship; Mode.

INTRODUCTION

Scientific and technological innovation has a positive significance for improving the scientific quality of citizens, strengthening the national comprehensive strength and international competitiveness. The science and technology innovation of college students require students to master the knowledge of science and technology as the core, establish entrepreneurial team, found science and technology enterprises and transform science and technology achievement to achieve profitability. Relying on the professional background, the college students can improve the comprehensive quality of the science and technology innovation to solve the problem of employment effectively and to contribute the force for national innovation development. As a base and cradle for training talents, the colleges and universities play a crucial role in shaping college students' sense of technological innovation and cultivating their spirit and ability of technological innovation.

THE PRESENT PROBLEMS OF COLLEGE STUDENTS' SCIENTIFIC AND TECHNOLOGICAL INNOVATION AND ENTREPRENEURSHIP EDUCATION

At present, colleges and universities actively carry out the education of college students' entrepreneurship, including knowledge curriculum and practice. But it
relatively lacks education and research on scientific and technological innovation. The teaching force of science and technology innovation and entrepreneurship education is also insufficient. The instructors who have entrepreneurial theory and part-time tutors who have achieved achievements in entrepreneurial practice of entrepreneurship education in colleges and universities have more ideas and knowledge on educational content, more experience sharing, and more introduction to the course of the heart. There is little education for the mode and path of scientific and technological innovation, and it lacks practical guidance to students. At the same time, there is a lack of unified training system and scientific and advanced incubator mode for university students in science and technology innovation and entrepreneurship education. The whole process of incubation lacks effective management ideas and training standards. It is difficult to play an effective role in promoting the process.

THE CONCEPTION OF COLLEGE STUDENTS' SCIENTIFIC AND TECHNOLOGICAL INNOVATION AND ENTREPRENEURSHIP

The cultivation of innovative talents is long-term, systematic, and important. It is decided to promote the innovation and entrepreneurship education, which requires the cooperative action of four main bodies of innovation and entrepreneurship in the government, enterprises, society and colleges and universities to form a joint force [1]. Combined with the practice of innovation and entrepreneurship education, the innovation and entrepreneurship education mode is specifically divided into four modes: professional teacher team mode, industry university research cooperation mode, research project incubation mode and university science park mode.

Focus on building a professional team of teachers

The colleges and universities are the main position of the higher education. The education of entrepreneurship is included in the curriculum system in colleges and universities at present. However, the entrepreneurship education for college students must follow the times and continue to reform. The pure "talk about stratagems on paper" style of entrepreneurship education has obviously fallen behind. Only transmitting the actual practical experience can break through the limitations of the original teaching content [2]. It is more effectively to guide and help the college students to go to the road of scientific and technological innovation and entrepreneurship. Teachers' rich practical experience is better than monotonous theory knowledge explanation, which can stimulate students' enthusiasm for technological innovation and entrepreneurship, and make students master practical operation skills. In this process, it is particularly urgent and important to build a team of teachers in the course of scientific and technological innovation and entrepreneurship. Selecting teachers who have the experience of scientific and technological innovation and entrepreneurship education for college students and experience of establishing an enterprise and the experience of guiding the provincial practice and entrepreneurship project of university students serve as a full-time teacher in school. Inviting successful entrepreneurs and entrepreneurship education experts serve as entrepreneurship tutors. The teachers in and out college can join in science and technology innovation and entrepreneurship class and have face-to-face communication with college students. The teachers’ team also can have the communication with college students through the WeChat network platform and the
college student entrepreneurship forum. It is necessary to provide opportunities to
teachers for training and learning to familiarize themselves with the latest information
about the innovation and entrepreneurship education of science and technology. At the
same time, teachers should be encouraged to enter the enterprises, especially in the
enterprises which are in entrepreneurship.

The mode of cooperation between production, learning and research

In the education of university students' scientific and technological innovation and
entrepreneurship, we should pay attention to the cooperation of production, study and
research, and take advantage of the opportunity to cooperate with the enterprise. Our
academy has been actively linked with entrepreneurial parks and enterprises that have
successfully started their own businesses, especially those founded by our graduates.
We have established a wide range of entrepreneurial and entrepreneurial training bases
for off campus students. The base of scientific and technological innovation and
entrepreneurial probation is an important position of the university students' scientific
and technological innovation and entrepreneurship education, and is the favorable
platform for the practice of scientific and technological innovation and entrepreneurship
for college students. The universities should work together with the government and the
enterprises to jointly establish the base of college students' entrepreneurial probation,
which can further enhance the ability of college students to innovate in science and
technology. Colleges and universities should build a wide platform and encourage
students to grow up with enterprises in their business and experience the process of
business from hatching to maturity. At the same time, colleges and universities must
adhere to the enterprises founded by all previous graduates as the technological
innovation and entrepreneurship probation base to the college students. The graduates
will teach the students at school, and spread the scientific and technological innovation
and entrepreneurship spirit from one generation to another.

The model of science and technology project hatching

In the course of college students' innovation and entrepreneurship education, we
should pay attention to guiding students to be professional and promote scientific and
technological entrepreneurship. Technological transformation refers to the following
experiments, development, application and popularization of scientific and
technological achievements produced by scientific research and technological
development to improve productivity level, and to form new products, new processes,
new materials and new industries. The transformation of scientific and technological
achievements in colleges and universities is of great significance for promoting college
students' awareness of innovation and entrepreneurship, improving the technological
content of college students' innovation and entrepreneurship, improving their
comprehensive ability of innovation and entrepreneurship, and reducing the risk of
college students' entrepreneurial projects. The colleges and universities can set up the
“hatchery station of innovation and entrepreneurship”.

The tutorial system is implemented in the hatchery station. According to the
direction of professional development to establish interest groups, and carry out
innovation activities of professional regularly, The hatchery station can train high
skilled talents with application ability of certain professional technology, and encourage
students through the development of science and technology business incubator project,
instead of blindly following and engaging in a business that has nothing to do with professional learning.

Scientific utilization of the model of university Science Park

In 1988, China established the first university science park based on the Northeastern University. At present, 115 national university science and technology parks have been formed. In addition, various provinces, cities and colleges and universities have established hundreds of their own science and technology parks, which basically form a certain scale and become a gathering of various innovative and entrepreneurial activities [3]. As an entrepreneurial practice base, the university science park has abundant resources of innovation and entrepreneurship education, providing good practice platform and service for college students' innovation and entrepreneurship activities. The university science park has formed the high-tech industry belt and has many high-tech enterprises. Students can enter the enterprise to carry out internship practice, and experience and experience the whole process of innovation and entrepreneurship. Scientific and technological entrepreneurship education in colleges and universities needs to fully integrate the resources advantages of enterprises and all sectors of society. The university science park has many diverse teachers, which can guide and support technological innovation and entrepreneurship of college students more effectively. The colleges and universities can learn from the innovation and entrepreneurship policy formulated by the university science park of Guilin University of Electronic Technology, that is, the "two help and nine aid" policy, and cultivate students' innovative and entrepreneurial ability. The university science park should also carry out extensive publicity through multimedia to create an atmosphere that encourages scientific and technological innovation and entrepreneurship. Such as setting up a model college student for successful entrepreneurship, sharing experience and so on. At the same time, the colleges and universities need to integrate resources such as government, enterprises and universities, so as to promote the support from all sides to provide policies, funds and services, and create a soft environment for college students' innovation and entrepreneurship. The colleges and universities should build and improve the education system of innovation and entrepreneurship, should not only focus on the practicality and creativity of education, but also strengthen general education and cross disciplinary education, so as to form a comprehensive knowledge structure. In addition to the construction of entrepreneurial course teachers, the colleges and universities need to introduce successful entrepreneurs and business doers to take part in part-time teachers, and to promote college students' entrepreneurship, passion and team spirit through scientific and technological competitions.

CONCLUSION

To sum up, college students' scientific and technological innovation and entrepreneurship education is an important content of college education, and also an objective requirement for quality education. In order to promote entrepreneurship and cultivate students' science and technology incubator, the colleges and universities must focus on personnel training objectives, all kinds of innovation activities as to enhance students' professional skills learning positions, as well as the practice of student entrepreneurship preparatory training, actively constructing students' scientific and
technological innovation and entrepreneurship education system, to cultivate the ability of innovation and entrepreneurship and boost college students to improve the students ability of innovation of science and technology and the practical ability of enterprise.

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