**Brief Discussion of Sustainable Development Mode of Innovation and Entrepreneurship Education in Universities**

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**Keywords:** University; Innovation and Entrepreneurship Education; Sustainable Development.

**Abstract.** During the process of upgrading the education and teaching quality in universities and social development, innovation and entrepreneurship education plays an important role. We must depend on the idea of sustainable development to carry out innovation and entrepreneurship in universities to deeply understand and appreciate the education development direction of “people first”. Just centering on the principle of teaching development, we must well solve the contradiction between social development and education itself, constantly improving innovation education and teaching, striving to realize sustainable development. I make a deep research and discussion of those problems.

With the increase of university graduates and “new situation” of our national economy, the employment situation becomes more severe, which requires university employment guidance to depend on the innovative spirit in the article, in the new historical background, to provide students with better employment guidance service, deepening employment guidance work. Entrepreneurship employment education is very beneficial for cultivating innovation consciousness for students and effective measures for increasing their employment ability and enriching knowledge and ability. There still exist some problems in the innovation and entrepreneurship education in national higher education. In this article I make a deep research and discuss the sustainable development mode of innovation and entrepreneurship education.

**Current Situation of Innovation and Entrepreneurship Education in Universities**

In recent years, national universities pay more and more attention to innovation and entrepreneurship education and have made effective exploration to strengthen teaching teams and improve material guarantee and so on. But national innovation and entrepreneurship education started relatively late, so there are not too many research achievements. Many national universities have all passively imitated western countries on this aspect without regarding the practical national conditions. Therefore there still exist some problems of innovation and entrepreneurship education in national universities including:

1) Professional courses system of innovation and entrepreneurship education has not been formed.

Innovation and entrepreneurship education has been included in the system of “career planning for college students” in many universities. As regard to the teaching arrangement and contents, most teachers focus on guiding students with career plan but do not pay much attention to innovation and entrepreneurship education. Due to the fact that teachers themselves lack practical experiences in innovation and entrepreneurship education or even just skate over this part of teaching contents, and some teachers think innovation and entrepreneurship education does not belong to universal education, just aiming at part of students, they pay focus on employment guidance, which severely destroys the entrepreneurship sense to some students who obtain not too many innovation and entrepreneurship theory and practice opportunities. Entrepreneurship education is regarded as business practice in many universities and students are limited to entrepreneurship practice. Teachers pay too much attention to practical technique training but neglect to cultivate innovative quality for students. Such education lacks theory guidance, just like water without source, not lasting long.

2) Shortage of innovation and entrepreneurship education teachers

As a discipline of relative comprehensiveness and practicalness, innovation and entrepreneurship
education courses are mostly taught by teachers or instructors in employment guidance center. They are relatively skilled in employment guidance theory foundation and management of students. But they do not master too much knowledge of innovation and entrepreneurship. They just depend on books to explain the innovation and entrepreneurship knowledge, but do not share some actual cases or practical experiences. Compared with the demand of innovation and entrepreneurship education from students, teaching power and quantity are relatively insufficient.

3) Universities are short of innovation and entrepreneurship atmosphere.

Some universities do not pay much attention to innovation and entrepreneurship education and cultivate innovation consciousness and ability. Shortage of necessary human resources and guarantee of material and financial resources severely affects the enthusiasm of innovation and entrepreneurship of students. On the one hand, monotony of innovation and entrepreneurship courses, shortage of activities and simplicity of courses design cannot impress deeply. In some universities innovation and entrepreneurship activities are on the surface and the courses and contents are similar between universities. On the other hand, innovation and entrepreneurship associations do not play the role and students with ability and sense of innovation and entrepreneurship lack a platform of communication and display, which severely suppresses their positivity and initiative of innovation and entrepreneurship.

Reference Meaning of Sustainable Development Theory to Innovation and Entrepreneurship Education in Universities

1) Dependence on sustainable development idea to coordinate to cultivate college education body

People have been grown up in the exam-oriented education environment over time. They are good at knowledge basis, but they lack necessary innovative spirit. In the new historical background, knowledge economy has become the leading force. If students want to develop in an all-around way, we must emancipate our mind to increase their innovative sense and ability. Innovation and entrepreneurship education focuses on cultivating students’ innovative ability and quality which is applied in practice, finally realizing students’ overall development. Obviously, cultivation of this quality cannot succeed at once. It takes long time to exercise and study systematically. Therefore, innovation and entrepreneurship education must be guided by sustainable development idea.

2) Dependence on sustainable development idea for adjustment for college education structure

So far, there still exist some traditional traits in college education structure: refine majors, and students learn in classrooms with lack of time ability. Social service function of universities is hard to be upgraded. Compared with current development demand of social productive forces, education structure still has a long way to go. After proposition of innovation and entrepreneurship education, organically combine the education theme with the development of schools and society to put schools forward to intensive pattern out of extensive pattern. Therefore, we shall implement sustainable development idea in the process of education structure adjustment to further improve the quality of college education and teaching.

3) Dependence on sustainable development idea to widen college education functions

Universities are expected to transfer high-quality research talents to society and strive to cultivate talents of types of application and innovation. In terms of innovation and entrepreneurship education, it can increase graduates employment rate and guarantee that graduates are equipped with relatively high quality and ability. Obviously, in terms of study, employment and talent, innovation education has more education task on its shoulders. Therefore we must adhere to sustainable development idea to upgrade education effect.

4) Dependence on sustainable development idea to establish college ecological education system

Interactions of elements within universities and relation of external elements result in a relatively mass and complex system. To guarantee its smooth operation, it needs interaction and resource exchange and information. Innovation and entrepreneurship education shall be effectively integrated
with school education and students development and connected with the essential demand of social development. Therefore, we get many enlightenments: so, universities are expected to connect with education objects and education subjects to focus on harmonious development of teachers and students and the concept of harmonious development of innovation and entrepreneurship education; secondly, in terms of interactive means settings and education mode, it needs to ensure the principle of dissolution and mutual absorption; lastly, as regard to the interests of all parties concerned, it shall integrate the benefits of students, society and schools.

**Sustainable Development Mode of College Innovation and Entrepreneurship Education**

1) Bring innovation and entrepreneurship education into college holistic education system

Abandon traditional idea and concept of education and teaching. Adhere to the idea of serving students during the improvement process of innovation and entrepreneurship education. Cultivate students with entrepreneurship sense, spirit and idea suitable for market economy. Bring innovation and entrepreneurship education into college daily education and teaching.

During the scientific structure of innovation and entrepreneurship education courses system, through running relative entrepreneurship courses, upgrade students’ overall quality. Treat entrepreneurship education with innovative sight. Universities can run specialized pointed classes for not only teaching students relative theoretical knowledge, but also cultivating their sense of team and innovation, communication and negotiation abilities and so on. Intersect and integrate different professional knowledge and ideas to upgrade their abilities of discovery, thinking and solving problems. Innovate teaching methods and modes to infuse innovation spirit into students’ personality. As to innovation and entrepreneurship education, professors shall not only teach students basic knowledge and theory, but also listen to and watch them during exchange with students. On the basis of explore through innovation and entrepreneurship education, college education shall focus on innovation and try boldly: suspension entrepreneurship and technique training and so on.

2) Reinforce and establish innovation and entrepreneurship education system and platform

During the process from cultivation of entrepreneurship and ability, application and acceptance of entrepreneurship projects to final entrepreneurship implementation, universities shall pay enough attention and focus on relative knowledge teaching to incline on knowledge, economy and system and so on.

Deepen system establishment to support innovation and entrepreneurship education. Actively establish fund for innovation and entrepreneurship education in universities. Support research of new issues. Establish relative confirmation system that students can apply scientific research innovation credit while they obtain patent for invention and academic competition rankings and so on.

Improve establishment of various work-study program system for students to build sense of persistence, struggle and self-improvement so as to suit for social demand. Found innovation and entrepreneurship tutors, scientific innovation credit, innovation and entrepreneurship foundation and related lectures and so on to constantly deepen and promote entrepreneurship education work.

Actively hold diverse practical entrepreneurship activities in universities to build strong entrepreneurship atmosphere. Through various activities and competitions, improve students’ sense of innovation and entrepreneurship by science. Extensively advertise knowledge related to innovation and entrepreneurship in universities to improve their practical ability of innovation and entrepreneurship as far as possible.

3) Optimize external environment of universities of innovation and entrepreneurship

Enable local government to formulate supporting policy related to self-entrepreneurship for university students. For example, it can provide interest-free loan and establish related capital guarantee system. As long as the students conform to the system, they shall be supported on policy and capital so as to guarantee students to get enough capital for entrepreneurship.

Reasonably establish entrepreneurship incubator. During the incubator establishment, it needs
related departments to incline on revenues and land and so on to improve establishment of scientific resources and equipment and also to provide overall service. Though systems of tax relief or rent allowance, improve functions of the incubator for entrepreneurship for students and constantly lower the threshold for their entrepreneurship to guarantee more students who have entrepreneurship dreams to finish their dreams.

Further improve the training system after entrepreneurship. Through establishment of related institutes and consulting institutes composed of training experts, professional teachers and entrepreneurship successful people, improve service for students. Help with their project choosing, application and approval, plan formulation and adjustment and so on to solve the disadvantages due to their lack of experience.

4) Establish strong atmosphere of innovation and entrepreneurship culture in universities

Deeply evacuate spirits and ideas of no fear of failure, daring to struggle and tenacity, and infuse spirits of change and novelty to constantly deepen students’ sense and encourage them spiritually for students to regard innovation and entrepreneurship as a deserved idea and value orientation.

Encourage students to establish innovation and entrepreneurship organization to deeply engage. For example, establish related associations in universities to deeply call for students to engage. Specialized teachers shall guide those associations to scientifically lead association establishment and activities and choose suitable research topics for association establishment being on track.

Improve encouragement system of innovation and entrepreneurship in universities. Hold related evaluation activities to build and extensively advertise internal entrepreneurship typical cases to guarantee strong scientific atmosphere in universities. Bring students relatively good at entrepreneurship into universities to share experience with students. Advocate innovation and entrepreneurship activities through real people and real events to scientifically guide their entrepreneurship activities.

Summary

With the increase of college graduates and lower development of national economic development, graduates employment has become a topic concerned by whole society. Deepen innovation and entrepreneurship courses in universities and establish sustainable development mode not only can well release the problem of hard employment of graduates but also meet practical demand of social development.

References


