Research on Training Mode and Mechanism of Economic Management Talents of "Innovation-Entrepreneurship Type"

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Abstract

Innovation is an inexhaustible motive force for the prosperity of a country. Only make full use of creative thinking, can society have a substantial development. Cultivating innovative and entrepreneurial talents for the society is an inescapable mission of colleges and universities. Entrepreneurship and innovation are conducive to China's enterprises in many aspects of structural optimization. Talents with certain innovation ability can meet the requirements of social development. The colleges and universities are important bases for cultivating innovative talents which take it as a strategic task to cultivate innovation-entrepreneurship type talents. Nevertheless, most of the colleges and universities do not pay attention to innovation and entrepreneurship education and the teaching institutions should actively reform, and make full use of advanced information technology and train innovative talents. In this paper, we discuss the importance of training mode and mechanism of economic management talents with innovation-entrepreneurship type, and we put forward the direction of innovation and entrepreneurship education, at the same time, an innovative management mechanism should be established.

Keywords: Training Mode, Mechanism, Talents, Economic Management, Innovation-Entrepreneurship.

Introduction

"Innovation-Entrepreneurship type" is an important strategy put forward by our country on the basis of social transformation and development. This strategy is to stimulate people's creativity and wisdom. Since the reform and opening up, especially after China's joined the WTO, human society has entered the era of knowledge economy, however, creative talents can't keep up with the needs of the society sometimes. Therefore, the cultivation of innovative talents is imminent.

In recent years, the employment situation of college students is worrying, and the employment rate has decreased for many years. College student start their own business is a way of employment, but their entrepreneurial ability needs to be strengthened. Chinese traditional education model is not suitable for the cultivation of innovative entrepreneurial talent and thus, colleges and universities need to pay close attention to the students' innovative ability cultivation. The main task of higher education is to cultivate high quality talents for our country, and the schools should meet the requirement of economic and social development.

The necessity of cultivating economic management talents with "innovation-entrepreneurship type":

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• Innovative talent training is the source of social and economic growth. With the social progress and economic development, the main force which promotes economic growth is human activity, namely, human resources have become the first resource to promote economic growth. China is in the stage of economic transformation, which has urgent need for strong intellectual resources.

• "Innovation-entrepreneurship type" talents are the core strength of the national economic development. At present, the economic growth mode has transformed from capital-driven into innovation-driven.

• Talent training can effectively alleviate the social phenomenon of college students' employment difficulties. University graduates are increasing every year, while the global economic environment is deteriorating, thus, encouraging college students to start an enterprise themselves can alleviate the problem of employment.

Figure 1. Innovation and Entrepreneurship Mode.

The Proposed Methodology

Training Mode of Economic Management Talents. Personnel training system can be divided into three levels

• Awareness of the cultivation of innovative talents is not comprehensive. Most of the universities in China lack the rational cognition of the importance of innovative talent training, which only offer textbook-based teaching. Therefore, many college students do not have entrepreneurial experience after graduation, they have no innovative thinking either. Although some schools put forward the program of innovative talent training, but still stay in the short-term guidance phase, that means, these schools only help students analyze the forms of employment, but do not provide too much help.
Course system is not complete. The teaching curriculum system designed by most of colleges and universities often lacks of rationality, systematic, pertinence, therefore, although students receive a certain degree of innovation oriented education, they still lack of innovative ability to start a business.

Lack of innovative campus atmosphere. Cultural influence will have a profound impact on entrepreneurship. Many foreign universities have integrated the entrepreneurial culture into the campus life, but many colleges and universities in China do not form such a good atmosphere. For now, the lack of entrepreneurial culture has a large negative impact on personnel training.

School lack of cooperation with the company. The cultivation of innovative talents is a global problem, which need a cooperative mechanism between colleges and companies. The cultivation of innovative talents requires entrepreneurial knowledge, thus we need successful entrepreneurs to help students set goals.

With the advent of the knowledge economy, the society needs more talents of innovation and entrepreneurship, the innovation and entrepreneurship education in China's universities is still in its infancy. Compared with foreign universities, Chinese colleges do not form a complete set of teaching system and lack of entrepreneurial culture.

Figure 2. School Education and Creative Thinking.

The Inner Guarantee Mechanism for the Cultivation of Entrepreneurial Talents of Economic Management Majors in Colleges and Universities. The successful cultivation of entrepreneurial talents requires multiple mechanisms divided into two parts: inner guarantee mechanism and external guarantee mechanism. Inner guarantee mechanism is the entrepreneurial-oriented curriculum reform, and external guarantee mechanism is sort of cooperation with external companies.

Optimize the disciplinary professional mechanism, and adjust the type of personnel training. Students can learn a lot of professional knowledge throughout university at the
same time and the school should cultivate teachers with innovative thinking so as to give students the knowledge of entrepreneurship.

- Students make good use of university resources, and school strengthen cooperation mechanism with outside companies. As an external guarantee mechanism, outside companies can provide students with good internship opportunities, and exercise their innovative thinking and ability, meanwhile, some successful entrepreneurs teach students about entrepreneurial knowledge and ideas through their experiences.
- Strengthening ties between schools. Because different teachers have different cultural backgrounds, can communicate with each other and learn from their experiences between schools.
- Explore the student-centered teaching management mechanism. Students' task is to learn knowledge throughout university, therefore, the school should establish a student-centered management mechanism in order to ensure that students can learn innovative knowledge as much as possible.
- Establish and improve the evaluation mechanism. Actively improve the evaluation system of personnel training, and develop relevant professional evaluation standards in order to have an all-round evaluation of teachers and innovative students.

It is a complex systematic project to innovate the personnel training mechanism of colleges and universities. Macroscopically speaking, talent cultivation mechanism involves education thought, value and goal, therefore schools should regard innovative talent training as the top priority that combined with China's current economic development, talent training mechanisms and models need considering seriously.

**Economic Management Talent Training Mode.** Establishing a clear goal for the future development has great significance for students. A clear goal is like a lighthouse on the sea, which can give students the direction of growth, and establish the correct values and behavior guidelines. Thus, when students enter college, teachers should teach students innovative thinking and career planning as soon as possible which help students identify their future goals and career.

Figure 3. Personnel Training Mode.
Economic management talents of innovative-entrepreneurship type should have a wealth of knowledge and perfect knowledge structure, and they have a keen insight, independent thinking ability, analysis and judgment ability. Talents should be good at grasping the opportunity with a sense of teamwork and competition, and make full use of their own innovative thinking.

In our country, most teachers and parents use scores to judge the quality of students' learning, resulting in student lack of innovative thinking and practical ability. Although some college teachers often have a high degree of education, have no business experience and innovative thinking, we should draw lessons from foreign teachers who have rich practical experience. The socio-economic development requires high-quality personnel, thus the teaching institutions need to reform the traditional teaching methods and examination methods.

Conclusion

Innovation is an inexhaustible motive force for the prosperity of a country. Cultivating innovative and entrepreneurial talents for the society is an inescapable mission of the colleges and universities. Nevertheless, most of the colleges and universities do not pay attention to innovation and entrepreneurship education and the teaching institutions should actively reform, and make full use of advanced information technology and train innovative talents. In this paper, focusing on training mode and mechanism of economic management talents of "Innovation-Entrepreneurship Type", we importance of the construction of innovative thinking and we propose that an innovative management mechanism including inner guarantee mechanism and external guarantee mechanism, should be established. For students, a clear goal is like a lighthouse on the sea, which can give students the direction of growth, and establish the correct values and behavior guidelines and therefore we think teachers should teach students innovative thinking and career planning when they first enter college. For the teaching institutions, perfect talent training mode and training mechanism are very important, and we put forward some methods to improve the mechanism of personnel training in this paper.

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