Problems and Countermeasures of Implementing Innovation and Entrepreneurship Education in Colleges and Universities

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Abstract. With the economic and social development in our country entering a new normal, the Central Party Committee and the State Council have made major decisions on accelerating the implementation of an innovation-driven development strategy and building an innovative nation. Talent is the core element of innovation. In fact, innovation-driven is talent-driven. There is an urgent need to deepen the reform of education and teaching so as to speed up the cultivation of an innovative team of qualified personnel. In this article, the background of current implementation of innovation and entrepreneurship education in colleges and universities, existing problems and countermeasures are discussed, aimed at providing some references for colleges and universities to implement a comprehensive and efficient innovation and entrepreneurship education.

Introduction

Deepening the reform of innovation and entrepreneurship education in higher education institutions is an urgent need for the country to implement an innovation-driven development strategy and promote economic upgrading and efficiency enhancement. It is also an important measure to promote the comprehensive reform of higher education and promote higher-quality pioneering and employment of college graduates[1]. The 18th National Congress of the Communist Party of China had made important arrangements for the cultivation of innovative and entrepreneurial talents and the State Council also made explicit demands on strengthening innovation and entrepreneurship education. In recent years, the innovation and entrepreneurship education in colleges and universities has been continuously strengthened and has made positive progress. It has played an important role in improving the quality of higher education, promoting the all-round development of students, promoting graduates' employment and serving the country's modernization. Therefore, to speed up the training of innovative and pioneering talents in higher education institutions in our country and to enhance their ability of innovation and entrepreneurship are the tasks that this era gives us.

Major Problems in Innovation and Entrepreneurship Education Reform

Since the State Council proposed in May 2015, many remarkable achievements have been made in Innovation and Entrepreneurship Education after more than two years of thinking and practice, but there are also some outstanding problems that can not be ignored.

Firstly, most universities in our country still have some misunderstandings about Double Education and the concept of innovation and entrepreneurship education is lagging behind. Most colleges only focus on employment education, while neglecting innovation and entrepreneurship education or stripping them away from each other[2].

Secondly, the construction of Double Education curriculum system in our country is still in the starting stage. The setting and content of the curriculum are not closely linked with the professional
education and the practice teaching. The setting and the content construction of curriculums still need to be improved.

The last is the lack of teachers, the requirement of innovation and entrepreneurship education in colleges and universities put forward new challenges for teachers. At present, the majority of faculty members in colleges and universities lack practical experience in industry and lack systematic training about entrepreneurship theory. Therefore, it is difficult to systematically provide rich practical experience to students during their teaching and stimulate students' entrepreneurial enthusiasm.

Countermeasures in the Implementation of Innovation and Entrepreneurship Education

Improve Innovation and Entrepreneurship Cultivation Standards and Mechanism

Formulate and implement the national standard of undergraduate professional teaching quality, clarify the requirements of undergraduate innovation and entrepreneurship education, and make the innovation spirit, the entrepreneurial awareness and the innovation and entrepreneurship ability an important indicator to evaluate the quality of college students' cultivation. Relevant departments, research institutes, industries and enterprises should make revision of the evaluation criteria for professional personnel, refine the quality of innovation and entrepreneurship requirements. Different levels, types and regional colleges and universities should combine the orientation of running a school and the requirements of innovation and entrepreneurship education to formulate professional teaching quality standards and revise talent cultivation plans.

We should continue to explore the establishment of a new mechanism of coordinated education between colleges and colleges, colleges and enterprises, colleges and local governments, colleges and research institutes, colleges and international cooperation, and actively attract social resources and excellent foreign educational resources to cultivate innovative and entrepreneurial students. Colleges and universities should open up the basic courses of similar disciplines or majors and set up interdisciplinary courses to explore the establishment of a new mechanism of interdisciplinary and cross-department to cultivate innovative and entrepreneurial students. Promote the transformation of students training from a single type of discipline to multi-disciplinary integration.

Perfect Innovation and Entrepreneurship Education Curriculum System, Strengthen Innovation and Entrepreneurship Practice

In accordance with the requirements of personnel training orientation and innovation and entrepreneurship education, colleges and universities should promote organic integration of professional education and innovation and entrepreneurship education, adjust professional curriculums, tap and enrich the innovation and entrepreneurship education resources of all kinds of specialized courses, and strengthen the education of innovation and entrepreneurship in the process of imparting professional knowledge.

All colleges and universities should speed up the informatization construction of high quality curricula for innovation and entrepreneurship education, and launch a series of online courses such as mouchn and open classes for resource sharing. Establish online open course learning certification and credit recognition system. Some colleges should organize the academic authority, industry and business talents to write a series of scientific, advanced, applicable teaching textbooks based on innovation and entrepreneurship education.

Colleges and universities should strengthen the construction of professional laboratories, virtual simulation laboratories, entrepreneurship laboratories and training centers to promote the sharing of experimental teaching platforms. They should also make full use of various resources to build University Science Park, Students Pioneering Park, Venture Incubator base and small and micro enterprises start-up base as a practice platform for entrepreneurship education, built a number of
college students practice education base, entrepreneurship demonstration base, science and technology entrepreneurship training base and Vocational training base.

Organize the National Students Innovation and Entrepreneurship Competition and the National Vocational College Skills Competition, and support the holding of all kinds of scientific and technological innovation, creative design, entrepreneurial programs and other thematic contests. Support college students to set up innovation and entrepreneurship associations, business clubs and other associations, hold seminars on innovation and entrepreneurship forum, carry out innovation and entrepreneurship practice.

Strengthen the Teaching Capacity for Innovation and Entrepreneurship Education

Universities should clarify the responsibility of all teachers in innovation and entrepreneurship education, improve the evaluation of professional and technical positions and performance appraisal standards, and strengthen the assessment of innovation and entrepreneurship education. Equipped with a strong innovation and entrepreneurship education and career guidance teachers, and establish regular assessment and elimination system. Employ well-known scientists, entrepreneurs, venture capital and other talents in various trades and professions, as a instructor for some professional course, innovation and entrepreneurship teaching and develop the part-time teacher management practices, and finally lead to the formation of the national excellent talent pool of innovation and entrepreneurship education. We will improve the awareness and ability of university teachers in innovation and entrepreneurship education as an important part of pre-service training and curriculum rotation training, and encourage relevant professional teachers and full-time teachers in innovation and entrepreneurship education to work in industries and enterprises.

Summary

Undergraduates are the new force that implements innovation-driven development strategy and promotes mass entrepreneurship and innovation. It is necessary to conscientiously study and acquire more knowledge, and at the same time to improve their practical abilities and make innovations.

According to the statistics of the Ministry of Education, 82% of colleges and universities in the country have already set up compulsory courses or elective courses for innovation and entrepreneurship this year. The number of courses offering entrepreneurship education has increased by 14% over last year; the amount of innovative and pioneering funds has reached 1.02 billion yuan in colleges and universities. The number of entrepreneurial bases set up by universities also increased by 18%, the venue area increased by nearly 20%, and the number of university students participating in innovation and entrepreneurship activities reached more than 3 million. At present, innovation and entrepreneurship education has made great strides in China. With the continuous deepening of education reform and the untiring efforts of institutions of higher learning, we believe that innovation and entrepreneurship education will transport more outstanding talents and contribute tremendous strength to the economic development of our country.

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References

[1] Information on http://www.gov.cn/zhengce/content/2015-05/13/content_9740.htm
