Thoughts on Education of Innovation and Entrepreneurship in Colleges and Universities Based on the Education Concept of “Three Full-Education”

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Abstract. "Innovation is the soul of social progress, and entrepreneurship is an important way to achieve economic and social development and improve people's livelihood." "The cultivation of innovative and entrepreneurial talents is the mission of The Times of higher education." In the Era of Mass Entrepreneurship and Innovation, the cultivation of high-quality talents needs to pay more attention to the cultivation of students' entrepreneurial consciousness, innovative spirit and innovative entrepreneurial ability, it is the unity of students' recognition, knowledge and practice of innovation and entrepreneurship, the education concept of “three full-education” which means “full staff in the whole process on all aspects "provides us with a better value guidance for carrying out innovation and entrepreneurship education, it reflects on the better realization of innovation and entrepreneurship education from the perspectives of synergy, process and systematicness.

"Youth are the hope of the country and nation, innovation is the soul of social progress, and entrepreneurship is an important way to promote economic and social development and improve people's livelihood," Xi Jin-ping pointed out in his letter of congratulations at the 2013 "global entrepreneurship week • China station". Implementation opinions on deepening the reform of innovative and entrepreneurship education in colleges and universities issued by the State Council of People's Republic China in 2015, points out that deepening the innovation and reform of innovation and entrepreneurship education in colleges and universities is an urgent need to meet the Innovation-driven Development Strategy implemented by the State and to promote the upgrading of economic quality and efficiency, is an important measure for China to continuously promote the comprehensive reform of higher education and promote higher quality entrepreneurial and employment of college graduates. Innovation and entrepreneurship talent training is the era mission of higher education. Blue Book on Innovative and Entrepreneurship Education in Chinese colleges and universities (2016) points out that there are many achievements in innovation and entrepreneurship education in domestic colleges and universities at present, but there are also some problems such as backward concept and imperfect system. Education of innovation and entrepreneurship in China started relatively late, and did not reflect the synergistic, procedural and systematic characteristics, so it was difficult to achieve the desired education effect.

“Three Full-education” which means “full staff in the whole process on all aspects ” include three parts, such as educating people through full staff, educating people through the whole process, educating people through all aspects. “Three Full-education” is first proposed as a moral education concept, and then developed into a broad concept of education, which is the inevitable adherence of education workers in the new era. The core of the concept of “Three Full-education” is to cultivate high-quality talents and improve the quality of talent training. Under the background of "mass entrepreneurship and innovation", the cultivation of high-quality talents needs to pay more attention to students' consciousness, ability and spirit of innovation and entrepreneurship. "Innovation and entrepreneurship education is more than just a matter of a few teachers or individual students. It is a systematic project in which multi-department coordination on campus, interdisciplinary integration and multiple social subjects participation." Guided by the concept of "Three Full-education", it is conducive to realizing the synergy, process and systematicness of innovation and entrepreneurship in colleges and universities, giving full play to the advantages of the overall synergy and improving the actual effect of education.
1. Enhance the Synergy of Education in Innovation and Entrepreneurship with the Direction of "Educating People Through Full Staff"

Educating people through full staff clarifies the education subject of innovation and entrepreneurship education in colleges and universities, which not only requires all faculty and workers in colleges and universities to have the consciousness and responsibility of education, it also requires governments, enterprises, financial institutions and other non-profit social organizations to participate in the innovation and entrepreneurship education team, in order to establish a complete innovation and entrepreneurship education collaborative education system. It can be understood from the narrow sense and the broad sense. The narrow sense of educating people through full staff refers to the participation of all members of the university system in innovation and entrepreneurship education. The broad sense includes not only the school level, but also the participation of enterprises, social related institutions, government departments and other relevant departments. Only the direct participation of all parties, can we integrate all kinds of resources inside and outside the school, including information, technology, capital and other aspects, can we build more service platforms for innovation and entrepreneurship, such as innovation and entrepreneurship incubation park and innovation and entrepreneurship practice base, so as to truly provide students with more real opportunities and practices for innovation and entrepreneurship.

Full participation in innovative and entrepreneurial education is not to say that all subjects bear the same responsibility, but that the main and auxiliary responsibility between the subjects is clear, which is the coordination, mutual assistance and common progress between the main and auxiliary. Similarly, it needs to be understood from the broad sense and the narrow sense. Broadly speaking, colleges and universities are the most direct primary responsible person, and it cannot be ignored that the government education administrative department is indirectly the main responsible person, the social related institutions and industry enterprises mainly play a supporting role and responsibility; In a narrow sense, the education teaching team of innovation and entrepreneurship in colleges and universities bears the most important responsibility, while administrators, logistics and heads of relevant institutions play an auxiliary role. The fact is that only a few teachers who are engaged in innovation and entrepreneurship education in colleges and universities have experienced innovative and entrepreneurship in their own hands, and the courses taught are limited to theoretical knowledge, and the information of innovative entrepreneurship is lagging behind, which is difficult to achieve educational purposes, and even hinder the planning and practice of students' innovative and entrepreneurship. Therefore, to promote innovation and entrepreneurship education, it is necessary for each responsible subject to truly shoulder the responsibility. Teachers should improve the ability, quality and experience of innovation and entrepreneurship. Schools should enrich the connotation of innovation and entrepreneurship culture. The government should provides policy support for innovation and entrepreneurship. Social and industrial enterprises provide comprehensive support such as fund, site, information and consultation.

2. Strengthen the Process of Innovation and Entrepreneurship Education Under the Guidance of "Educating People Through the Whole Process"

Innovation and entrepreneurship education is an education for all students, which should be integrated into the whole talent cultivation process by combining professional education. Educating people through the whole process, from the definition of time to clarify the task of innovation and entrepreneurship education in colleges and universities, in other words, it mainly divided into two stages, "from scratch", and then "from having to growing" process. At the beginning of entering the school, students are required to accept the preliminary entrepreneurship courses and participate in the innovation and entrepreneurship associations to stimulate their interest and motivation in innovation and entrepreneurship. In the second year, students will improve their innovation and entrepreneurship ability and comprehensive quality through guided and in-depth courses, such as simulated practices and various forms of competitions. In their junior and senior years, students will be provided with entrepreneurial fund, information, consultation, etc., to build...
substantive platforms and incubate entrepreneurial entities. This is stage one, which is a process from scratch. It refers to the process in which students grow from a "young entrepreneur" or a "green entrepreneur" to a "skilled entrepreneur".

As the saying goes, "it is easy to fight against the world, but hard to defend the world", for entrepreneurs, "it is not easy to fight against the world, but harder to defend the world". How entrepreneurs can keep their own part of the world depends not only on their own efforts, but also on the sustainable education and cultivation provided by the school, the guaranteed policy support provided by the education administrative department, and the beneficial help provided by social and industrial enterprises. Under the trend of the times of "mass entrepreneurship and public innovation", whether college students’ entrepreneurship can obtain endogenous growth is the key, however, one of the current phenomena is that colleges and universities more concentrated in encouraging and supporting student set up an entrepreneurial entity, focus on helping students to achieve start-up, but the follow-up guidance and support has not been matched, many entrepreneurial achievements can easily be eliminated if they participate in market competition and serve economic and social development. With more pressure from market competition and less support from schools, governments, society and industries, it is not easy for college students to start businesses in the long run. Therefore, first of all, when universities and education administrative departments are considering the achievements of innovation and entrepreneurship education, should not just take students’ a few awards, teams, business licenses as indicators. The results of entrepreneurs in the next 5 or 10 years or even longer term development should also be considered as indicators to measure the education effectiveness of innovation and entrepreneurship education in colleges and universities. Social and industrial enterprises should also provide guaranteed support in the growth stage of college students' entrepreneurship, which is not only a response to the call of national policies, but also a contribution to the country's education and socio-economic development.

3. Improve the Education System of Innovation and Entrepreneurship Under the Guidance of “Educating People Through all Aspects”

Educating people through all aspect clarify the ways and methods of implementing innovation and entrepreneurship education in colleges and universities from the multi-dimensional perspective. It means that through using of various carriers to comprehensively cultivate students' entrepreneurial consciousness, innovative spirit and innovative entrepreneurial ability. Marxist theory holds that education is to promote the all-round development of human beings, as the most important innovation and entrepreneurship group in the future society, college students with only ambition and blood, will not succeed in starting a business, but also have the ability to resist pressure and the spirit of perseverance, also have a real entrepreneurial mind. In short, a true entrepreneur is one who is successful after consciousness, courage, knowledge, insight and ability. It is a systematic improvement of comprehensive quality in many aspects.

First of all, we should take the course teaching as the main position, and carry out general education of innovation and entrepreneurship. Taking innovation and entrepreneurship education as the basic compulsory course for everyone can stimulate students' interest in entrepreneurship in a larger range. Of course, colleges and universities need to build talent training programs, courses, teaching materials, and specialized teacher teams so that students can truly acquire research methods, discipline frontiers, and innovative practices. Otherwise, it will only be empty slogans and fall short of reality. Secondly, on the basis of general education, some students stand out from the crowd, and carry out targeted entrepreneurship training courses for these students to play a leading role in demonstration. Colleges and universities can set up a systematic and comprehensive curriculum system and adopt flexible and scientific teaching methods. Curriculum setting pays more attention to the guidance of entrepreneurial process and entrepreneurial practice. It provides students with innovative thinking and methods, entrepreneurial opportunity development and business model design, new product development, entrepreneurial leadership and team management, entrepreneurial marketing, entrepreneurial operation simulation, entrepreneurial trainee,
entrepreneurial internship, entrepreneurial project design, entrepreneurial startup project and other courses. Finally, through a variety of ways and means to improve the innovation and entrepreneurship practice system, improve education effectiveness. Through the establishment of two levels of innovation and entrepreneurship incubation platform, school and department two levels provide policy support and platform support and various entrepreneurial services such as business, legal, financial consulting, financial support and market connection for innovation and entrepreneurial projects. Through associations and projects as the carrier, students can play the main role to promote students' self-service, self-education and self-management. Students are promoted in practice by participating in various competitions such as "Challenge Cup", "Internet +" innovation and entrepreneurship for college students.

In a word, "educating people through full staff" explains who will carry out innovation and entrepreneurship education, "educating people through the whole process" explains how to carry out innovation and entrepreneurship education, "educating people through all aspects" explains what kind of innovation and entrepreneurship education, “three full-education” expounds that innovation and entrepreneurship education is a complicated and arduous work from the synergy of the subject, the process of the method and the systematicness of the content. In the Era of Mass Entrepreneurship and Innovation, innovation and entrepreneurship education need full staff in the whole process on all aspects, it also need to make more in-depth and detailed efforts to truly achieve education effectiveness.

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