Research on Situation and Countermeasures of Innovation and Entrepreneurship Education in Local Colleges under the Background of Urbanization—Take Jianghan University as an Example

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Abstract. College students' innovation and entrepreneurship education is an inevitable trend of China's higher education reform and development. As an important part of China's higher education, local colleges bear the heavy responsibility of cultivating innovation and entrepreneurship talents for local economic and social development. This paper takes Jianghan University as an example to investigate the situation of college students' innovation and entrepreneurship education. The results show that 90% of college students do not have the experience in innovation and entrepreneurship education before they go to college. More than half of college students grow up in Wuhan and will start businesses in local city. Nearly 70% of college students are interested in entrepreneurship and want to get innovation and entrepreneurship education. Innovation and entrepreneurship teachers of theoretical & practical type and practical type are popular among college students. At present, Jianghan University has set up an entrepreneurship college, offered relevant courses, established relevant platforms, and carried out relevant activities. However, due to the lack of education promotion, some students did not participate in innovation and entrepreneurship education, and other students did not understand the progress of innovation and entrepreneurship education. Corresponding countermeasures are proposed by analyzing the situation and causes.

Introduction
China's "13th Five-Year Plan" clearly states that it is necessary to implement an innovation-driven development strategy, deepen the mass entrepreneurship and innovation, and implement a talent development strategy. It is one of the tasks of government work in 2019 that we will do more to encourage start ups and innovation nationwide[1]. Therefore, it is an important work to cultivate innovative and entrepreneurial talents through innovation and entrepreneurship education in colleges. College students' innovation and entrepreneurship education in China has developed to some extent since 1999. However, compared with the original 985 and 211 universities, local college students' innovation and entrepreneurship education started late and existed some problems, which need further research to improve and perfect. The local colleges mainly refer to the colleges that aim at training the applied talents and include the provincial colleges, the municipal colleges and the provincial and municipal joint construction colleges which serve the local economic and social development in China's
higher education structure system[2]. For example, Jianghan University mainly bases on student source of Wuhan and its suburbs, which undertakes the task of cultivating innovative and entrepreneurial talents for regional economic and social development in Wuhan. With the accelerated development of China's urbanization process, the trend of urbanization of Jianghan University students is obviously. Nowadays more and more students come from Wuhan and serve the local city after they graduate. In this paper, through investigating and analyzing the situation and existing problems of local college students' innovation and entrepreneurship education some measures were proposed, which can not only provide an important reference for the reform and development of innovation and entrepreneurship education, but also provide a practical basis for cultivating innovative and entrepreneurial talents.

Research Object and Research Method

This study is based on undergraduate students at Jianghan University, and combines interviews and designing a questionnaire of 30 questions, including the attitude, interest, cognition and demand of college students' innovation and entrepreneurship education. The research tool is the online network questionnaire platform—wenjuan.com. In December 2018, the questionnaires were sent to 340 college students. 314 college students filled out the questionnaire included 196 girls. Liberal arts students, science & engineering students and art & sports accounted for 31.85%, 33.44% and 34.71% respectively. The proportion of students in all disciplines is relatively balanced.

Analysis for Situation and Existing Problems

Local College Students' Innovation and Entrepreneurship Education has Made Some Progress, but the Level of Publicity is not Wide Enough.

In order to implement Implementation Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities, Jianghan University established the Entrepreneurship College on October 12, 2017 which has 9 Entrepreneurship instructors[3]. Based on the survey, the school has set up innovation and entrepreneurship education course, namely public elective courses, public compulsory courses, professional elective courses and professional compulsory courses, but 41% of students do not understand above courses. Most students did not participate in the activities listed in the questionnaire, such as speech forums, off-campus internships, skill competitions, practice base training, project development training and creative practice of Maker Space. Regarding the survey of constructing practice platform, a small number of students respectively answered that their colleges had established relevant practice platform, such as innovation and entrepreneurship parks in the initial stage, entrepreneurial incubators in the growth period, and Maker Space in the seed period, but most of the students were completely unaware of the practice platform. Above problems shows that the popularity of college students' innovation and entrepreneurship education is not high, it is necessary to strengthen publicity and education for college students, especially the freshmen.
Most College Students are Interested in Entrepreneurship and Expect to Get Innovation and Entrepreneurship Education

According to the survey data, there is no entrepreneurial education experience for 90% of college students before they enter the college. Nearly 70% of college students are interested in entrepreneurship and expect to get innovation and entrepreneurship education. When asked “what kind mode of innovation and entrepreneurship education do you think are suitable for in local colleges?”, the answers and proportions of the students are in turn differential mode (30.25%), phase mode (23.57%), school-wide mode (17.52%), professional mode (17.2%) and broad-spectrum mode (10.51%).

Theoretical & Practical Type and Practical Type Innovation and Entrepreneurship Teachers are Popular with College Students

As shown in Figure 1, theoretical & practical type teachers are the most popular among college students, accounting for 76.43%. The students choose “practical type” account for 19.11%. The theoretical type only accounts for 2.87%. 1.59% of college students think it does not matter. The survey data further shows in order of proportion the preferred teachers which students like are followed by successful alumni, innovative and entrepreneurial instructors inside and outside the college, well-known entrepreneurs in local city, full-time teachers in the school and part-time teachers. Compared with the other two types of teachers, purely theoretical teachers are obviously not very popular.

Figure 1. Which Innovation and Entrepreneurship Teacher do You Prefer?

More than Half of the Students Grow up in Wuhan and will Start a Business There

As shown in Figure 2, 52.87% of the university students grew up in Wuhan, which indicates that the urbanization rate of Jianghan University students has exceeded 50%. When asked, “Where do you choose to start your business in the future?” The preferred entrepreneurship place for college students is the city, according to the frequency of the selected cities: Wuhan, coastal open cities, first tier cities, and municipalities, which the number of students choose Wuhan as the ideal entrepreneurship place is the most, and very few students will choose to go to the countryside to start a business. Above survey data show that there are more entrepreneurial opportunities in city, Jianghan University students mainly come from Wuhan, therefore they are more inclined to serve local economic and social development.
Figure 2. Where is the Choice of College Students' Future Entrepreneurial Place?

Countermeasures

Establishing the Goal of Entrepreneurship Education in Line with the City Construction, and Cultivating College Students' Entrepreneurial Attitude and Passion

College students' entrepreneurship education in local colleges should cultivate innovation and entrepreneurship talents around the talent training plan and economic and social development goals proposed by local governments. Since the launch of the “Millions College Students Stay in Wuhan for Entrepreneurial Employment Plan” in Wuhan in early 2017, more than 700,000 university graduates have stayed in Wuhan for entrepreneurship and employment, and more than 260,000 university graduates have settled in Wuhan [4]. According to the survey, local college students are willing to stay in local city to start a business. Therefore, Jianghan University should take the opportunity of “Millions of University Students to Stay in Wuhan for Entrepreneurial Employment Plan” and combine the goal of college students' innovation and entrepreneurship education to set up college students' innovation and entrepreneurship education courses. The local college should train college students' attitude and passion to serve Wuhan's economic and social development While cultivating college students' entrepreneurial knowledge and skills. A lot of scholars claimed that entrepreneurship courses not only provide students basic knowledge and skill for entrepreneurship but also make students have a positive attitude towards entrepreneurship [5].

Constructing an Innovative and Entrepreneurial Education System that Meets the Needs of Local College Students

The innovation and entrepreneurship education system of local colleges mainly includes the goals, courses, models, platforms and teachers' teams of innovation and entrepreneurship. Local college should combine innovation and entrepreneurship education with college students' personality characteristics, needs, entrepreneurial life cycle, professional characteristics, ideological and political education to build innovative and entrepreneurial education models such as differential model, phase model, professional model and school-wide model for developing talent training programs, improving the innovation and entrepreneurship education curriculum system and teaching content. The organic integration of ideological and political education in colleges and innovative and entrepreneurial education of college students[6], which refers to the integration of innovation and entrepreneurship education into the freshman's entrance education and ideological and political education curriculum. Freshman's entrance education and ideological and political education courses should be a compulsory course for every student.
Creating a Theoretical & Practical Type and Practical Type of Innovation and Entrepreneurship Teacher Team

Focus on combination of innovational and entrepreneurial theory and practice [7], cultivate and introduce theoretical & practical type and practical type of innovation and entrepreneurship teachers. The first is interactive positions and roles. Local colleges employ well-known entrepreneurs and successful alumni in local city to hold lectures and symposiums for college students. Full-time entrepreneurial teachers regularly serve as academic advisors to the units of well-known entrepreneurs and successful alumni, and bringing their practical knowledge of participating in local enterprise activities to the classroom for enriching the content of the classroom. The second is to introduce qualified entrepreneurs to become visiting professors in local college. The college will issue a letter of appointment for the professor to hire them as the student’s instructors of innovation and entrepreneurship education. The third is to regularly arrange for successful alumni to come to university campus to teach certain hours of innovation and entrepreneurship education courses.

Inspiring College Students to Participate Extensively Through Cultural Activities of Innovation and Entrepreneurship Education

Based on the fact that students do not understand the progress of school innovation and entrepreneurship education, local colleges should let college students know and feel the campus innovation and entrepreneurship culture from the beginning of admission, accept and agree with innovation and entrepreneurship education. The first is to carry out campus innovation and entrepreneurship culture publicity activities. Radiating to the place with a large flow of people from entrepreneurship college, and promote entrepreneurial policy from the central to the local, entrepreneurial success alumni deeds, and school innovation and entrepreneurship education courses, models, platforms, and faculty. The second is to visit and explaining activities. A certain number of students are organized to visit the entrepreneurship institute every week, and the students are assigned to take turns to explain the campus innovation and entrepreneurship culture to the visitors. The third is display and promotion activities of the innovation and entrepreneurship practice model and creative product to train students' hands-on and social skills. The fourth is to use the resources of successful alumni and entrepreneurs in the city to carry out innovative and entrepreneurial education symposiums, lectures and training activities.

Local Colleges Cooperate with Local Enterprises and Institutions to Build a Platform for Innovation and Entrepreneurship Education

In view of the close relationship between local university and the city, the local colleges should cooperate with local enterprises and institutions to establish a platform of innovation and entrepreneurship education for college students. First, local enterprises and institutions should play a good role in college students' social practice and internship platform. Each semester designated teachers lead college students to internships in local units to help students understand corporate culture, safety production, job responsibilities, and exercise student abilities. Second, Local colleges cooperate with local units to build a campus innovation and entrepreneurship competition platform. With the sponsorship of local enterprises and communities, the innovation and entrepreneurship competition was held, and local enterprise employees were invited to come to the site to plan and guide. Third, local colleges cooperate with local units to build a platform for innovation and entrepreneurship education, such as
setting up an innovation and entrepreneurship park in the initial stage, setting up a business incubator in the growth period, and establishing Maker Space in the seed period.

Summary

With the changes in society and population, socialism with Chinese characteristics has entered a new era. Strengthening innovation and entrepreneurship education in colleges and universities is the need of society and the call of the times. Innovative and entrepreneurial education in colleges and universities can not only cultivate college students' entrepreneurial knowledge and practical skills, but also cultivate college students' innovative entrepreneurship spirit, consciousness and attitude. According to the situation of innovation and entrepreneurship education and the characteristics of college students, local colleges should seize the opportunity to comprehensively reform and improve the curriculum, mode, faculty and practice platform of college students' innovation and entrepreneurship education, in order to create a good environment for innovation and entrepreneurship education and foster innovative and entrepreneurial talents for local economic and social development, which contribute to the Chinese dream of realizing the great rejuvenation of the Chinese nation.

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