

## Research on college students' innovation and entrepreneurship environment in higher vocational colleges

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### Abstract

at present, the country is in the rapid transformation of the economic structure, the demand for skilled positions is constantly changing, the traditional student employment concept, innovation consciousness and entrepreneurial ability can not meet the needs of social development, we must speed up the exploration of vocational college innovation and entrepreneurship education environment. The research of this topic focuses on the concept of innovation and entrepreneurship environment education, and strengthens the enlightenment and openness of teaching from the perspective of students' innovation ability and self-entrepreneurship consciousness. It has practical value and significance for the construction of innovation and entrepreneurship environment education system in colleges and universities.

### Keywords

College students; Innovation and entrepreneurship; Entrepreneurship education; The entrepreneurial environment.

### 1. Analysis of the current situation of innovation and entrepreneurship environment in higher vocational colleges

#### 1.1 New policies are the driving force for deepening the reform, innovation and entrepreneurship environment

The new era endowing college students with a new mission, "implementing the development strategy of expanding employment and promoting employment driven by entrepreneurship" is an important part of the party's strategy of building an innovation-oriented country. As the successor and reserve army of building socialism with Chinese characteristics, college students are the most potential group for innovation and entrepreneurship, as well as the most active and active factor in the process of building an innovative country. They shoulder an important historical mission. Therefore, tapping and developing their innovation and entrepreneurship potential, training and improving their innovation and entrepreneurship ability, to relieve employment pressure, to build a harmonious society, to build an innovative country has a positive and important role.

#### 1.2 The strategic plan of "mass entrepreneurship and innovation" was introduced into vocational colleges

In order to promote the strategic deployment of "mass entrepreneurship and innovation", it is the responsibility of universities to train and export talents. In the new era and new mission, premier li keqiang issued a clear call for "mass entrepreneurship and innovation", followed by the government's policy of supporting, encouraging and guiding qualified entrepreneurs to start their own businesses and make innovations. The results of the investigation on students' practical ability of innovation and entrepreneurship show that most of them lack the thinking consciousness of innovation and entrepreneurship and their practical ability is limited to some extent. The school environment can hardly make students realize the cruelty of social competition and do more self-reflection to activate their own value. Therefore, the reform and innovation of vocational college employment training methods, college students need to continue to improve the environment for innovation and entrepreneurship and ability training.

## **2. The main factors that affect the good environment for innovation and entrepreneurship in higher vocational colleges**

Through the Zhengzhou municipal party committee, the government closely around the party central committee and Henan province on the promotion of "mass entrepreneurship, innovation" strategic deployment as the main line, in order to innovate the future employment environment, college students as the successors and reserves of the cause of building socialism with Chinese characteristics, the most innovative entrepreneurial potential group. Based on the analysis of the current higher vocational college students, curriculum, social practice and other aspects of the paper, combined with their own teachers, summed up the following existing problems:

### **2.1 The goal of cultivating college students' innovation and entrepreneurship is not clear**

The environment is not good enough, the policy is not perfect, the students' innovation and entrepreneurship consciousness is not strong enough, the theory and practice is divided seriously, especially in the social practice link is weak.

### **2.2 The mode of higher education in cultivating college students' innovation and entrepreneurship education is single**

According to the survey, 50% of people in higher vocational colleges want to form a team and are willing to try entrepreneurship, while only 33.33% have the idea of innovation and entrepreneurship, but lack confidence in their ability to doubt, and 25% have no idea or ability. This shows that colleges and universities are still in the traditional education mode with single form, and have not reformed the education mode with The Times, and the comprehensive quality of college students needs to be improved.

### **2.3 Teachers in higher vocational colleges are weak**

According to the investigation, the teachers in higher vocational colleges still focus on subject knowledge teaching and lack experience in entrepreneurship education. Therefore, in order to gradually realize the professionalization and specialization of teachers in entrepreneurship education, it is necessary to continuously improve the faculty, which is more conducive to the improvement of college students' practical ability.

### **2.4 The educational evaluation and assessment system is not perfect**

In the practice of promoting innovation and entrepreneurship education in higher education, the evaluation mechanism is not perfect, the theory is separated from practice, and students' professional skills, practical literacy ability, innovation ability and other aspects are ignored, which cannot fully stimulate students' active participation.

## **3. Strategies to optimize the innovation and entrepreneurship environment for college students in higher vocational colleges**

### **3.1 Enhance entrepreneurship awareness + comprehensive quality education**

A. Adhere to the service goal of the innovation and entrepreneurship education system, and focus on cultivating students' independent innovation ability, enhancing students' ability to challenge themselves, and enhancing students' scientific spirit of daring to doubt.

B. Students as the main body and teachers as the guidance. Give play to students' individuality, meet their individual growth needs, and realize the all-round development of quality education by tapping students' consciousness of self-consciousness and innovation.

### **3.2 Optimize course organization + focus on entrepreneurship education courses + focus on practical courses**

To strengthen the in-depth development of innovation and entrepreneurship education in colleges and universities, stimulate students' awareness of entrepreneurship through innovation, and comprehensively promote innovation and entrepreneurship education.

A. innovation in the classroom, such as the flipped classroom, changes the traditional education mode and gives priority to students. Students give lectures and teachers listen to students, so as to exercise students' ability of organization and speech. At the same time, some intellectual challenge games will be held to greatly stimulate students' thinking and ideas, which is conducive to students' innovation and entrepreneurship.

B. In the process of optimizing the integration of various disciplines and specialties, colleges and universities should actively explore and integrate the curriculum education resources inside and outside the university and optimize the course teaching mechanism and talent training mode by centering on the intrinsic infiltration of basic courses and proceeding from the discipline characteristics of the university.

C. Students' participation in practical activities should be enhanced by focusing on project-based teaching cases and practical activities.(such as setting up funds for innovation and entrepreneurship activities, organizing students to start their own businesses through independent innovation, and standardizing and managing them, so that students can get more extensive support from their own creative achievements)

D. In the practice of innovation and entrepreneurship, college students strive for better resources for innovation activities through competition and competition to motivate students in the competition.

### **3.3 Strengthen the construction of entrepreneurship education teachers + innovation education teachers diversity**

Therefore, in order to improve the entrepreneurship level of Chinese college graduates, colleges and universities need to establish an excellent and stable team of entrepreneurship education teachers.

A. Establish a higher theoretical level of entrepreneurship education and teachers with rich experience in entrepreneurship education, and gradually realize the professionalization and specialization of entrepreneurship education teachers.

B. Diversify the components of entrepreneurship education faculty, and recruit successful entrepreneurs and economic management experts from the society as part-time teachers, so as to enrich the content of entrepreneurship education and improve the quality and level of entrepreneurship education.

C.Colleges and universities should also encourage teachers engaged in entrepreneurship education to strengthen the research on entrepreneurship education, increase support for entrepreneurship education research, in order to solve the theoretical and practical problems related to entrepreneurship education, so as to make the content of entrepreneurship education adapt to the rapid development of social economy.

### **3.4 Establish the evaluation mechanism of innovation and entrepreneurship education + focus on improving practical ability**

Innovation and entrepreneurship education is a two-way process running through teaching and learning. In promoting the practice of innovation and entrepreneurship education, higher education should pay attention to the improvement of the evaluation mechanism, which can improve the effectiveness and scientificity of teaching from the evaluation of teachers and students' innovation and entrepreneurship practice projects.The process of education is the process of students' self-learning, self-cognition and self-growth.The evaluation of students should focus on the development goal of innovation and entrepreneurship education.

A. Regular entrepreneurship courses can be carried out, and optional or compulsory courses can be set up according to the conditions of the major and the length of schooling. Entrepreneurship education can be included in the credit system for assessment, so as to popularize and satisfy students' learning of basic entrepreneurship knowledge.

B. use of teaching evaluation, from the task of teachers and students on teaching main body, organizational design, expression of teacher's teaching, students from class the teaching the digestion of knowledge, from the student to the specific activities involved in to find out the strengths and

weaknesses of students, and from the students' self reflection and self evaluation, students mutual, his rating to correct deficiencies.

C. In practical learning of innovation and entrepreneurship, evaluation contents and methods are designed around the practical goals of innovation and entrepreneurship, and students are encouraged to play the developmental function of evaluation through participation.

D. Pay attention to the evaluation of students' personalized differences. Every student is different.

#### **4. It demonstrates the strategic feasibility of college students' innovation and entrepreneurship environment**

##### **4.1 Demonstration of classroom teaching:**

A. Change the teacher-centered and teaching-centered theoretical teaching into a student-centered and student-active learning-centered teaching, and change the single-receiving teaching into a discovery and discussion teaching mode.

B. To optimize the institutional construction of institutions of higher learning, we should focus on the innovation and entrepreneurship ability of college students, focus on the development of innovation and entrepreneurship practice activities, integrate classroom teaching, internship and practical education, promote personalized cultivation of students, and enhance students' initiative in innovation and entrepreneurship.

##### **4.2 Demonstration of practical teaching:**

Practice is the intermediary medium of theory and ability behavior.

A. Entrepreneurship training can be carried out, mainly for students with entrepreneurship projects, focusing on entrepreneurship practical training and ability training, and screening out projects that can be tracked;

B. Invite successful entrepreneurs or entrepreneurs to carry out entrepreneurship lectures, entrepreneurship forums and other activities to cultivate students' entrepreneurship awareness and stimulate entrepreneurship passion; Broaden the communication channels with enterprises and the society, establish entrepreneurship bases, provide students with opportunities to participate in the operation and management, enrich social experience;

C. Help students experience entrepreneurship through internships, and build a three-in-one entrepreneurship education platform for enterprises to enter universities.

##### **4.3 Successful innovation and entrepreneurship cases that can be used for reference**

Through investigation and research, TsingHua pioneer park in TsingHua university, university student pioneer park in BeiHang university, and HuiGu science and technology entrepreneurship base in Shanghai JiaoTong university have all played a very good role in the process of cultivating entrepreneurial ability and enhancing entrepreneurial practice of college students.

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