

A Study on the Practice Oriented Innovation and Entrepreneurship Education Model for College Students

Pingan Gao

Changsha Normal University, Changsha 410100, China.

Abstract: With the continuous development of China's education industry, the per capita level of education in China is constantly increasing, and the number of college students is increasing year by year, resulting in great social employment pressure and a severe employment situation. Many college students are facing the situation of unemployment upon graduation. In this social context, many college students have sprouted the development path of entrepreneurship, and many universities have also launched education courses related to entrepreneurship, which can provide many reference opinions for college students who want to start their own businesses. The only drawback is that most entrepreneurship education only stays at the theoretical level and lacks practical content, leading to the widespread situation of "talking on paper" in entrepreneurship education. Based on this, this article mainly explores the innovation and entrepreneurship education model for college students, focusing on the significance and specific educational content of innovation and entrepreneurship education for college students, analyzing the reform path of this education model, and finally reaching the conclusion that the innovation and entrepreneurship education model for college students needs to be practical oriented.

Keywords: practical education; College students; Innovation and Entrepreneurship Education

At present, China's higher education system has created a series of courses that focus on the employment problem of college students, such as innovation and entrepreneurship education models, career path development plans, school enterprise cooperation education models, etc. These education models are all carried out to enable college students to survive in society. The innovation and entrepreneurship education model encourages students to start their own businesses, helps students analyze the material and spiritual conditions they need to prepare for entrepreneurship, combines their professional analysis with market trends, and helps students understand the development direction and prospects of the industry in advance. Entrepreneurship education is different from other education models in that the risks and costs of entrepreneurship for college students are high, so the vast majority of universities do not have practical courses. Entrepreneurship education only stays at the level of theoretical education, which is a problem worth in-depth research for college students.

1. Analysis of Innovation and Entrepreneurship Education for College Students

Carrying out innovation and entrepreneurship education for college students is because they are the best group for entrepreneurship. Due to age, college students are the most active, hardworking, brave, and creative group in current society. They have not yet received the baptism of society, and their ideological and spiritual freedom is very free from secular constraints. These qualities are commendable in the current social context. Innovation and entrepreneurship education is a novel educational model that can effectively inspire the learning mindset of college students, cultivate their spiritual qualities of not being afraid of failure or difficulties, and equip them with the ability and literacy to start their own businesses. This is a rare life experience for college students, whether they succeed or not in entrepreneurship. From an objective perspective, the national education policy has also begun to encourage college students to engage in independent entrepreneurship. Due to the rapid development of social and economic forms, many traditional industries are no longer suitable for social needs, and many enterprises have completed information construction reform. The related industrial chains are constantly increasing, which are closely related to the daily lives of college students, such as the internet industry, operations, marketing, self media, and so on. From this perspective, college students have natural entrepreneurial advantages. In addition, they also have technological and ideological advantages, which are influenced by the internet industry. More and more students are applying for the internet industry, and many of them have mastered very professional skills and knowledge. At the same time, influenced by the internet, college students generally have thinking leaps, innovation and action abilities, making them very suitable for innovation and entrepreneurship education.

2. Innovation and Entrepreneurship Education Model for College Students

The innovation and entrepreneurship education model for college students can be carried out from three aspects: innovation education model, quality education model, and practical education model. The innovative education model refers to the fact that universities should not be limited to traditional university education systems, but should develop specialized education courses tailored to students' personal development and future trends, such as innovation and entrepreneurship education. Quality education focuses on cultivating students' comprehensive qualities and abilities, including their technical and personal qualities. Technical literacy mainly refers to the technical abilities required by students' entrepreneurial direction. Personal qualities include many aspects, such as college students' analytical ability in the industry, their ability to control the market economy, their ability to withstand pressure, and their ability to withstand setbacks. The practical education model is mainly designed to address the lack of practical education content in current innovation and entrepreneurship education in universities, mainly including internships, social research, entrepreneurship simulation, etc., aiming to enable students to integrate theoretical knowledge and inner thoughts, laying a solid foundation for their future entrepreneurship.

3. Reform Methods of Innovation and Entrepreneurship Education Model for College Students

3.1 Emphasis on knowledge integration and application courses

In the teaching of innovation and entrepreneurship, it is very important for teachers to impart the development and operation methods of enterprises to students. Students should not be allowed to explore independently, but should be helped to integrate and apply the knowledge of enterprise management they have learned, so as to avoid detours. Teachers can integrate various aspects of content to carry out innovation and entrepreneurship education, such as the power of alumni, school enterprise cooperation, business power, etc. Universities can increase students' understanding of entrepreneurship through lectures, school enterprise cooperation internships, and other methods. Universities can hire industry elites to give lectures on students' majors, impart experiences and lessons, and answer questions and doubts for students. Universities can also invite well-known entrepreneurs in the industry or business owners who have cooperative relationships with universities to carry out entrepreneurship mentoring courses at the university, where they share their experiences with students and advise them to have the courage to not be afraid of difficulties and the patience to not rush for success.

3.2 Conduct simulated entrepreneurship practice

In order to increase students' practical opportunities, innovation and entrepreneurship education in universities needs to actively carry out simulated entrepreneurship practice activities, simulating the entrepreneurial process through business plan competitions, business case competitions, and other methods. The content of simulated entrepreneurial practice needs to be consistent with the future entrepreneurial process, ensuring the authenticity of entrepreneurship, and examining whether students have made sufficient preparations. In the simulated entrepreneurship practice competition, students need to understand the necessary conditions for enterprise operation, understand the business model and employment system of the enterprise, understand the impact of market economy changes on enterprise development, and calculate various expenses for enterprise operation. These factors are decisive factors for students to complete independent entrepreneurship. Universities and entrepreneurship education teachers should give full attention and attention.

3.3 Establishing an Innovation and Entrepreneurship Education Association

Universities can also encourage students to independently establish entrepreneurial education clubs and unite their efforts to discuss entrepreneurial matters. Club learning has always been a part of the higher education system, where students can relax their mindset and actively participate in entrepreneurial discussions. At the same time, students can also make friends with classmates with similar entrepreneurial intentions in clubs, exchange experiences with each other, grow together, and progress together, which is very helpful for students' future development.

Conclusion

In summary, innovation and entrepreneurship education for college students should focus on combining theory with practice, and require the joint help of schools, society, the state, and enterprises to popularize innovation and entrepreneurship education knowledge for students, let them understand the forms of entrepreneurship, and help them make plans based on their own future development intentions. For schools, carrying out innovation and entrepreneurship education models needs to combine their own educational characteristics and carry out innovation and entrepreneurship education with professional characteristics based on students' majors. Universities also need to formulate educational policies and plans for innovation and entrepreneurship education, improve the evaluation system of innovation education, fully leverage the significance and value of innovation and entrepreneurship education, and lay a foundation for the future development of college students.

References

- [1] Zhang Hongyuan. Research on the Innovation of Innovation and Entrepreneurship Education Models for College Students in the Context of the Internet [J]. Knowledge Library, 2023,39 (18): 183-186.
- [2] Song Wei. Research and Exploration on the Practice Model of Innovation and Entrepreneurship Education for Vocational College Students [J]. Popular Literature and Art, 2023, (17): 150-152.
- [3] Huang Xiaoying. Analysis of the Reform and Development Path of the Innovation and Entrepreneurship Education Model for College Students in the New Media Era - Review of "Research on the Development Model and Reform and Innovation of Innovation and Entrepreneurship Education for College Students" [J]. News Enthusiasts, 2023, (04): 115.