

Exploring the Cultivation Model of Craftsman Spirit Talents by Integrating Mass Entrepreneurship and Innovation

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Abstract: In recent years, China has been emphasizing the importance of "mass entrepreneurship and innovation". Through such policies, more outstanding "great country craftsmen" should be cultivated, providing strong support for the overall industrial upgrading of our country. In order to achieve this grand national strategic goal, each university needs to conduct targeted exploration of the integration of innovation, entrepreneurship, and craftsmanship spirit based on its own actual situation. This article will explore the integrated cultivation mode of entrepreneurship and innovation+craftsmanship spirit from multiple aspects such as national policy guidance, student training plans, and training channels, based on the specific situation of the current development of entrepreneurship and innovation, combined with the research results of our school. In the process of entrepreneurship and innovation education, we will cultivate students' craftsmanship spirit and provide sufficient assistance for social development.

Keywords: Entrepreneurship and Innovation; Craftsmanship Spirit; Cultivation Mode; Explore

1.Introduction

Since China proposed the entrepreneurship policy of "mass entrepreneurship and innovation", various universities across the country have carried out rounds of innovation and entrepreneurship waves, significantly promoting industrial upgrading in certain fields. However, while achieving such achievements, there are still many various problems in the development process. These problems are mainly reflected in the separation of the content and professional knowledge of mass entrepreneurship and innovation, as well as the disconnection between students themselves and the trend of social industry development, which hinders the further deepening and development of mass entrepreneurship and innovation. In order to solve this problem and better integrate the spirit of craftsmanship into entrepreneurship and innovation education, based on the PBLIF teaching method introduced in our school's research in recent years, relevant teaching optimization and upgrading will be carried out, to promote the transformation of China's economic development from "Made in China" to "Created in China", and promote high-quality and rapid development of China's economy.

2.The significance of integrating the spirit of craftsmanship into entrepreneurship and innovation education

2.1 Promoting student development and guiding student growth

According to research and surveys on college graduates in China in recent years, the main evaluation impression of many enterprises towards college students is that they have high expectations but low skills, and lack understanding of the profession itself in their work, thus unable to accurately position themselves in the enterprise and affecting their specific performance in actual work. For a long time, the new generation of students in our country have mostly come from only child families. From childhood to adulthood, under the influence of family and school, they often have a relatively high positioning for themselves. When they develop into enterprises, they often consider themselves as managers, and many enterprises are unable to provide the majority of students with higher management positions in a short period of time. Students also frequently switch jobs in this dissatisfaction, and professional

skills will also be greatly compromised in this process. The main reason for this phenomenon is that students lack sufficient understanding of the "craftsman spirit" and only view such positions from a one-sided and rigid perspective, unable to concentrate on working well and accumulating relevant work experience. Therefore, it is necessary to integrate a certain "craftsman spirit" while conducting entrepreneurship and innovation education, in order to better go further and further on the path of one's own career development.

2.2 Promoting school development and promoting school upgrade

For a long time, the innovation and entrepreneurship education in Chinese universities has been to some extent disconnected from market demand, relying solely on their own internal simulation of innovation and entrepreneurship, and lacking guidance from market information. Integrating the spirit of craftsmanship into entrepreneurship and innovation education can effectively guide schools to carry out specific student guidance teaching work according to market needs, and promote the reform of their own teaching content, in order to make the course content more in line with actual market needs of entrepreneurship and innovation education, and achieve the effective transformation of education. At the same time, in the process of contacting the market, it can also promote the growth of relevant teachers, cultivate a group of talents who are closer to the market and familiar with relevant industries and enterprises, and promote school enterprise cooperation, so as to adjust the teaching content and mode within the profession based on this, guide students to have a clearer understanding of the development and current situation of relevant industries, and lay a solid foundation for their future career. In this process, the school has also achieved its own upgrading and transformation.

3. The problems existing in the current mode of entrepreneurship and innovation training

3.1 Lack of unity consciousness, disconnection between entrepreneurship and talent cultivation

The cultivation of entrepreneurship and innovation education and craftsmanship spirit should be a united whole. Only by integrating and interacting with each other can we truly cultivate excellent craftsmanship talents with innovative spirit, providing strong support for China's development. However, in the actual teaching process, there is a situation where entrepreneurship and innovation education and the cultivation of craftsmanship spirit are separated, and the two are cut into two unrelated teaching sections, which are then used as the basis for teaching students. The emergence of this situation greatly hinders the integration of the two, make it difficult for students to effectively integrate and recognize the two in the actual learning process, and the students cultivated in this situation also lack sufficient comprehensive literacy. In the current context of "mass innovation and entrepreneurship", the cultivation of students not only requires sufficient innovation and entrepreneurship skills to help them improve their own innovation and entrepreneurship abilities, but also requires a spirit of continuous improvement as a guide for their future career path, to solidly face practical problems in work.

3.2 Lack of awareness of relevance, separation of entrepreneurship and innovation from professional content

In many current universities, the educational understanding of entrepreneurship and innovation is still separated from the content of professional courses, believing that entrepreneurship and innovation education is just another independent educational teaching content, which only needs to be taught separately and does not need to be combined with the original professional knowledge field. This misplaced understanding greatly affects the actual effectiveness of entrepreneurship and innovation education. Disconnection with professional knowledge can lead to a strong sense of unfamiliarity among students when they first come into contact with this part of content, make it difficult for them to enter the learning process in a short period of time, and lead to a decrease in learning enthusiasm and a significant impact on the teaching effectiveness of entrepreneurship and innovation.

4. Effective measures for Integrating innovation and entrepreneurship to cultivate talents with craftsmanship spirit

4.1 Combining professional knowledge and engaging in innovation

In terms of guiding entrepreneurship and innovation education, if students want to better grasp the content of entrepreneurship and innovation, they must be guided to combine entrepreneurship and innovation with their professional content, discover innovative points of entrepreneurship and innovation projects from professional knowledge, and with the support of professional knowledge, better grasp the innovative content. The specific operation methods mainly include two points: firstly, for a long time, in the traditional teaching process of professional courses, many teachers have only limited themselves to explaining theoretical and professional knowledge, which can cause students to be limited to theory and lack understanding of relevant actual enterprise production content, and even make students feel bored and unable to conduct in-depth learning. This requires integrating some relevant examples of innovation and entrepreneurship into the teaching process of professional courses to help students understand the relationship between the two, so that while learning professional knowledge, students can also involve some factors of innovation and entrepreneurship. Secondly, in the classroom, teachers can design relevant technical innovation questions in advance based on the content of their major, and distribute them to students. In the following learning process, students can carry these questions to classroom learning. This teaching mode can consciously guide students' classroom thinking direction, not only learning relevant professional knowledge in the classroom, but also strengthening the understanding and thinking of relevant practical problems, and exercising students' self-learning and thinking abilities.

4.2 Assigning team members to jointly solve problems

Regarding the thinking of innovation and entrepreneurship, relying solely on the power of a single student is not enough, and in the actual market environment, product development within a company also requires a large number of talents to cooperate and explore in order to succeed. This requires the rational use of group cooperation and exploration in the teaching of entrepreneurship and innovation on campus to achieve exploration and analysis of related entrepreneurship and innovation projects.

5. Conclusion

In summary, the combination of entrepreneurship and innovation education with the spirit of craftsmanship, as well as professional knowledge, is an important direction for the development and reform of higher education in the new situation, and requires sufficient attention from every university. As the future of national development, the success of cultivating students among young people will also directly affect the direction and quality of future national development. Therefore, every university and every university teacher should provide targeted educational guidance around the problems faced by today's entrepreneurship and innovation education. Students should be deeply aware of the importance of innovation and entrepreneurship, as well as the strong support provided by the spirit of craftsmanship, in order to ultimately help China's manufacturing industry reach the top of the world and provide strong support for the great rejuvenation of the nation.

References

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