

# Research on the Construction of Innovation and Entrepreneurship Education System in Local Colleges and Universities

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**Abstract:** *Innovation and entrepreneurship education is a brand new educational concept, aimed to cultivate applied talents with innovative spirit, innovative consciousness and innovation ability. Through analyzing the school-running characteristics of Local application-oriented colleges and universities in Yancheng, this paper builds a multi-level and three-dimensional innovation and entrepreneurship education system, including target system, curriculum system, practice system, security system and evaluation system, designed to provide theoretical guidance and practical countermeasures for comprehensively deepening the reform of innovation and entrepreneurship education in colleges and universities.*

**Key Words:** *local colleges and universities; innovation and entrepreneurship; education; system; model*

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## I. Introduction

In 2015, the General Office of the State Council issued the *Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities*, putting forward clear requirements for deepening the reform of innovation and entrepreneurship education in colleges and universities. The guideline emphasized that colleges and universities should take the reform of innovation and entrepreneurship education and the cultivation of high-quality innovative talents as a breakthrough to promote the all-round development of college students and help them obtain high-quality employment and entrepreneurial opportunities. The introduction of the policy will have a positive and far-reaching impact on the comprehensive reform of higher education in our country. Since then, colleges and universities have actively carried out innovation and entrepreneurship education reform, which has also attracted the attention of many educational researchers.

For entrepreneurs, starting up business is only a early stage in the enterprise life cycle. The success of entrepreneurship depends to a large extent on the degree of synergy between the entrepreneur's quality and ability and the entrepreneurial environment. Studies on college students as entrepreneurial subjects mainly focus on the following three aspects: The first is the research on college students' entrepreneurial quality. Under the background of the "mass entrepreneurship and innovation", college students' entrepreneurial quality education is of great importance in cultivating students' entrepreneurial ideas and practice. Entrepreneurial knowledge, entrepreneurial ability and entrepreneurial character become three dimensions of college students' entrepreneurial quality. The second is the research on entrepreneurship education for college students. Entrepreneurship education is a systematic project. Its diversity, relevance and integrity largely rely on the practice places provided by colleges and universities. Meanwhile, it is embedded in social network and affected by politics, economy, culture and other factors. The third is the research on the policies of college students' entrepreneurship. Entrepreneurship policy plays a guiding role in the core elements such as entrepreneurs' consideration for pre-entrepreneurial motivation, the development of skills in entrepreneurship and the evaluation of post-entrepreneurial efficiency. By integrating the overall planning and operability of entrepreneurship policies, giving full play to the effectiveness of entrepreneurial policies is the main factor determining the success or failure of entrepreneurship. The college students' entrepreneurial environment has also gradually attracted the attention of scholars. The entrepreneurial ecosystem constructed by the cooperation of the government, enterprises, universities, society and other parties not only provides a realistic platform for college students to innovate and startup business, but also contributes to the improvement of college students' innovation and entrepreneurship ability. Therefore, the existence of the entrepreneurial ecosystem is objectively manifested in the entrepreneur's

innovative growth and the sustainable assistance of the entrepreneurial environment.

Currently, research on the system of innovation and entrepreneurship education, which can provide high-quality development direction for deepening the reform of innovation and entrepreneurship education, has become a hotspot research topic in this field. Wang Zhanren proposes to build a college innovation and entrepreneurship education system which is centered on "common sense", "embedded mode", "specialty" and "profession"; Xu Liting et al. believe that the innovation and entrepreneurship education system in colleges and universities should be composed of a goal system, a process system, a security system and an evaluation system. Li Shijiao introduces a college innovation and entrepreneurship education system with "one core, three platforms and nine modules" as the backbone. Li Xiaohong et al. put forward their ideas on the construction of the innovation and entrepreneurship education system in colleges and universities from the aspects of goal, curriculum settings and practice platforms.

## **II. Construction of innovation and entrepreneurship education system in local universities**

Innovation and entrepreneurship education in colleges and universities combines innovation education with entrepreneurship education, aiming to cultivate college students' innovative spirit, innovative consciousness and entrepreneurial ability. With the participation of new economic elements such as the Internet, artificial intelligence and big data in the new normal economic development of our country, it is conducive to promoting the construction of local innovation and entrepreneurship society and further promoting the new economic to build an innovative and entrepreneurial ecosystem for local university, and provide a comprehensive and efficient entrepreneurial network for college students in various regions, so as to cultivate innovative and entrepreneurial talents, and forming a good innovation entrepreneurship ecology where the new economy parallels with new employment.

This paper will construct a multi-level and three-dimensional innovation and entrepreneurship education system including target system, curriculum system, practice system, security system and evaluation system, and actively promote the further development of innovation and entrepreneurship education in local colleges and universities.

### **2.1 The target system of innovation and entrepreneurship education in local universities**

The target of innovation and entrepreneurship education in local universities is to cultivate talents' comprehensive quality of innovation and entrepreneurship, focusing on shaping college students' innovative spirit, innovative consciousness, innovative knowledge, innovation ability and innovative character, forming the "five-in-one" innovation and entrepreneurship education concept in local universities.

#### **2.1.1 Foster the innovation and entrepreneurship spirit of College Students**

The spirit of innovation and entrepreneurship refers to the spirit of innovation, the spirit to bravely undertake all kinds of uncertainties, the spirit of dedication, the spirit of cooperation and a strong sense of social responsibility which are necessary for college students in the process of entrepreneurship, among them, the most critical is the spirit of innovation and the fine conduct of local red glorious tradition.

#### **2.1.2 Stimulate college students' awareness of innovation and entrepreneurship**

Stimulating college students' consciousness of innovation and entrepreneurship is the starting point of innovation and entrepreneurship education in colleges and universities, including the needs, motivations, interests and ideals of innovation and entrepreneurship activities.

#### **2.1.3 Enrich college students' knowledge of innovation and entrepreneurship**

Enriching college students' knowledge of innovation and entrepreneurship is the main task of innovation and entrepreneurship education in colleges and universities. The so-called innovation and entrepreneurship knowledge mainly refers to the specialized or professional knowledge and the comprehensive knowledge of enterprise management. It plays a crucial role in the innovation and entrepreneurship activities of colleges and universities, having always affected the innovation and entrepreneurship activities.

#### **2.1.4 Improve the innovation and entrepreneurship ability of college students**

Innovation and entrepreneurship ability refers to a comprehensive ability that covers innovation ability, planning ability, coordination ability and organization ability. It can determine the smooth implementation and effective completion of innovation and entrepreneurship activities in colleges and universities.

#### **2.1.5 Cultivate the literacy of innovative and entrepreneurial activities of college students**

The accomplishment of college students' innovation and activities entrepreneurship mainly includes grasping entrepreneurial opportunities, transferring entrepreneurial risks, undertaking entrepreneurial

responsibilities, maintaining innovative and entrepreneurial passion, and adhering to innovation and entrepreneurship belief, which is an important guarantee and support for college students to succeed in innovation and entrepreneurship activities.

## **2.2 Innovation and entrepreneurship education curriculum system of local universities**

The curriculum system of innovation and entrepreneurship is one of the most important ways to achieve the goal of innovation and entrepreneurship education in local colleges and universities. The system mainly includes curriculums in theoretical knowledge, practical skills and local cultural environment, and each element is interlocked within the system to effectively ensure the steady improvement of the quality of innovation and entrepreneurship education in local colleges and universities.

### **2.2.1 Theoretical knowledge course**

#### **2.2.1.1 Setting up general education courses**

First of all, for freshmen, we should offer general education courses in the fields of culture and art such as economics, management, psychology, law, philosophy, public relations, aesthetics, history, so as to widen their sphere of knowledge, stimulate their interest in innovation and entrepreneurship, and build their innovation and entrepreneurship concepts. Secondly, we should set up general education courses in the fields of innovation such as innovative foundation, innovative thinking introduction, innovation education, technological innovation for freshmen and sophomores, so as to cultivate college students' innovation and entrepreneurship consciousness, give them opportunities to innovate and entrepreneurship, and stimulate their innovation and entrepreneurship potential. At the same time, they are encouraged to change their existing rigid thinking mode and expand their openness and criticism of thinking. Finally, for senior and junior students, we should guide them to learn the general education courses of entrepreneurship such as career planning, entrepreneurial foundation, entrepreneurial management, case analysis, and entrepreneurial simulation, so as to meet their basic needs of entrepreneurship and awaken their innovative and entrepreneurial motivation and entrepreneurial spirit.

#### **2.2.1.2 Setting up professional innovation courses**

On one hand, colleges and universities should combine training program with professional characteristics, and set up the corresponding innovation and entrepreneurship courses. On the other hand, we should actively explore and enrich the existing innovation and entrepreneurship education resources in various professional courses, so that the professional courses can not only impart professional knowledge, but also integrate the concepts and methods of innovation and entrepreneurship.

### **2.2.2 Practical skills courses**

#### **2.2.2.1 Setting up professional practice courses**

Colleges and universities should cultivate students' basic professional skills, core skills, employment skills, comprehensive design ability and applied knowledge skills through various courses such as professional cognition, basic experiments, comprehensive training, internship, graduation design, so that students can master skills in practical activities, improve their basic skills, and enhance the practical application ability of comprehensive knowledge.

#### **2.2.2.2 Setting up practical courses for science and technology competitions**

This kind of courses are mainly aimed at innovation and entrepreneurship technology competition and corresponding simulation practical activities. The former usually includes a variety of college students innovation and entrepreneurship competitions, training programs, creative competitions, extracurricular works competitions, as well as various forums, lectures, speeches, experience sharing sessions involving college students' innovation and entrepreneurship activities.

The latter can be simulated by computer software such as Star of Start-ups, ERP Sandbox and BIZSIM. In addition, we can also provide students with opportunities to practice in science and technology parks, carry out planning for small and medium-sized enterprises or participate in enterprise management, so as to fully stimulate their passion for innovation and entrepreneurship activities, help students explore their own innovation and entrepreneurship potential, and improve their innovation and entrepreneurship ability in the process of practice.

### **2.2.3 Culture and environment course**

This kind of courses are implicit, and their purpose is to create a good environment and atmosphere for the development of innovation and entrepreneurship activities, subtly cultivate college students' the innovation and entrepreneurship consciousness, and gradually improve their innovation and entrepreneurship ability.

Campus culture, especially the traditional culture that can highlight local characteristics, should be the support of innovation and entrepreneurship education in local colleges and universities, so as to make it fit with school spirit, teaching style and academic atmosphere, create a positive, interactive and harmonious public atmosphere and psychological environment for innovation and entrepreneurship. Furthermore, the teamwork between teachers and students, optimistic public opinion, firm and correct belief can become the potential driving forces to educate and influence students in a subtle way and build a warm and friendly innovation and entrepreneurship ecology.

### **2.3 Practice system of innovation and entrepreneurship education in local universities**

Practical teaching is an indispensable link in the talent training project of colleges and universities, which is an important way to consolidate theoretical knowledge and cultivate practical ability. It is an urgent task for local colleges and universities to improve the practical education system and promote practical teaching innovation. In this regard, some practices of Yancheng Teachers University deserve to be learned and used for reference by local colleges and universities.

Firstly, Yancheng Teachers University establishes the concept of "great practice" and constructs all-member education pattern. Yancheng Teachers University not only regards educational probation, educational practice, educational study, graduation thesis as the important contents of practical education, but also brings military training, social investigation, production labor, social services, scientific and technological inventions, work-study and other types of practical activities into the talent training program. Practical education not only involves majors, courses and teachers, but also requires close cooperation between schools and departments to form a synergy of education. On the basis of integrating the preliminary construction, all majors in local colleges and universities should strive to create a practical teaching system that meets the actual needs of talent training and basic education in each school.

Secondly, Yancheng Teachers University innovates the practical content and promotes the classified training. Basic practice focuses on cultivating students' basic quality, mastering basic skills, and guiding students to use the knowledge and skills they have learned to serve the people and contribute to society. Professional practice focuses on cultivating students' core professional competence to design teaching content, set up comprehensive practice courses, and carry out comprehensive teaching internship covering multiple courses. Comprehensive practice designs differentiated practical teaching content for different training objectives according to the requirements of classified training.

Finally, Yancheng Teachers University improves the practice methods to enhance the practice effect. Yancheng Teachers University combines the characteristics of each majors to carry out practical activities involving multiple practical contents, such as the combination of ideological and political theory course practice with military training, community activities, social services and professional practice, social practice with social services and professional practice, and production labor with professional practice, innovation and entrepreneurship practice with professional practice teaching, discipline competitions at all levels with innovation and entrepreneurship activities. Through comprehensive practical teaching activities, the university can promote students to combine learning and thinking, unify knowledge and action, and improve their practical and innovative abilities.

The practice system of innovation and entrepreneurship education is the gradually deepening of the teaching and activity system of innovation and entrepreneurship education, and the transformation from a simple basic system to a more complex deep system. Through this system, local colleges and universities organically combine professional teaching activities, social practice activities, practical training activities, scientific research activities, and entrepreneurial practice activities to create a step-by-step practice path of innovation and entrepreneurship education. With the goal of innovation and entrepreneurship education, local colleges and universities should further explore ways to combine innovation and entrepreneurship practice activities with professional practice teaching, and build a practice teaching system (platform) of innovation and entrepreneurship education mainly from four dimensions: basic experiment teaching, creative experiment teaching, social practice teaching and cooperative practice teaching.

### **2.4 Innovation and entrepreneurship education guarantee system of local universities**

Innovation and entrepreneurship education is "open". In such a dynamic environment, its stable, efficient and rapid development needs to rely on a comprehensive and collaborative security system. Therefore, local colleges and universities should be committed to building a "three-in-one" collaborative security system for innovation and entrepreneurship education with the joint participation of university, government and society.

#### **2.4.1 Institutional guarantee of innovation and entrepreneurship education**

Innovation and entrepreneurship education should be jointly built by government, university and society, while government is the leader, university is the main body and society is the platform.

**2.4.2 Teacher guarantee for innovation and entrepreneurship education**

Above all, local colleges and universities need to help college teachers deeply understand the connotation of innovation and entrepreneurship education, and constantly improve their innovation and entrepreneurship ability. Furthermore, local colleges and universities should vigorously cultivate the faculty team to build a better innovation and entrepreneurship faculty team. Last but not the least, it is necessary to establish a team of full-time faculty for innovation and entrepreneurship courses.

**2.4.3 Service guarantee for innovation and entrepreneurship education**

Firstly, local colleges and universities should establish intermediary service agencies to provide consulting services in guaranteed loans, business and taxation. Secondly, local colleges and universities should establish service platforms and network information platforms to collect, organize, and summarize information related to innovation and entrepreneurship activities, and timely update information about market changes and relevant policy information. Finally, local colleges and universities should establish technical support, which can provide technical and intellectual support, instruments and other hardware and resources.

In this respect, some practices of Yancheng Teachers University deserve to be learned and used for reference by local colleges and universities. Yancheng Teachers University starts from the construction of students' entrepreneurship base, student innovation project funding, scientific research funding for participating teachers, innovation practical training projects and applied skills training, and makes full use of the national and Jiangsu Province's college students' innovation and entrepreneurship training program, Yancheng Teachers University students' practical innovation training project and entrepreneurship park and other platforms. Meanwhile, Yancheng Teachers University learns from the successful cases of Better Education, Authentic Translation company to cultivate students' innovation and entrepreneurship ability. Yancheng Teachers University also specially combines its own discipline advantages with the intensive Korean-funded enterprises in Yancheng to develop corresponding characteristic college students' innovation and entrepreneurship projects, which are listed as follows:

<b>Project</b>	<b>The Concrete Content</b>
Provincial General Project for College Students' Innovation and Entrepreneurship	1.2020 Provincial College Students' Innovation and Entrepreneurship Plan Project (General Project) -- Entrepreneurship Research on Education Group Integrating Study Abroad, Foreign Language Training and Translation in Korea
Provincial Guidance for College Students' Innovation and Entrepreneurship	1. 2019 Jiangsu Province College Students' Innovation and Entrepreneurship Training Program--The Influence of Korean Movies and Television on Contemporary Chinese College Students
University-level Guidance for College Students' Innovation and Entrepreneurship	1. 2018 University-level Innovation and Entrepreneurship Plan Project: A Survey on the Differences Between Chinese and Korean Etiquette Cultures from a Cross-Cultural Perspective 2. 2020 University-level Innovation and Entrepreneurship Plan Project - Mutual Influence and Reference between China and Korea in Cultural Aspect

**2.5 Evaluation system of innovation and entrepreneurship education in local universities**

We need to continuously improve the quality and level of innovation and entrepreneurship education in local colleges and universities through scientific and reasonable evaluation.

**2.5.1 Establish correct evaluation concept**

In order to successfully carry out the evaluation of innovation and entrepreneurship education in colleges and universities, we are supposed to establish correct evaluation criteria, that is correct values, accurate function orientation, and scientific quality standards. The purpose, content and method of evaluation are closely related to the evaluation view.

**2.5.2 Establish diversified evaluation subjects**

The multi-level evaluation subject system of innovation and entrepreneurship education in colleges and universities is composed of the government, media, intermediary agencies and scholars. There is a strong complementarity among these subjects, which also highlights the diversity of innovation and entrepreneurship education evaluation in colleges and universities.

**2.5.3 Select appropriate assessment content and correct assessment time**

Innovation and entrepreneurship education in colleges and universities has a certain delay. Hence, it is impractical to evaluate it at the initial stage. Therefore, it is extremely important to properly decide what to evaluate and when to evaluate it.

#### **2.5.4 Establish the evaluation mechanism of innovation and entrepreneurship education**

First of all, we need to establish a complete evaluation index system. Secondly, we need to constantly innovate evaluation methods to ensure that survey statistics are comprehensive and effective.

In this respect, some practices of Yancheng Teachers University deserve to be learned and used for reference by local colleges and universities. Yancheng Teachers University establishes a third-party evaluation feedback mechanism, and entrusts Jiangsu University Enrollment Center to conduct third-party evaluation every year, and compiles the annual graduate employment quality report. In graduate employment quality report, the return visit of graduates is carried out in the form of questionnaire form, the content of the return visit involves the graduates' evaluation of school innovation entrepreneurship education, of course, also including graduates self-professional development evaluation, overall satisfaction for their alma mater, recommendation to the alma mater, school education teaching evaluation, management services evaluation, employment guidance service evaluation and so on.

Yancheng Teachers University will make timely corresponding adjustments to a large number of first-hand research information, opinions and evaluations. For example, according to the results of graduates' evaluation, Yancheng Teachers University further improves the modules of innovation and entrepreneurship education, cross and personality development, and optimizes the allocation of teachers and related teaching resources. Based on the evaluation of the achievement degree of training objectives, Yancheng Teachers University improves the innovation and entrepreneurship education section in the 2020 version of talent training program. According to the graduation requirements and curriculum setting matrix, Yancheng Teachers University refines the course objectives and teaching content of innovation and entrepreneurship, promotes the goal attainment evaluation of innovation and entrepreneurship course, realizes the echelon building of innovation and entrepreneurship course evaluation, effectively improves the teaching content, teaching methods and evaluation methods.

### **III. Conclusion**

Innovation and entrepreneurship education is an important content of cultivating high-quality, innovative and applied talents, and it is the deepening and refinement of quality education. Local colleges and universities should choose the innovation and entrepreneurship education model that is suitable for their own positioning and running conditions, always adhere to the talent training as the core, emphasize the joint efforts between the first classroom and the second classroom, establish an all-round innovation and entrepreneurship education system covering both inside and outside the school, and further promote the high-quality and leap-forward development of innovation and entrepreneurship education in local universities.

Carrying out innovation and entrepreneurship education in colleges and universities is an inevitable requirement for the development of times and reality, as well as an inevitable trend of higher education reform. Entrepreneurship is another mode of employment. The difference is that entrepreneurs do not passively wait for others to give them employment opportunities, but take the initiative to create jobs for themselves and others. Promote college students' entrepreneurship and innovation, in addition to entrepreneurship can be a solution to alleviate the current employment pressure, it is more important to guide college students to have an innovative spirit daring to blaze new trails. Under the background of new economic development, the research on the ecological system of innovation and entrepreneurship education is of great significance for local colleges and universities to further develop and improve the effect of innovation and entrepreneurship education. The establishment of entrepreneurship and innovation education curriculum system is conducive to improving local college students' comprehensive quality, and can effectively enhance the core competitiveness of regional higher education.

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