

# Research on the Construction of the Ecosystem of Innovation and Entrepreneurship Education for College Students

Ke Wang

School of Business, Henan Normal University, Xinxiang, 453007, China

**Abstract:** Building system for college students is of great significance for strengthening innovation and entrepreneurship education. Based on the ecosystem theory, this paper constructs an employment-oriented innovation and entrepreneurship ecological education system through many aspects. These two systems are the internal innovation and entrepreneurship ecological education system and the social innovation and entrepreneurship ecological education system. The aim of two systems is to promote college students' innovation and entrepreneurship education and professional education and ideological education. The comprehensive development of practical and employment education is organically combined to solve the current situation of employment problems for college students.

**Keywords:** College students; Innovation and entrepreneurship; Ecosystem; Employment

## 1. Introduction

The purpose of innovation and entrepreneurship education is to cultivate high-quality talents and improve development. The innovation and entrepreneurship ecological education system occupies an important role in the nation's strategy, which strategy has the power to enhance China's international competitiveness. A strategic talent cultivation issue and an important way to ease the employment pressure for college students under the new situation.

At present, experts and scholars at home and abroad have conducted some research on the innovation and entrepreneurship education ecosystem. After reading the literature, it is found that the research on the ecosystem of innovation and entrepreneurship education has the following characteristics: (1) The research on innovation and entrepreneurship ecosystem is relatively isolated, and there is not much integration; (2) The outline of the research field of innovation and entrepreneurial ecosystem has taken initial shape. There are both theoretical conceptual research as the basis of research, and research focusing on the operation and evaluation of actual cases, which has laid a foundation for the development of the theory and practice of the follow-up innovation and entrepreneurial ecosystem; (3) The depth of research needs further development, which needs to further expand the research on the operation of the system on the basis of continuing the empirical research and practical application of basic theory. In view of the situation that college

students are slow to find employment and difficult to work in the new situation, in order to promote the employment of college students, strengthen the construction of college students' innovation and entrepreneurship ecological education system, and explore the theoretical model of constructing an innovation and entrepreneurship education ecosystem suitable for China's national conditions. The development of innovative entrepreneurship education theory is of great significance.

## 2. Constructing an Ecosystem of Innovation and Entrepreneurship Education in Colleges and Universities

The innovation and entrepreneurship education ecosystem within the university can be divided into three ecological subsystems: the innovation and entrepreneurship education management system, the innovation and entrepreneurship education guidance system, and the innovation and entrepreneurship education practice system.

### 2.1. Build an innovative entrepreneurial education management ecosystem

At present, the management of innovation and entrepreneurship education in most universities in China is relatively scattered, and there is no unified management leadership system. The employment and entrepreneurship guidance service center, student affair, academic affairs office, school league committee, science and technology department and other departments manage the different

innovation and entrepreneurship work. In recent years, some schools have set up innovative and entrepreneurial organizations, but in many cases, innovative and entrepreneurial have been in the form, and there has not been a fundamental solution from the overall coordination of people, finances, and things. Universities should strengthen organizational leadership, set up a school innovation and entrepreneurship work leading group, the principal is the team leader, the vice-principal of the innovation and entrepreneurship work as the deputy head, other members are the employment and entrepreneurship guidance service center, relevant organizations of the Party committee, development planning department, Heads of Personnel, Academic Affairs Office, Science and Technology Department, Student Affairs, Graduate School, Admissions Office, International Exchange and Cooperation Office, State-owned Assets Management Office, Finance Department, Logistics Management Office, Infrastructure Office, School League Committee, Alumni Work Office and The dean of the secondary faculties. The leading group has an office, the director of the Employment and Entrepreneurship Guidance Service Center is also the director of the office, and the principals and deputy directors of the personnel departments, the Academic Affairs Office, the Science and Technology Department, the Student Office, the Graduate School, and the Youth League Committee are also the deputy directors members. All relevant departments and colleges cooperated with each other to coordinate and promote the work of innovation and entrepreneurship education for all students, and strengthen institutional guarantees. All functional departments and colleges should refine the task objectives, specific measures and time schedules for promoting innovation and entrepreneurship, implement work requirements, formulate implementation measures, introduce management documents, form rules and regulations, ensure the smooth development of innovation and entrepreneurship, and build innovative education management ecosystem. At the same time as the establishment of the Innovation and Entrepreneurship Leading Group, universities should set up a special innovation and entrepreneurship education management entity.

## 2.2. Build an innovation and entrepreneurship education guiding ecosystem

At present, the essential understanding of the education of innovation and entrepreneurship in China's universities is still biased. Most college administrators believe that the purpose of innovation and entrepreneurship education is to teach students how to register companies and make money, even some think that the purpose of innovation and entrepreneurship education is to start a business in order to alleviate the pressure of employment. Therefore, there is a widespread phenomenon that universities do not pay enough attention to the curriculum of innovation

and entrepreneurship education, the curriculum is not systematic and the professional education of students is obviously out of touch. Constructing a scientific innovation and entrepreneurship education guidance ecosystem is of great significance for cultivating students' awareness of innovation and entrepreneurship, improving students' comprehensive quality, promoting students' all-round development, and improving college students' employability. In accordance with the requirements of talent training and innovation and entrepreneurship education, universities should fully explore and enrich the innovation and entrepreneurship education resources of various courses, develop a hierarchical and classified curriculum system to promote general education courses, professional courses, practical courses and innovation and entrepreneurship education. Organic integration, the system of innovation and entrepreneurship education into the process of college students' learning, in the classroom teaching, attaches importance to the inspiration and guidance of students' innovative spirit. Build an innovative and entrepreneurial public course—GYB and SYB entrepreneurship training—start-up training—project incubation and other integrated innovation and entrepreneurship education guidance system to stimulate students' innovative entrepreneurial thinking, consolidate students' basic skills, and form “platform + model” and “compulsory + Diversified educational models such as “choice”, “basic + professional”, “theory + practice”, “in-class + extracurricular”, “in-school + off-campus”, etc., to create a better innovation and entrepreneurship education system.

## 2.3. Build an innovation and entrepreneurship education practice ecosystem

Innovation and entrepreneurship practice is an important part of innovation and entrepreneurship education, the highest level of innovation and entrepreneurship education, and the most effective way to improve the effectiveness of innovation and entrepreneurship education. There is a big gap between China's innovation and entrepreneurship practice education and western developed countries. This is also one of the important bottlenecks restricting the development of China's innovation and entrepreneurship education. Institutions should actively integrate resources, establish a two-level innovation and entrepreneurship incubator base, and create an innovative and entrepreneurial incubation base with a certain scale and distinctive characteristics at the school level, promote the “one-stop” innovation and entrepreneurship practice service support system, and promote the project transformation. Relevant departments of the school should actively guide the colleges to establish innovative and entrepreneurial training bases, combine professional learning with extracurricular practice, and support the innovation and entrepreneurship training carried out by college students. The school should strengthen the con-

struction of professional laboratories, virtual simulation laboratories, entrepreneurial laboratories and training centers, and open to all students in the school to realize the sharing of experimental teaching resources platform; second, docking government, enterprises and other market resources to help teachers and students study. The results are effectively transformed into economic society through self-employment. Strengthen the integration of government, industry, research and research, strengthen school-site cooperation, school-enterprise cooperation, school-school cooperation, enhance the school's ability to serve social and economic development, and comprehensively improve the quality of personnel training.

### **3. Build a Social Innovation and Entrepreneurship Education Ecosystem**

Innovative entrepreneurship education is a practical teaching model for social needs. It is difficult to complete the power of a university alone, but it requires the efforts of universities, governments, society, enterprises, investors, incubators and other forces to complete. Establishing an innovation and entrepreneurship education ecosystem of universities, governments, enterprises, investors and incubators can provide services and guarantees for the smooth development of innovative entrepreneurship education activities. Colleges and universities are the core of system operation. The government is the leading force in system operation. The society is the environmental guarantee for system operation. Enterprises, investors and incubators are the outer thrust of system operation. Actively cooperate with the government environment, establish a school-enterprise cooperation alliance, joint alumni and industry alliance organizations and other external forces to maximize the potential of off-campus resources, build a resource-sharing, organic integration organization and operational mechanism, for college students employment innovation and entrepreneurship education. The development of the business provides financial support, intellectual support, practical platform and institutional guarantee.

#### **3.1. Universities are producers of social innovation and entrepreneurship ecosystems**

The four functions of universities are talent training, scientific research, serving society and cultural heritage. Universities can provide strong support for social innovation and development and use their own advantages to vigorously carry out innovation and entrepreneurship education, and rely on the innovation and entrepreneurial achievements researched by cooperation projects to form innovative products or technologies to provide relevant enterprises, serve the national economy and people's livelihood, and promote social productivity.

#### **3.2. Enterprises and investors are consumers of social innovation and entrepreneurship ecosystem**

The scientific and technological achievements of university research need to be digested and absorbed by enterprises and investors, and they play the role of consumers in the social innovation and entrepreneurship ecosystem. Enterprises, investors and universities are interdependent and mutually developed. Enterprises and investors need high-tech research results from universities to enhance their competitiveness. Colleges and universities need to target the precise needs of social enterprises. Targeted scientific research and innovative entrepreneurship education practices.

#### **3.3. The government and incubator are the decomposers and catalysts of the social innovation and entrepreneurship ecosystem.**

In recent years, various types of innovation and entrepreneurship incubators and mass creation spaces have greatly promoted the transformation of innovation achievements. The incubator is not only a bridge between universities and companies, but also plays an important role in the ecosystems. Firstly, it provide the latest innovation and entrepreneurial achievements and scientific research results to the companies. And students can have an opportunities to join this process. Then, companies can use what they get to develop themselves and create more benefits.

The college teachers and students are not have experiences in entrepreneurship and market operation, in many cases, college teachers and students dare not take the fruits of innovation and entrepreneurship education to start a business. The incubator can solve these problems, because it can provide a good incubation platform for entrepreneurs in colleges: policy consultation, intellectual property protection, market operation, site support, and financial support. Accelerate the development of college students' start-ups, and improve the success rate of entrepreneurship. Government departments also play a catalytic role in the innovation and entrepreneurial ecosystem. In recent years, various governments have organized a variety of innovation and entrepreneurship competitions, science and technology expo, school-enterprise cooperation forums, etc., which have effectively promoted the transformation of innovation and entrepreneurship in universities.

#### **3.4. The social environment is the non-biological environment of the social innovation and entrepreneurship ecosystem.**

The policies, social and economic environment, the level of people's cognition of innovation and entrepreneurship have formed the abiotic environment of the social innovation and entrepreneurship ecosystem, which has an

important impact on the innovation and entrepreneurship education of colleges and universities.

Constructing an internal education innovation and entrepreneurship education ecosystem and a social innovation and entrepreneurship ecological education system, on the one hand, it can improve the quality of innovation and entrepreneurship education, build a team of innovative and entrepreneurial teachers, accelerate the construction of innovation and entrepreneurship bases, improve the level of innovation and entrepreneurship services, and improve the innovation and entrepreneurship guarantee system. On the one hand, through innovative and entrepreneurial education, students can improve their abilities which are not get from schools. Cultivate the entrepreneurial spirit and entrepreneurial thinking of students, improve the mid-end ability index and high-end ability index in the resource value evaluation function of college students, especially the enterprise position ability index in the high-end ability index, so as to enhance the employment ability of students.

#### 4. Acknowledgments

Humanities and Social Sciences Research Project of Henan Provincial Department of Education "Research on the Construction of Innovation and Entrepreneurship

Education Ecology System for Employment-oriented College Students" (No. 2020-ZZJH-210).

#### References

- [1] Wang Jun. Comparison and reference of innovation and entrepreneurship education in colleges and universities at home and abroad. *Innovation and Entrepreneurship Education*. 2016, 7(4), 99-103 .
- [2] Wang Ke. Research on the path of college students' entrepreneurial ability improvement based on the perspective of school-enterprise cooperation. *Journal of Jilin Province College of Education*. 2019, 7(35), 97-102.
- [3] Chang Qing., Li Li. Construction and operation mechanism of "multi-dimensional" innovation and entrepreneurship education system in colleges and universities. *Ideological and Theoretical Education Guide*. 2017, (1), 140-144.
- [4] Xie Heping. Guided by innovation and entrepreneurship education, comprehensively deepen the reform of education and teaching. *China Higher Education Research*. 2017, (3), 1-5.
- [5] Bhat S.A., Khan R.A. Entrepreneurship education ecosystem:An assessment study of J&K state. *International Journal of Economics, Commerce and Management*. 2014, (4), 1-8.
- [6] Zhuo Zelin., Zhao Zhongjian. Construction and enlightenment of innovation and entrepreneurship education ecosystem in high-level universities. *Educational Development Research*. 2016, (3), 64-71.