

# Research on the Development Mode of College Innovation and Entrepreneurship Education

Take Southwest Petroleum University as example

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**Abstract:** With the expansion of college enrollment, college graduates' employment situation is grim, and the existing education mode cannot meet the social demand for higher talents. Therefore, all walks of life should strengthen innovation and entrepreneurship education in colleges and universities, college students should also have the innovative talents of six basic qualities. But now there are still some problems of innovation and entrepreneurship education in Colleges and universities. The fuzzy subject orientation, the lack of mature understanding, the imperfect self-education mode, the imperfect education policy and the insufficient social support. This paper takes Southwest Petroleum University innovation and entrepreneurship education as an example to introduce the mode of innovation and entrepreneurship education.

**Keywords:** Colleges; Innovation and Entrepreneurship Education; Developmental pattern

## 1. Introduction

In recent years, Chinese economic development has entered a new norm, the employment situation of college graduates is very severe, and the state has a large demand for innovative talents. So carrying out innovation and entrepreneurship education in Colleges and universities has an important practical significance in enhancing the quality of talents in Colleges and universities and graduate employment quality. In 2015, the General Office of the State Council of the PRC published "deepen the reform of higher education implementation opinions", which clearly requires to deepen the innovation and entrepreneurship education reform, cultivate high-quality innovative talents, promote the all-round development of students and promote students' high quality employment. But at present, the innovation and entrepreneurship education in Colleges and universities still cannot meet the actual needs. It is of great theoretical value and urgent need to explore and study the mode of innovation and entrepreneurship education in Colleges and universities in China.

## 2. The Basic Qualities of Innovative Talents

In order to cultivate innovative talents, we must first have a standard definition of innovation and entrepreneurship. Innovation and entrepreneurship talents should not only have comprehensive knowledge base, innovation, the spirit of adventure, the basic quality of a high degree of professionalism and sense of responsibility, but they also

should grasp the market opportunity and have the basic ability to coordinate the organization and team cooperation, which results in achieving the goal of innovative talents.

### 2.1. Comprehensive basic knowledge

Innovative talents must have a comprehensive knowledge base as support, including the generous cultural heritage, rich interdisciplinary knowledge, profound professional knowledge. Having a comprehensive knowledge base shows that innovative and entrepreneurial talents have absolute confidence, which is not blind self-confidence, but based on their own knowledge and experience. To have a comprehensive knowledge base provides the basic theory of the development for them.

### 2.2. Creative and adventurous spirit

Innovative talents must be able to eliminate the constraints of the traditional ideas model to propose creative solutions. Entrepreneurial talents must have a spirit of adventure. Numerous entrepreneurial practices show that entrepreneurs often have a greater risk for tolerance, and can creatively find ways to reduce the risk. Innovation and the spirit of adventure is echoed each other. With the spirit of adventure, people tend to have a strong thirst for knowledge, dare to adventure, so always put forward creative views. A creative person often represent the adventurous, for everything is always full of confidence, also has the tolerance to failure. Therefore, innovative

and entrepreneurial talents must have the innovation spirit and the spirit of adventure.

### **2.3. A high degree of professionalism and sense of responsibility**

Innovation and entrepreneurship will encounter many hardships and setbacks, sometimes even fall into unexpected difficulties. Strong sense of responsibility and dedication will help us cope with the difficulties on determination and motivation in the end. Strong dedication will encourage innovation and entrepreneurship to have great desire and pursuit of success. Different from the common desire, the heart with strong desire for business will let them go beyond reality and break the restrictions, so as to promote innovation and entrepreneurial success. Responsibility will have to comply with norms, responsibility, obligation of attitude, trust, support and responsibility will also be welcomed in all walks of life. When people with education and strong sense of responsibility encountered difficulties, they can be calm and never give up unless they reach the goal. These two kinds of character provide power and strong support for innovation and entrepreneurship and help people calm down to deal with all kinds of difficulties until they achieve their success.

### **2.4. Ability to grasp market opportunities**

Successful entrepreneurs must have a keen insight into the market, always grasp the market opportunities in a timely and accurate manner. The market environment is changing rapidly, the opportunity fleeting, once identified the potential business opportunities, innovative entrepreneurs will act decisively seize the opportunity and value. Therefore, innovative entrepreneurs need to carry out their own evaluation estimates, assessment with the resources conditions, and strive for a variety of channels to compensate for defects, effective integration of entrepreneurial resources, the formation of innovation and entrepreneurial team, a clear division team. In that case can they effectively grasp the market opportunity, and then achieve their success.

### **2.5. Ability to coordinate and cooperate with team**

Innovation should pay more attention to the team for the individual is very difficult to succeed. Therefore, Ability to coordination team organization cooperation is necessary for entrepreneurs. In the innovation process, enterprises often face the shortage of resources or other miscellaneous problems, thus to effectively integrate resources is the essential ability of innovation and entrepreneurship in the process at the same time. And there will be conflicts. The key to solve the problem is to master the skills in handling conflicts, effectively solve the problem and to further enhance the team work efficiency. To motivate subordinates can effectively mobilize all

members and can also further push up the work efficiency.

## **3. The Problems of Innovation and Entrepreneurship Education in Colleges and Universities**

At present, although the innovation and entrepreneurship education in Colleges and universities in China is booming, the development is slow and difficult to meet the needs.

### **3.1. A fuzzy subject orientation**

Subject positioning is an important evaluation standard of education depth. Although the innovation and entrepreneurship education serves as an important part of college education, in most universities people do not attach importance to innovation and entrepreneurship education and neglect the cultivation of students' creativity, level of education and management. There is no good discipline seriously, which leads to a fact that innovation and entrepreneurship education now in college students become ill.

### **3.2. Immature understandings**

Our business policy and the environment have not yet fully formed, therefore we must clearly recognize that the innovation and entrepreneurship education for college students is not only encourage graduates' entrepreneurship, because graduates lack of social work experience, management ability and their interpersonal relationship, mental capacity is not strong. Comprehensive quality is not enough if the students leave the campus and then directly establish a company, the success rate is very low. Therefore, innovation and entrepreneurship education should attach importance to the comprehensive quality education, not only for a few potential students' skills education, but also should pay more attention to the comprehensive quality education.

### **3.3. College education obstacles**

The innovation path of entrepreneurship education is the basic guarantee to cultivate innovative talents. At present there are still shortcomings to be overcome. For instance, the curriculum system is not comprehensive. Innovation and entrepreneurship education is not only for students to understand the basic knowledge of entrepreneurship, but students also ought to put more knowledge into practice. In our country, there are more specialized courses than basic courses, more theoretical courses than practice course in innovation and entrepreneurship education. At the same time, there're few Innovation and entrepreneurship education teachers, China currently lacks staff with in-depth study of entrepreneurship education theory and practical ability. There is no domestic large-scale systematic training to strengthen entrepreneurship teachers.

Most of them are trained by the management of College Teacher Education in universities. The problem of obstacles slows its innovation and entrepreneurship education development speed.

### 3.4. Imperfect policy

In recent years, China strongly supports innovation and entrepreneurship in universities, puts forward policies and takes practical action to solve the entrepreneurial concerns. But the current policy still has some problems. For instance, the policy is not comprehensive. College students' entrepreneurship is not only the responsibility of colleges and universities, but also should be supported by the whole society. Governments at all levels should bear the main responsibility. At the same time, instead of being confined to the school or in the early days the policy should be far sighted and there must be a long-term strategic perspective. Only by improving policies, it is advantageous to the development of university innovation and entrepreneurship education in China.

### 3.5. The insufficient social support

Our society lack entrepreneurial echo support and has not formed a reliable pillar. Entrepreneurship is a very risky behavior. Society vigorously promotes the concept of innovation and entrepreneurship education, but takes little action on the innovation and entrepreneurship education to guide financial environment. For example, lots of small and medium enterprises find difficulties in financing, tax preferential policies are not good enough to attract people, the government has not completely respect and support entrepreneurs. All these factors lead to the low evaluation on College Students' entrepreneurial environment which reduces the heat of innovation and Entrepreneurship.

## 4. The Reform and Innovation of Entrepreneurship Education for Southwest Petroleum University

### 4.1. Organizational structure of innovation and Entrepreneurship Education

Southwest Petroleum University has set up a leading group for innovation and Entrepreneurship, and has established the center for innovation and Entrepreneurship of College Students. Each school has established innovative work leading group to carry out the work of the college students' innovation and entrepreneurship. College students have set up in Southwest Petroleum University Students' Future Entrepreneurs Club, and have taken the National University Science and Technology Park as a platform and then strive to build the "Technology Incubation Center" of college students.

### 4.2. Innovation and entrepreneurship development model

Southwest Petroleum University attaches great importance to innovation and entrepreneurship students work, adhere to the "Innovation to promote entrepreneurship, entrepreneurship driven employment" and puts forward the creation and innovation of college students "education, practice, incubation, research" chain development model, takes the National University Science and Technology Park and the University Innovation Demonstration club construction as the starting point and construct the College Students' innovation and entrepreneurship education system and incubator support system more perfect.

1) Intensify efforts to improve the education system. Construct a "three sound" education system.

Improve the innovation and entrepreneurship education mode of thinking and improve the innovation course system, the innovation and entrepreneurship education teaching staff. By strengthening propaganda and guidance, we create innovative entrepreneurial atmosphere. Through the creation of research methods, entrepreneurship, employment and entrepreneurship guidance and other aspects of the required courses and elective courses, put it into the credit management, construction of progressive, organic convergence, scientific and rational innovation and entrepreneurship education courses. Then add the innovation and entrepreneurship education into the whole process of personnel training, so as to improve the innovation and entrepreneurship education curriculum system. And by establishing excellent innovation and entrepreneurship mentor talent pool and carrying out innovative entrepreneurship education teacher training and other methods to improve the teaching staff of innovation and Entrepreneurship

2) Strengthen the practical ability of innovation and entrepreneurship.

By strengthening the innovation condition security structure optimization based on teaching, professional teaching laboratory and fully functional experimental teaching system, we provide a powerful guarantee for the practice of innovation and entrepreneurship education, build a rich and colorful platform for innovation and entrepreneurship practice, establish special funds to support entrepreneurship and other forms and increase innovation and entrepreneurship practice efforts.

3) Increase the training of talents.

To promote the innovation of personnel training mechanism, establish the discipline structure of demand oriented and the structure adjustment mechanism of entrepreneurial employment oriented personnel training. And make the establishment of school-school, school- enterprise, school- location of international cooperation and

cooperative education mechanism to improve the innovative talents training quality.

4) Strengthen the research on the path of entrepreneurship education innovation.

Through the reform of teaching methods, promote the organic integration of professional education and entrepreneurship education, explore teaching mode and constantly improve education research path. By strengthening the education effect evaluation, we put forward policy suggestions and constantly improve the mechanism to keep the path of education innovative and effective.

## 5. Conclusions

With our strong support for innovation and entrepreneurship education industry development of universities, aiming at the existing problems of the development of innovation and entrepreneurship education, colleges and universities should combine with the actual and national policies, explore the development path of entrepreneurship education innovation, and promote the healthy and

rapid development of innovation and entrepreneurship education.

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