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Research on the Integration Strategy of Innovation and Entrepreneurship Education and Professional Education in Colleges and Universities in the New Era

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Abstract: In order to better realize and improve the innovation and entrepreneurship awareness of college students, this paper puts forward a teaching mode of deep integration of innovation and entrepreneurship education and professional education. Through the analysis and improvement of the current professional education mode and teaching content, combined with the requirements of innovation and entrepreneurship education and the main teaching mode, this paper analyzes and improves the teaching. So as to realize the deep integration of innovation and entrepreneurship education and professional education. Finally, through the questionnaire survey and tracking test results, it is confirmed that the deep integration method of innovation and entrepreneurship education and professional education has better teaching effect and higher praise rate in the process of practical application, which fully meets the research requirements.

Keywords: Innovation education; Entrepreneurship education; Professional education; Teaching mode; Teaching reform

1. Introduction

This paper analyzes and studies the development demand of modernization construction and the employment situation of college students in China [1]. Through in-depth analysis and investigation of the current professional education mode, it optimizes the teaching content, common problems in the teaching process, teaching objectives and teaching contents, and improves the teaching mode and teaching contents by combining the innovation and entrepreneurship education concept. Comprehensive carry out the deep integration of innovation and entrepreneurship and professional education, and better improve the entrepreneurship and employment ability of students [2]. Through the innovation and entrepreneurship course, students' innovation and entrepreneurship ability and consciousness will be cultivated, so as to further promote students to better adapt to the needs of social development after leaving the campus, seize the opportunity reasonably, and improve their own ability [3]. Through the combination of innovation and entrepreneurship mode and professional education content, we can better cultivate professional talents and solve the current increasingly serious employment problem. Based on the current trend of mass entrepreneurship and innovation in China, and under the situation of relevant promotion policies, making good use of the existing environment and development trend, targeted innovation and

optimization of talent training mechanism, and improving the curriculum education system and the construction of teaching staff, so as to better improve the quality of teaching.

2. Deep Integration Mode of Innovation and Entrepreneurship Education and Professional Education

2.1. Optimization of curriculum model of professional education

In view of the current situation of China's education major, the analysis, research and optimization design are carried out [4]. At present, most of the major education modes in Colleges and universities in China rely on the book mode, lack of social practice, and derail from the market demand verification, resulting in obvious employment difficulties for students after graduation [5]. In order to solve the above problems, many relevant scholars analyze the contents and models of the reform of professional courses, and innovate and optimize the teaching courses and models from the perspectives of social development trend and students' behavior cognition [6]. Through practical investigation and data analysis mode, targeted training of College Students' employment direction and ability is based on qualitative reasoning and empirical research. Through the analysis of the teaching connotation and content of the current major courses in

Colleges and universities, the relevant teaching concepts are obtained, and the judgment standards of College Students' professional skills and actual employment ability are defined scientifically and reasonably [7]. The new teaching mode and content are optimized and constructed by integrating the concept of innovation and entrepreneurship education of college students and the needs of mastering and applying professional knowledge and skills [8]. Reasonably improve the teaching innovation and entrepreneurship and professional curriculum teaching theory wit, and deeply explore the logical relationship between innovation and entrepreneurship curriculum and professional education [9]. Colleges and universities vigorously carry out mass innovation space and set up innovation and entrepreneurship base to provide a better foundation and create a good atmosphere for the practical application of courses [10]. In order to better realize the deep integration of innovation and entrepreneurship edu-

cation and professional education, this paper analyzes and optimizes the content mode and evaluation standard of professional teaching courses in Colleges and universities, According to the design results, the teaching mode and content of innovation and entrepreneurship education and professional education are further optimized. The courses of innovation and entrepreneurship education and professional education should be reasonably distributed, and corresponding teaching credits should be set up. Professional knowledge should be imparted and used through T-type personnel training theory, and the contents should be expanded reasonably, so as to cultivate professional comprehensive talents and achieve the effective cultivation of professional talents and comprehensive quality talents in accordance with social needs. Further set up the distribution credits and scoring standards of professional courses and innovation and entrepreneurship courses, as shown in Table 1:

Table 1. Course credits and scoring standards

Course title	Credit	Prelect object
Technology entrepreneurship leadership	2	Undergraduate
Technology Entrepreneurship	3	Undergraduate
Manager and entrepreneur accounting	3-4	Undergraduate
Entrepreneurship	2-4	Undergraduate
Technology company strategy	3	Graduate student
Technology entrepreneurship and lean Entrepreneurship	3	Graduate student
Innovation and strategic change	4	Graduate student
Patent law and strategy of innovators and entrepreneurs	2	Graduate student

In the course of course grading, we should pay attention to the cultivation of students' correct decision-making ability to meet special issues in the process of entrepreneurship, the ability of social adaptation, market analysis, team cooperation and leadership, and the ability of active response [11]. Therefore, in the process of teaching, we need to start with cultivating students to understand the market, make market analysis and observation, and make reasonable investment. Based on the teaching mode of teaching, scientific research and expansion, we need to

integrate the three in one educational content and teaching mode [12]. Through the combination of expert lectures and guidance, innovation and entrepreneurship curriculum teaching content optimization, group discussion and other modes of entrepreneurship education and professional education integration method training and optimization. Build the corresponding organizational system for the integration of innovation and entrepreneurship education and professional education, as shown in Figure 1:

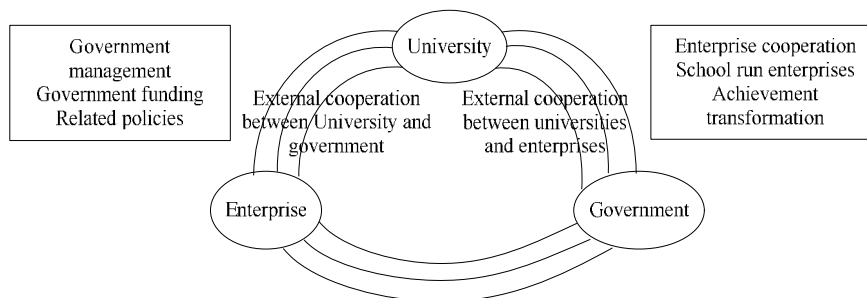


Figure 1. Organizational system of integration of innovation and entrepreneurship education and professional education

Based on the above figure, it is not difficult to find that in the organizational system of the integration of innovation and entrepreneurship education and professional educa-

tion, the central structure usually adopts the internal teaching management mode with teachers as the core. In the teaching process, there are executive teachers and

joint lecturers for auxiliary management. Through the integrated teaching administration and related work, core teaching teams are set up to optimize the professional skills of affiliated teachers Entrepreneurship tutor teaching ability, guide and cultivate students' innovation and entrepreneurship awareness. Based on the existing research foundation, this paper studies the common integration mode and path of innovation and entrepreneurship education curriculum and professional education curriculum, and improves the connotation and mode of

innovation and entrepreneurship education curriculum and professional curriculum respectively. In view of the current backward innovation and entrepreneurship teaching concept, conservative professional education mode, frequent innovation teaching ability of teachers' team, scattered teaching resources in Colleges and universities, inadequate infrastructure construction and other issues, a new framework of innovation and entrepreneurship teaching management in Colleges and universities is constructed, as shown in Figure 2:

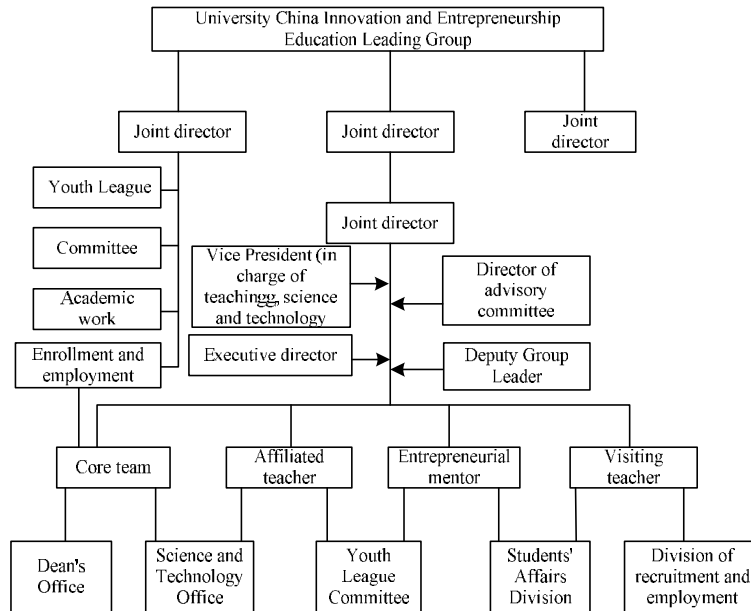


Figure 2. Structure of innovation and entrepreneurship teaching management in Colleges and Universities

Based on the above framework to optimize the content and structure of the current professional education in Colleges and universities, in order to better improve the teaching effect.

2.2. Innovation and entrepreneurship education content innovation

Based on the above content, further optimize the current college innovation and entrepreneurship teaching content. Combined with the current social development and policy trends in China, targeted development of innovation and entrepreneurship curriculum content, reasonable construction of innovation and entrepreneurship base, development of innovation and entrepreneurship direction. To organize and construct the students' innovation and entrepreneurship team, and to improve the professional courses and innovation and entrepreneurship teaching materials reasonably according to the current development needs of innovation and entrepreneurship education. And set up the corresponding practice team and venture capital. Open questions and set up elective and compulsory courses for innovation and entrepreneurship, and

reasonably arrange the time, frequency and times of courses. This paper makes a comprehensive consideration, questionnaire survey and validity test for the influencing factors of College Students' academic level, major ranking and their region.

Further, we combine factor analysis method to analyze and sort out the variable data collected from the survey, assign values to different variable weights according to the obtained values, extract corresponding impact indicators, assign weights to extract indicators according to the influence of variables, each group is a common factor, and use this dimension reduction method to integrate the non observable comprehensive variables into Finally, descriptive statistics and correlation analysis are carried out. Based on the main factors of teachers, enterprises, universities and society, a four in one education mode integration circle is constructed. Based on the study of professional courses, innovation and entrepreneurship projects and other aspects of practice, a reasonable integration system of innovation and entrepreneurship education is constructed, as shown in Figure 3:

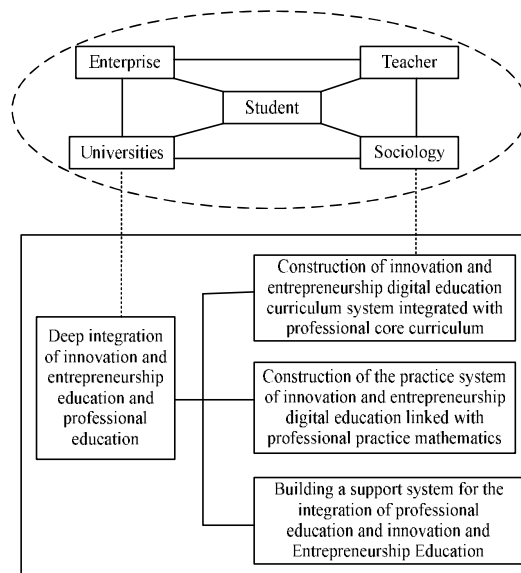


Figure 3. Education integration system

Based on the analysis of the above system structure, based on the current social and economic development, and the implementation requirements of mass entrepreneurship and innovation education in Colleges and universities, further optimize the teaching system, so as to better form a learning environment conducive to the formation and training of talents. According to the needs of the society and the talents in Colleges and universities, different students' innovation and entrepreneurship goals and directions are determined. And further promote the organic combination of professional teaching and mass entrepreneurship and innovation teaching mode and content. Based on modern Internet technology, conduct guidance and training of entrepreneurship direction, make reasonable use of existing teaching resources and successful cases of entrepreneurship competition, and

carry out technical innovation and teaching improvement based on students' own major and interest direction. Reasonably set up the innovation and entrepreneurship competition schedule, strengthen the thinking activity of young students, and improve the performance of innovation and entrepreneurship teaching. Improve students' proficiency in the application of professional skills. Further training and optimization of professional teachers' team. In order to better guarantee the teaching effect, it is necessary to further analyze and study the influencing factors of College Students' employability, and optimize the influencing structure of College Students' employability by integrating the contents of family, market, major and students' interest direction. The optimization structure of specific influencing factors is shown in Figure 4:

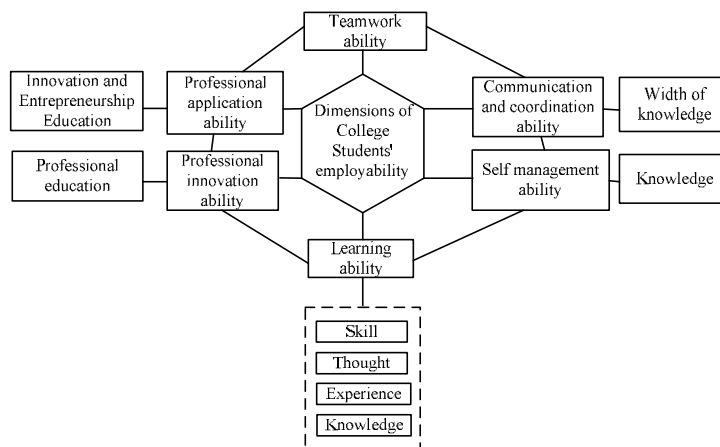


Figure 4. Influence structure of College Students' employability

Based on the analysis of the influence structure and factors of the above-mentioned college students' employability, and based on the professional teaching and practical activities, the optimization of the content and mode of innovative teaching courses is set up for students. Through the integration of professional experience and employment ability, while strengthening the professional foundation of students, targeted innovation and entrepreneurship ideas and methods are taught, so as to better realize the cultivation of entrepreneurship and employment ability of college students.

2.3. Realization of integration of professional education and mass entrepreneurship and innovation education

In view of the above research, the current professional education and mass entrepreneurship and innovation education mode in China's colleges and universities teaching needs. Further integration of professional teaching content and innovation and entrepreneurship curriculum, while effectively extracting the purification part of tradi-

tional professional teaching content, further simplify the professional knowledge, professional skills and curriculum purification content. So as to effectively eliminate the useless content in the traditional professional course teaching. Based on the above objectives, further establish the corresponding learning organization iceberg model of teaching integration content, which is transformed from the pyramid model, so as to achieve more effective research objectives of stimulating students' innovation interest, guiding and cultivating students' innovative thinking. In order to ensure the integration effect of professional education and mass entrepreneurship and innovation education, it is necessary to further optimize the contents of students' learning and investigation. By setting up the corresponding investigation content and influence proportion, judge and guide the actual teaching effect of students, and improve the teaching quality. The specific investigation model of students' professional quality and innovation and entrepreneurship quality is shown in Figure 5:

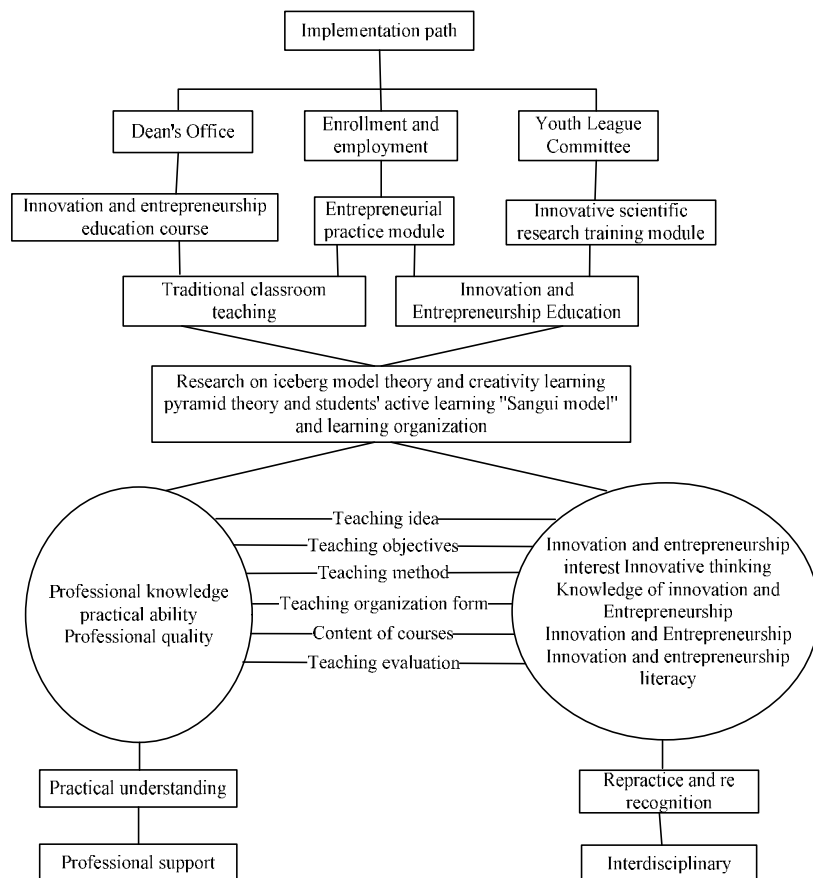


Figure 5. Investigation model of students' professional quality and innovation and entrepreneurship quality

Based on the above investigation model of students' professional quality and innovation and entrepreneurship quality, the content structure of innovation and entrepre-

neurship education course is further managed in layers. Through the establishment of relevant administrative, teaching, management and practice departments in Col-

leges and universities, the introduction of relevant enterprises for practical training and other models, the division of teaching content. According to the division results, optimize the teaching implementation path. In the process of teachers' team building, entrepreneurs and excellent alumni with relatively rich experience can be reasonably employed as entrepreneurial mentors to impart ex-

perience and methods. Reasonably guide students to formulate relevant. In order to achieve the research goal of diversified innovation and entrepreneurship talents training. Based on this, this paper further set up the distribution of the curriculum system of entrepreneurship and innovation education and professional teaching. And record into a table, as shown in Table 2.

Table 2. Distribution of the curriculum system of entrepreneurship and innovation education and professional teaching

Serial number	1	2	3
Course title	Innovation and entrepreneurship education course	Entrepreneurship practice	Innovative scientific research training
Credit	4	2	2
Course category	Public Optional Course	Specialized limited courses	Second course practice
Credit	3	2	1
Curriculum requirements	Elective	Restricted selection	Autonomous options

Based on the contents of the above table, we can combine the entrepreneurship and innovation education with the professional education. While strengthening the entrepreneurship and innovation spirit and professional skills, we can reasonably change the traditional personnel training mode and improve the current teaching situation of college students in China. Follow the current college students' learning background, personality characteristics and market changes to optimize. Flexible training of talents needed by the society. At the same time of using teachers reasonably to teach traditional book knowledge,

combining with practical cases and Internet technology to guide and standardize the content of teaching practice. In order to achieve the goal of deep and effective integration of innovation and entrepreneurship education and professional education, we should integrate and optimize the content, teaching mode, teaching method and traditional professional teaching content, mode and method of innovation and entrepreneurship education. Optimize the structure and process of the teaching content of entrepreneurship and innovation and major, as shown in Figure 6:

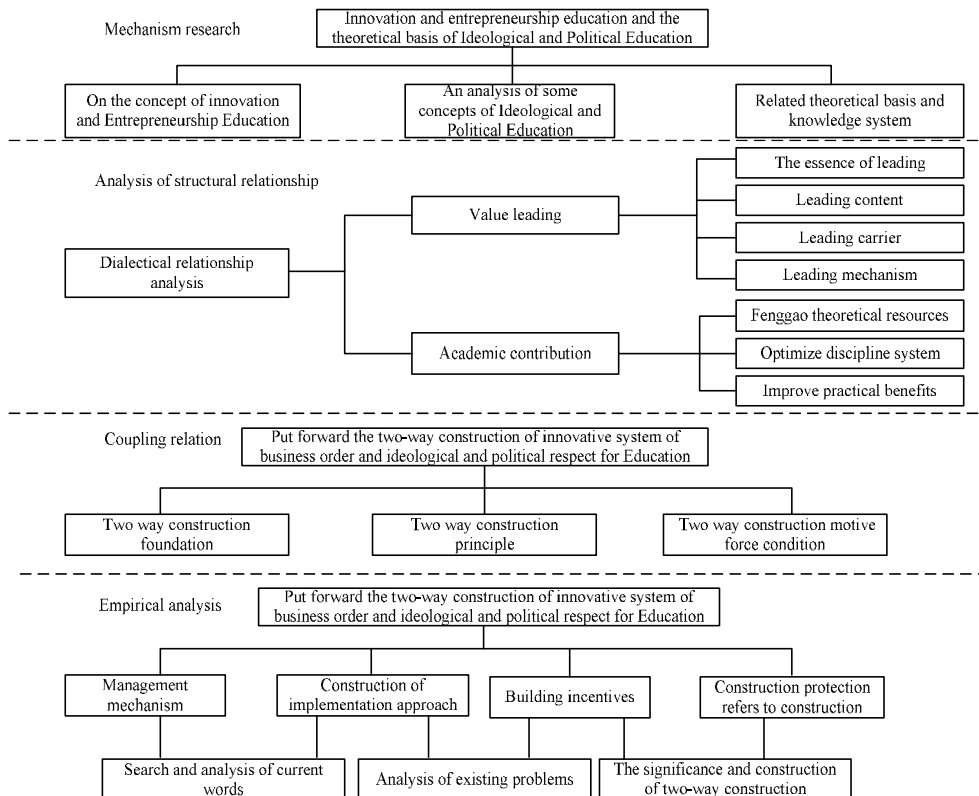


Figure 6. Integration process of innovation and entrepreneurship teaching and professional teaching

Based on the above steps, we can effectively achieve the goal of reasonable integration of the teaching content and structure of entrepreneurship and innovation and major. Based on the above structure, we can improve the students' professional skills, further improve their innovative thinking and strengthen their entrepreneurial ability.

3. Analysis of Experimental Results

In order to verify the effect of the integration of mass entrepreneurship and innovation teaching and professional teaching, a comparative test was carried out through the mode of practice follow-up survey and questionnaire. 500 graduates of a university were randomly selected to conduct a half year teaching of the new cur-

riculum mode based on the mode of integration of entrepreneurship and innovation teaching and professional teaching content, which was recorded as test group A, and another 500 students of the same major and grade were recorded as test group B. And observe the two groups of students after graduation one year of entrepreneurship. The satisfaction of students and teachers with the above teaching mode is investigated and recorded. Firstly, the content and evaluation criteria of the questionnaire are set up, and the results of the questionnaire are recorded and drawn according to the content and results of the questionnaire, so as to facilitate observation and research. The details are as shown in Figure 7:

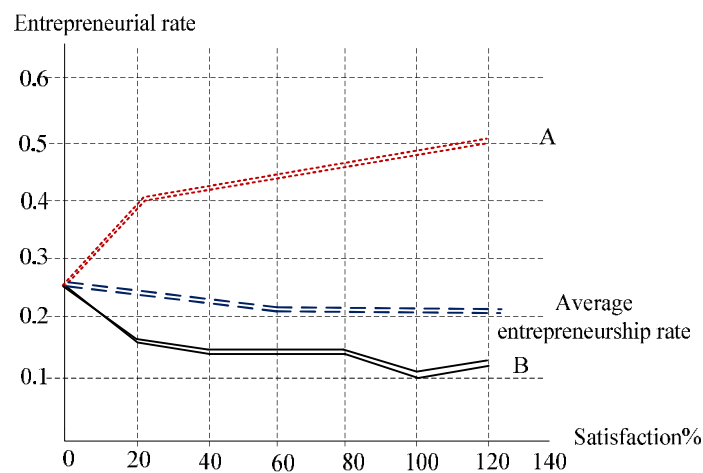


Figure 7. Comparative survey results

Based on the analysis of the above test results, it can be found that the entrepreneurial rate of experimental group A is significantly higher than that of experimental group B, and the two groups of students have significantly higher satisfaction and interest in the deep integration curriculum of innovation and entrepreneurship education and professional education. Compared with the average entrepreneurship rate of students in this major, under the guidance of the in-depth integration of innovation and entrepreneurship education and professional education, the entrepreneurship probability of students is also significantly improved. This proves that in the practical application of the deep integration course of innovation and entrepreneurship education and professional education, the teaching quality is relatively higher and the teaching effect is better.

4. Concluding Remarks

In order to better adapt to the needs of the development of the times, we vigorously cultivate innovative and professional talents and put forward a teaching mode of deep integration of innovation and entrepreneurship education

and professional education. Through the optimization of traditional professional teaching content and methods, combined with the needs of innovation and entrepreneurship teaching, we reform the teaching methods in Colleges and universities. In order to better improve the employment rate and entrepreneurship rate of students, and further promote the development trend of social innovation and entrepreneurship.

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