

Research on the Optimization Path Based on the Cultivation of Innovative and Entrepreneurial Talents in Colleges and Universities

Di Lu, Jie Mei

Hebei Petroleum University of Technology, Chengde, 067000, China

Abstract: *The ultimate purpose of higher education is to cultivate talents for the country, and in the process of my country's development and construction, there is a great demand for talents with innovation and entrepreneurship ability. Therefore, the cultivation of innovation consciousness and ability of college students is an important aspect of education in colleges and universities. As a gathering place for talents, colleges and universities shoulder the important task of cultivating talents in innovation and entrepreneurship education. This paper first analyzes the relevant connotation of innovation and entrepreneurship education, and then expounds the principles that should be followed in the training of innovative and entrepreneurial talents, and finally puts forward some optimization strategies for talent training.*

Keywords: *Colleges and Universities, Entrepreneurial Talent Training, Optimization Path, school-enterprise cooperation*

1. Introduction

Innovation is the driving force for the continuous development of a country, and entrepreneurship is the soul that promotes the development and progress of the times. Colleges and universities should build a training system for innovative and entrepreneurial talents, and then create an atmosphere and environment that promotes the improvement of innovative and entrepreneurial capabilities. Better development in learning to strengthen the effective training of innovative and entrepreneurial talents.

2. Analysis of the connotation related to innovation and entrepreneurship education

Innovation and entrepreneurship education is a new type of teaching concept at this stage. It is not just a simple addition of innovation and entrepreneurship education, but an organic integration of the two, so that it can run through education from beginning to end, so as to achieve quality education. further sublimation. The educational content and goals of innovation and entrepreneurship education are relatively unique. [1]When it is used in the process of cultivating students' innovation and entrepreneurship ability, it pays more attention to the cultivation of practical ability, and emphasizes both knowledge and action and unity. This is also innovation and entrepreneurship education. The most different feature from traditional education is also its core feature.

As an extension of quality education, innovation and entrepreneurship education is characterized by innovation, creation and practice. It is also an inevitable trend and choice under the background of my country's rapid economic development. Its connotation and essence is to cultivate the innovative spirit, entrepreneurial spirit and ability of the educated. The educated of college innovation and entrepreneurship education refers to the current college students, and its connotation is to cultivate the innovative and entrepreneurial spirit and ability of college students. to cultivate. As one of the most innovative and entrepreneurial potential groups, college students are a new force in the field of innovation and entrepreneurship. Innovation and entrepreneurship education in colleges and universities can deepen the teaching reform of higher education, thereby promoting colleges and universities to adapt to economic and social development. In this process, more attention will be paid to the improvement of students' comprehensive quality, and more will be given to the cultivation of students' innovation and entrepreneurship and practical ability. Pay attention to it, and then promote the continuous improvement of the quality of talent training, so as to deliver more talents to the country and society.

Innovation and entrepreneurship education can promote the continuous and comprehensive

development of students. It is a practical activity that combines comprehensive and quality education concepts, and it is aimed at all students rather than just a few students with entrepreneurial potential. Innovation and entrepreneurship education can promote students' further learning and good mastery of professional-related knowledge, and it is also very beneficial to the cultivation of their creative ability, analysis and problem-solving ability. Promote the role of students, and students' employability and ability to adapt to the society can also be effectively cultivated.

3. Relevant principles for cultivating innovative and entrepreneurial talents

3.1. Taking into account both tradition and innovation

The main purpose of traditional education is to strengthen students' learning and mastery of theoretical knowledge, and also pay attention to students' ideological character and physical quality. In general, traditional education has played a certain role in promoting students' all-round development. However, the traditional education is relatively lacking in the cultivation of students' awareness of innovation and entrepreneurship, and the formulation of life goals, resulting in the lack of life goals for college students after graduation, resulting in the emergence of the next stage of confusion. Therefore, in the education of innovation and entrepreneurship, it is necessary to combine the basic situation of students, and cultivate students' innovative and independent ability on the basis of traditional education.

3.2. Taking into account both thinking and practice

When cultivating innovation and entrepreneurship education for college students, in addition to focusing on innovation in thinking, we should also take into account the cultivation of innovation ability, so that college students can make reasonable use of theoretical knowledge to solve practical problems. On the basis of theoretical knowledge, the combination of training students' innovative thinking and innovative ability can strengthen students' awareness and ability in entrepreneurial practice on the one hand, and accumulate experience in entrepreneurial practice on the other hand. Lay a good foundation after graduation.

4. Analysis of the optimization path of talent training based on innovation and entrepreneurship in colleges and universities

4.1. Establishing courses and teaching systems for innovation and entrepreneurship

In addition to being interdisciplinary, innovation and entrepreneurship education has certain applicability and practicality. Based on this, when the innovation and entrepreneurship course is established, it should be upgraded to one of the compulsory courses for all students, and its hours and proportion should be increased. [2]Make full use of the resources, so as to establish a multi-type, multi-level and inter-integrated innovation and entrepreneurship education curriculum system. In addition, activities such as case teaching, subject competitions, and project training for innovation and entrepreneurship can also be carried out. In addition, teachers should continue to think and improve their own teaching in the process of guiding students, aiming at teaching content and methods. and means to innovate and reform. In addition, it is necessary to expand the openness of teaching, so as to guide students to expand their own knowledge, and to cultivate and enhance their ability to flexibly use knowledge to solve practical problems, so that they can become excellent innovative and entrepreneurial talents.

4.2. Sharing of high-quality teachers

The investment and time cost required to train high-quality teachers for innovation and entrepreneurship are high, so the scale and speed of teacher development in innovation and entrepreneurship have been difficult to meet the current growing demand for teachers. The rapid development of the Internet has made some emerging educational forms such as online live teaching gradually accepted by teachers and students. [3]Compared with traditional cramming-style classrooms, online teaching can provide guarantee for two-way communication and instant interaction between teachers and students. Based on this, it is possible to use the Internet to promote the sharing of high-quality teachers in innovation and entrepreneurship, record high-quality classrooms in the form of video, and then create a series of courses for innovation and entrepreneurship education. In this way, all students

can have the opportunity to receive high-quality education under the background of the continuous development and updating of the times, and to understand the latest innovation and entrepreneurship trends. In addition, schools can also apply live teaching and other forms, so as to solve the various problems of innovation and entrepreneurship teachers.

4.3. Enriching the practical forms of innovation and entrepreneurship education

Based on the simplification of innovation and entrepreneurship education in terms of curriculum content and practice methods, colleges and universities should use various means to continuously expand the practice of innovation and entrepreneurship education. In the specific implementation process, colleges and universities can further expand the teaching of simulation software, continuously update simulation cases, or use Summer social practice, etc., actively carry out practical forms such as interviews with entrepreneurial figures, so as to strengthen the role of innovation and entrepreneurship education. In addition, colleges and universities can also coordinate social resources in multiple ways, allowing pioneers of innovation and entrepreneurship to share their entrepreneurial experience on campus, thereby indirectly enhancing the effect of entrepreneurship and innovation education.

4.4. Build an education platform for school-enterprise cooperation

Carrying out contact and cooperative education with enterprises can improve the scientific research level of students in the process of integration of the technology industry, promote their acquisition and accumulation of work experience in the industry, and then cultivate their innovative and entrepreneurial thinking. Colleges and universities should strengthen further cooperation with high-tech enterprises, build bridges between colleges and enterprises on the basis of understanding the actual needs of enterprises, and promote the speed of transformation of scientific and technological innovation achievements into production and application fields. Colleges and universities can allow students to participate in production and R&D projects, and then strengthen the cooperation and exchanges between students and key technical experts, so as to effectively stimulate students' potential for innovation and entrepreneurship, and promote the cultivation of talents in colleges and universities and enterprises in terms of development needs. fusion.

4.5. The goal of talent training is clear, and the teaching resources are deeply explored

Colleges and universities in the process of specific innovation entrepreneurial talent education and training, should first to effective training objectives, based on the combination of multiple levels and considerations, such as school own education positioning, the actual characteristics of students' own factors, and take more effective overall assessment measures, to further establish and improve the talent training goals, and in a scientific way in innovative entrepreneurship education, to promote the actual training level of further promotion. Colleges and universities should be based on horizontal and vertical goals, for horizontal goal setting should be according to the expected direction of future development, further scientific and effective training goals, such as knowledge goals, colleges and universities can increase the management, knowledge knowledge education and indoctrination, to ensure that students on this hand knowledge reserves richness and adequacy, and lay a good foundation for the future entrepreneurship. In view of the establishment of the vertical target system, colleges and universities should pay more attention to the improvement of students' entrepreneurial ability, promote students' in-depth cognition and understanding of entrepreneurial behavior, and then provide a certain degree of guarantee for the comprehensive improvement of their entrepreneurial skills. In addition, colleges and universities need to pay attention to is, in the process of innovative entrepreneurial talent training, cope with their actual development and students' actual situation and their own level, and to establish a reasonable scientific education system, on the one hand to meet the relevant development needs of students, on the other hand, promote the training effect of further effective promotion. In addition, colleges and universities can also carry out the content innovation of innovation and entrepreneurship textbooks, and make them more personalized to meet the specific learning needs of students in this aspect, while college teachers should explore and adopt diversified teaching modes, and take students as the main body of the classroom in the actual innovation and entrepreneurship teaching. In addition, colleges and universities should further explore and develop excellent teaching materials, promote the further and effective integration of them and innovation and entrepreneurship education with scientific and effective methods, and promote the comprehensive improvement of college students' innovation and entrepreneurship ability based on their in-depth research and adoption. In addition, when carrying out the actual innovation and entrepreneurship teaching, colleges and universities can combine the local

actual development situation, and carry out the depth excavation of social resources to promote the further deepening of teaching.

4.6. Take incentive measures for teachers and students to establish and improve the relevant assessment and evaluation system

On the one hand, taking relevant incentive measures can effectively stimulate the enthusiasm and enthusiasm of college teachers and students, and on the other hand, it can promote the further development of relevant innovation and entrepreneurship education. Colleges and universities should encourage teachers to actively participate in education-related practice. In the link of professional title evaluation and excellent evaluation, teachers' innovation and entrepreneurship experience and actual educational achievements can be taken as one of the very important reference factors, so as to realize the effective combination and further transformation of industry, university, research and application. According to the reward system for students, universities can formulate a credit replacement system for innovation and entrepreneurship experience, or reward innovation and entrepreneurship achievements based on the set standards. In addition, they can develop laboratory and other resources or support entrepreneurial resources to excellent students with innovation and entrepreneurship potential. Only by formulating incentives for innovation and entrepreneurship that match the needs of teachers and students, can colleges and universities effectively stimulate their enthusiasm and enthusiasm for participating in innovation and entrepreneurship, and then promote the further development of innovation and entrepreneurship education in colleges and universities.

In the era of big data, colleges and universities should not only effectively integrate various data resources to enhance the richness of innovation and entrepreneurship teaching content, and then provide further help for students' innovation and entrepreneurship learning, but also pay attention to the establishment and improvement of innovation assessment mechanism and then deepen the further reform of education. The assessment and evaluation system of innovation and entrepreneurship education in colleges and universities should include both the assessment of students and education. When conducting the establishment of the assessment and evaluation system of innovation and entrepreneurship education, colleges and universities should enhance the diversification of the evaluation subjects to promote the scientific assessment and evaluation. On the basis of ensuring the diversity of evaluation subjects, colleges and universities can integrate the richer and more diversified guiding evaluation modes. Timeliness and continuity are also the characteristics of the evaluation system. Therefore, colleges and universities can establish students' personal files, track their innovation and entrepreneurship achievements, and collect their suggestions and feedback to promote the improvement and optimization of innovation and entrepreneurship education

5. Conclusion

In general, innovation and entrepreneurship education is a key link and content in the reform and development process of colleges and universities, and it is also one of the effective forms for colleges and universities to reform and innovate the talent training system. In order to promote a better and more organic integration of students and society, colleges and universities should innovate the mode and content of innovative education, so that students can promote their own understanding of innovation and entrepreneurship under a new system. The form of education is enriched, coupled with the sharing of high-quality teachers, and the school can also carry out close connection and cooperation with enterprises to further cultivate students' innovation and entrepreneurship ability.

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