

Research on the Optimization of Innovation and Entrepreneurship Education in Higher Vocational Colleges Under the Background of "Double High Plan"

-- A Case Study of Wenzhou Polytechnic

Jiajia Cao

Wenzhou Polytechnic, Wenzhou, China

Abstract

To do a good job in college students' innovation and entrepreneurship is an important measure to serve the national strategic deployment of "mass entrepreneurship and innovation" and an important breakthrough to further improve the quality of innovation and entrepreneurship talent training. This paper takes the innovation and entrepreneurship education of Wenzhou Polytechnic as an example to analyze the deficiencies under the background of "Double High Plan" and optimize the countermeasures in the curriculum system, teaching staff, incubation base and policy environment, so as to cultivate high-quality technical and skilled talents and serve the economic and social development of Wenzhou.

Keywords

College students; Innovation and entrepreneurship education; Wenzhou Polytechnic.

1. Introduction

"Double High Plan" is the construction plan of high-level vocational schools and majors with Chinese characteristics. Higher vocational colleges are the cradle of training high quality technical talents for local economic development. Innovation is the soul of social progress, the inexhaustible driving force for national prosperity, and the key to unlocking the fundamental lock of growth. Entrepreneurship is an important way to promote economic and social development and improve people's livelihood. The CPC Central Committee and The State Council attach great importance to innovation and entrepreneurship, especially to innovation and entrepreneurship education for college students. As an important aspect of the "Double High Plan", innovation and entrepreneurship education is a major measure to comprehensively deepen the reform of talent training mechanism and realize innovation-driven development.

2. Research Background and Significance

Chinese young students are full of imagination and creativity, and are the good seedlings of innovation and entrepreneurship. Higher vocational colleges actively carry out innovation and entrepreneurship education for college students, cultivate their innovative thinking and entrepreneurial ability, promote the incubation of entrepreneurial projects for college students, and realize their entrepreneurial dreams. It aims to adhere to China's education strategy of "innovation-driven development" and talent training oriented by innovation and entrepreneurship, so as to better promote the innovation and development of the whole society. Chen Baosheng, minister of Education, proposed that "innovation and entrepreneurship education should be integrated into the whole process of talent training to effectively enhance students' innovative spirit, entrepreneurial consciousness and innovation and

entrepreneurship ability". "Innovation and entrepreneurship education should be strengthened, and colleges and universities should improve the innovation and entrepreneurship curriculum system, so that students can show their talents and serve the society in innovation and entrepreneurship"[1].

In Zhejiang, innovation and entrepreneurship has become the basic quality and behavior consciousness of college students. They have integrated innovation and entrepreneurship into the strategy of industrial development, rural revitalization and higher education to build an "important window" of their youth. Wenzhou is one of the four major metropolitan areas in Zhejiang Province, is the capital of entrepreneurship, is the front position of China's private economy and reform and opening up, Wenzhou people hard working in business, "dare to be the first" innovation and entrepreneurship spirit well-known at home and abroad. In recent years, Wenzhou has also created a special festival for wenzhou talents, aiming to promote the gathering of talents, technology and innovative development in Wenzhou. Wenzhou colleges and universities have the advantages of talents and technology and other innovation factors gathering, and have the conditions to serve local innovation and development. Wenzhou colleges and universities uphold the local base, gather their own development advantages, enhance the ability to serve local industrial transformation and upgrading, create a good innovation and entrepreneurship environment, and encourage college students to stay and return to entrepreneurship and employment.

3. The Status Quo and Deficiency of Innovation and Entrepreneurship Education in Higher Vocational Colleges

At present, with the strong support of the state and the government, China's higher vocational colleges continue to explore and learn, integrate innovation and entrepreneurship into the school's central work, set up courses related to innovation and entrepreneurship, set up innovation and entrepreneurship colleges, etc. The innovation and entrepreneurship education of college students has developed significantly, the system is gradually improved, and a large number of talents stand out.

Wenzhou Polytechnic is a comprehensive vocational college approved by the Ministry of Education and established in 1999. It is now the only high-level vocational college with Chinese characteristics in south Zhejiang and north Fujian, a national demonstration vocational college, a key construction vocational college in Zhejiang Province, and one of the top ten innovative vocational colleges in China. The college insists on "cultivating today's students with the technology of tomorrow, serving the future and occupying the new highland of cultivating talents with technology application". Based in Wenzhou, the college has carried out innovation and entrepreneurship education for more than ten years. By combining entrepreneurship education with the characteristics of the college, it has formed a distinctive innovation and entrepreneurship talent training mode, known as "Wenzhou Mode" of higher Vocational entrepreneurship education, which enables more students to dare to start their own businesses, to be willing to start their own businesses and to be able to start their own businesses.

Wenzhou Polytechnic e-commerce Incubator park is the practice base of college students' entrepreneurship, is the incubator of college students to establish enterprises. The college has always attached great importance to strengthening students' entrepreneurship education, and has given maximum help to students in terms of courses, policies, personnel and funds. The e-commerce Incubator park has been rated as wenzhou excellent college students entrepreneurship incubator base for many times. The company leaders in the park have won many good honors in provincial and national competitions, and a number of innovative and entrepreneurial talents have emerged, which really play the role of incubation enterprises.

However, the college also has some shortcomings in carrying out innovation and entrepreneurship education:

(1) The innovation and entrepreneurship curriculum system is incomplete

Innovation and entrepreneurship education is a gradual process. Compared with European and American countries, Although China's higher education has some advantages in the coverage and solid degree of basic knowledge and theory, it is still short in the cultivation of students' entrepreneurial consciousness, innovation and entrepreneurship ability. At present, some universities offer very few entrepreneurship courses, and the teaching can only be supplemented by entrepreneurship lectures and sharing[2]. The innovation and entrepreneurship education of the college has not yet developed a complete system, and the course content is limited and lacks integrity. Some textbooks are only a compilation of entrepreneurial cases, with a single teaching form and insufficient theoretical analysis. The curriculum setting is mostly formalistic, and the cultivation goal is not clear. Most of the entrepreneurship courses are optional courses in students' spare time, without integrating professional education knowledge to cultivate students' comprehensive entrepreneurial quality, lack of practical activities resources, and lack of professional guidance for entrepreneurship projects. College of "2+1" training mode innovative undertaking is also only to have a business plan, entrepreneurial action and entrepreneurial projects of students, this is given priority to with entrepreneurship practice teaching model of "teacher+project+team" is popular with the students, but similar to the pioneering culture, business ethics, psychology and so on entrepreneurship quality content is relatively weak, still need to further optimize the curriculum[3]. As a result, innovation and entrepreneurship education in higher vocational colleges is difficult to cultivate high-quality entrepreneurial talents for schools.

(2) The innovation and entrepreneurship teachers are unprofessional

In recent years, the College has actively organized students to participate in "Internet+", "Challenge Cup", "Create youth" and other college students' innovation and entrepreneurship competitions. However, teachers and students need to further deepen their understanding of innovation and entrepreneurship. Some college students participate in innovation and entrepreneurship projects in order to obtain entrepreneurship course credits required by the college. Students lack experience in start-up enterprises, weak resource network, shortage of funds, poor team cooperation, and low proportion of participation in mentor entrepreneurship projects. Therefore, it is necessary to give college students concept guidance, entrepreneurship guidance and resource guidance[4]. On the other hand, teachers have been in the front line of teaching for a long time and lack research and experience in innovation and entrepreneurship competitions, so they cannot professionally guide students' entrepreneurship projects. Data show that for the most part in the higher vocational college teachers are under the age of 40 young teachers, their working enthusiasm, the thought liberation, receptive to new things, but the school is specialized in the field of entrepreneurship education teachers is less, the partial theory model of entrepreneurial knowledge can't satisfy the needs of students entrepreneurship practice, the lack of teachers' practice quality directly affects the innovation effect of entrepreneurship education. Under the current evaluation mechanism of college teachers, there is no motivation to guide entrepreneurship education, resulting in low effectiveness of innovation and entrepreneurship education.

The innovation and entrepreneurship resources are insufficient

The government and colleges have not paid enough attention to entrepreneurship education, and the investment and resources in places, funds, equipment and other aspects are also insufficient. The space of the college's business incubator base and business park is very limited, and the teaching equipment and scientific research experimental facilities for entrepreneurship education are poor. Most of the student start-up teams can only live in the same office area, and

there are still teams that do not have the opportunity to settle in the site or the site infrastructure cannot meet the needs of the teams for entrepreneurial practice. Capital is the biggest problem faced by college students in the process of entrepreneurship. There are few funding channels for entrepreneurship support and limited seed fund support. The utilization degree of government, enterprises and social resources mobilized by the college is not high, the integration degree of resources inside and outside the school is not enough, and the communication between the cross-park is insufficient, which has no effect on the growth of student enterprises and the education of the base. Therefore, it is necessary to realize more scientific and reasonable standards for the construction of entrepreneurial parks and establish entrepreneurial ecosphere in colleges and universities that meet the needs of entrepreneurship.

(4) The innovation and entrepreneurship policy environment is poor

The development of entrepreneurship education cannot be separated from the support of universities, government and society. In recent years, the Chinese government has also issued some policies to encourage universities to carry out innovation and entrepreneurship education, such as entrepreneurship training for teachers, training and guidance for college students, and building platforms. However, due to some problems such as poor policy cohesion, unsystematic start-up support system, insufficient government financial investment, high start-up guarantee loan requirements and many procedures, and insufficient start-up subsidies, they still cannot meet the entrepreneurial needs of college students. In general, college students lack experience in entrepreneurship, most of them do not understand entrepreneurship support policies, and their ability to analyze and grasp the market is weak. They mainly rely on their parents for start-up capital, which objectively leads to a low success rate of entrepreneurship among students. On the other hand, many parents cannot accept their children's entrepreneurial behavior in the traditional concept, and students' enthusiasm for participating in entrepreneurship is greatly frustrated, which is not conducive to the formation of China's entrepreneurial environment and the development of entrepreneurship education.

4. Study on Countermeasures Optimization of Innovation and Entrepreneurship Education in Higher Vocational Colleges

(1) Improving the curriculum system for innovation and entrepreneurship education

Under the background of "Double High Plan", higher vocational colleges shoulder the important mission of cultivating high-quality talents, and the quality of innovation and entrepreneurship courses is related to the cultivation of innovative talents. The purpose of setting up the college of innovation and entrepreneurship is to promote the reform of the governance structure and organizational structure of colleges and universities, and further improve the modernization of governance capacity guided by capacity cultivation and personnel training. The state has issued policies to encourage and strengthen the construction of entrepreneurship colleges in colleges and universities. Different types of innovation and entrepreneurship education reform pilot programs, such as "2+1", "3+1" and "4+2", have been implemented to operationalize entrepreneurship colleges. The college establishes the entrepreneurship school, deepens the "2+1" entrepreneurship experimental class of new technology application, and implements personalized entrepreneurship courses and entrepreneurship practice. Set up "enterprise successor" training class, tailored enterprise management, financial planning, business negotiation, humanities and other professional courses and quality courses, to cultivate the worthy "creation of the second generation"; We should integrate "innovation, creation and entrepreneurship" into the professional construction, and create a curriculum system that is connected with majors, jobs and society. We should design curriculum content with professional consciousness, frontier consciousness and market consciousness, and lead the reform of professional education with innovation and entrepreneurship education. Excellent

teachers were organized to compile teaching materials for innovation and entrepreneurship, and a joint entrepreneurship mechanism between students and teachers was established. In addition, pay attention to the organic combination of theory and practice, cultivate students' entrepreneurial motivation, solve problems through learning, improve the ability to solve practical problems through research. We should establish a correct education orientation, integrate innovation and entrepreneurship education into the whole process of talent training, and cultivate young models of innovation and entrepreneurship who can both "sink down" and "stand up", who are both "bookish" and "earthy", who can focus on "the big picture" and "cultivate one's morality in a small way".

(2) Improving the educational effect of innovation and entrepreneurship competitions

The college adheres to the principle of innovation leading entrepreneurship, entrepreneurship promoting innovation, and the integration of innovation and innovation. Competition promotes innovation and expands its influence. The youth power of innovation and entrepreneurship is constantly strengthened, and the education effect of innovation and entrepreneurship competition is constantly improved. At the same time, the college takes the competition as an important starting point to deepen the reform of innovation and entrepreneurship education, promotes teaching through the competition, and actively explores new ways of quality education. Actively organize students to participate in various innovation and entrepreneurship competitions at all levels, implement the training mode of "teachers research students follow, teachers guide students to create, teachers and students to create", and give play to the initiative of teachers and students; Experts and entrepreneurs from both inside and outside the school are invited to guide outstanding projects and recommend outstanding projects to the provincial and national competitions. Innovation entrepreneurship competition is an important breakthrough, the opening of universities to promote college take this opportunity to and the integration of local industry economic development, strengthen the teachers and students in colleges and universities and industries, local governments, research institutions, such as the exchanges and cooperation, the quality of entrepreneurial projects, talent and capital absorbed in serving innovative entrepreneurial talent training in colleges and universities. In recent years, more and more undergraduate entrepreneurship and innovation projects with strong professional attributes, new disciplines and high science and technology content have emerged in China. Therefore, the college should actively integrate disciplinary resources, alumni resources, social resources, international resources, etc., to establish a team of outstanding talents with international vision, profound entrepreneurial theoretical foundation and rich entrepreneurial practice experience, including professional teachers on campus and entrepreneurs off campus. Provide diversified training for teachers, organize visits to colleges and universities with excellent innovation and entrepreneurship education model to learn and exchange advanced experience and broaden horizons; participate in foreign innovation and entrepreneurship education activities to improve the level of internationalization; excellent teachers are selected to study R&D and management at the production line of enterprises to make up for their own shortcomings.

(3) Strengthening the incubation function of innovation and entrepreneurship bases

The implementation of the "Double High Plan" will stimulate the local financial investment in higher vocational education and the support of the industry and enterprises, and the support of funds is an important guarantee for project construction[5]. The College will coordinate its major strategic layout with the development of local industries, and accelerate the construction of a high-quality collaborative innovation education platform and an incubator for innovation and entrepreneurship. The college promotes the construction of entrepreneurship and innovation bases in a project-based manner, sets up innovative and entrepreneurial projects for the application of new technologies, and incubates entrepreneurial enterprises with growth potential. We will actively build a platform for innovation and entrepreneurship, create a space

for mass entrepreneurship, and build an education system for innovation and entrepreneurship in the whole chain from consciousness stimulation, skill training, project optimization and financing to incubation and landing by relying on the alumni enterprise economic park. Through the base of the practice of open platform and the involvement of social forces, lets the student in the enterprise product development, sales, management, and other links, to guide students to find and solve problems, to let the students entrepreneurial enthusiasm and knowledge into action, through the platform to promote good works, achievement good business opportunities, improve creativity and entrepreneurial skills[6]. The mode of "innovation project+innovation team+innovation practice base" has been formed through collaborative education mechanisms such as industry-education integration and school-enterprise cooperation. Business policy consultation, business process guidance, project evaluation and supervision and other services should be normalized, and business teams incubated out of the park should be recommended to continue to grow into social science parks. We will focus on the connotation construction of innovation and entrepreneurship clusters, innovation and entrepreneurship studios, and "training, research and innovation" incubation bases. We will focus on the creation of maker workshops and entrepreneurship nursery, and expand the exhibition area of innovation and entrepreneurship achievements.

Improving the policy and institutional environment for innovation and entrepreneurship
The college uses the wechat official account of "Wenzhi Maker Club" to disseminate entrepreneurship policies, entrepreneurship stories and cutting-edge information in a timely and rapid manner, and to create a good cultural atmosphere for innovation and entrepreneurship on campus. The college has incorporated innovation and entrepreneurship education into the talent training program, issued the implementation opinions on further strengthening the innovation and entrepreneurship work of college students, the talent training program for the "2+1" innovation experimental class of new technology application, and the implementation measures for college students' entrepreneurship scholarship, and other innovation and entrepreneurship work mechanisms, detailing the regulations on the management of student entrepreneurship. Implement credit transfer mechanism, flexible schooling system, retention of school status, suspension of schooling and entrepreneurship. Adopt loose student status management policy, implement business plan to replace graduation design, business project practice to replace professional practice; Business consulting institution, to carry out the business subsidies, bonuses, scholarships and other incentive policy, to provide business consulting, project specialized "one-stop" services such as guidance, enterprise incubation, and regional industrial and commercial bureau, help business team to handle the industrial and commercial business license, let the students get a sense of innovative entrepreneurial environment on campus. Set up venture funds, introduce enterprises and industries outside the school to increase venture capital support. The government should formulate a series of policies to guarantee the innovation and entrepreneurship of college students, reduce the risk of college students' entrepreneurship, increase the educational budget, such as giving preferential treatment to enterprises when they pay taxes, and encourage enterprises to participate in the innovation and entrepreneurship of college students, forming a virtuous cycle[7].

General Secretary Xi Jinping has pointed out that "having a large number of innovative young talents is the source of national innovation vitality and also the source of hope for scientific and technological development"[8]. College students is a national valuable human resources, China's higher vocational colleges should seize the combination program is a good time to actively guide the perfect family, government and social force for innovation entrepreneurship resource optimization configuration system, actively promote the formation of the participation, family support, the government's policy to encourage creative, social fund

technology entrepreneurship ecosystem, It provides strong supporting force for college students' innovation and entrepreneurship practice.

Acknowledgments

Wenzhou Polytechnic 2021-2022 Academic Year Teaching Construction and Teaching Reform Research Project (Project No.: WZYYB202206).

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