

# Research and Practice of Innovation and Entrepreneurship Education System

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## Abstract

The article analyzes the problems in innovation and entrepreneurship education in vocational colleges, proposes the construction of a "three level and two combination" innovation and entrepreneurship education curriculum system, the establishment of a "three standardization" management model for college student entrepreneurship parks, and the implementation of the cultivation project for college student innovation and entrepreneurship competitions.

## Keywords

Three Levels and Two Combinations, Innovation and Entrepreneurship, Education System.

## 1. Introduction

Improving the enthusiasm for innovation and entrepreneurship among college students and enhancing their abilities in this area is an important step in promoting comprehensive reform in higher education and fostering high-quality employment for vocational college students. Vocational colleges need to provide platforms for students and implement various effective measures to create a favorable environment for innovation and entrepreneurship education, foster a culture of innovation and entrepreneurship on campus, establish an educational system that covers all students with different levels and is well-rounded, strengthen practical education, explore a model of innovation and entrepreneurship education that is comprehensive in terms of duration, personalized in guidance, diverse in promotion, institutionalized in management, project-based in practice, and continuous in incubation, in order to enhance students' entrepreneurial abilities.

## 2. Issues in Innovation and Entrepreneurship Education in Higher Vocational Colleges

There are many problems in innovation and entrepreneurship education, mainly summarized as follows: (1) Some schools have outdated educational concepts, which are disconnected from talent cultivation and professional education. Teachers lack awareness and abilities to carry out innovation and entrepreneurship education. The construction of practical platforms cannot meet the needs of students in innovation and entrepreneurship. Students lack guidance and assistance in innovation and entrepreneurship, and the innovation and entrepreneurship education system is not sound. (2) Due to changes in enrollment policies, students in higher vocational colleges exhibit diversity. Most students have lower scores in the college entrance examination, with weaker academic foundations, and there are significant differences between different categories of students, which brings certain difficulties to the construction of a universal training model. (3) There is a lack of effective integration of elements such as innovation and entrepreneurship education environment and carriers, faculty, and management systems, which cannot generate synergy. (4) Student entrepreneurship lacks guidance from both inside and outside the school, lacks financial support, and faces issues in

entrepreneurship financing. (5) There is a severe lack of external resources available for college students' entrepreneurship.

### **3. To Build A "Three-Level and Two-Combined" Innovation and Entrepreneurship Education System**

The "three levels" refers to dividing the cultivation of innovation and entrepreneurship abilities into guidance, foundation, and advanced levels, providing added value for different students. The "two combinations" refers to integrating in-class and extracurricular innovation and entrepreneurship training activities at each level to address the implementation issues at each level. By combining mentorship programs and innovation studios, the resources required for implementing innovation and entrepreneurship education, such as teacher training and environmental development, can be addressed.

#### **3.1. To build a curriculum system that integrates majors with innovation and entrepreneurship education**

For all students, courses such as "Entrepreneurship DIY" will be included in the general compulsory courses of each major, and through the study of general compulsory courses, students' innovation and entrepreneurship awareness will be cultivated; Through professional semester projects, mentor projects, professional group innovation and entrepreneurship courses, and other vocational and technical ability courses, we guide students to combine innovation activities with their majors, improve their professional innovation abilities, and provide introductory guidance for students to cultivate innovation and entrepreneurship abilities. Students interested in innovation can lay the foundation for their innovative abilities through extracurricular innovation education activities such as college student innovation clubs and innovation studio projects; Students who are interested in entrepreneurship can enhance their entrepreneurial abilities through simulation training, entrepreneurship forums, entrepreneurship salons, and entrepreneurship clubs. For students with strong innovation potential, a separate "special class" will be established to develop training plans and teaching models specifically for students. Through professional skills competitions at or above the provincial level, and the "Challenge Cup" for college students, students' innovation ability will be improved; For students with strong entrepreneurial awareness, through incubation of entrepreneurial projects and participation in municipal and above entrepreneurial competitions, more challenging training opportunities are provided to maximize students' entrepreneurial abilities. The specific curriculum system for innovation and entrepreneurship education is shown in the Table 1 below.

#### **3.2. To implement the "mentor system" to improve educational effectiveness**

Mentor guides' learning '. Each student's supervisor will develop an innovation and entrepreneurship guidance plan for them upon entering the school. Mentor guides' doing '. Through innovation and entrepreneurship design competitions, semester projects, etc., guide students to actively participate in innovation and entrepreneurship activities, effectively stimulate students' interest in learning professional knowledge and skills, and enhance their awareness and ability of innovation and entrepreneurship. Mentor guides' creation '. The mentor aims to incubate innovative projects into entrepreneurial projects based on students' creative ideas, invention patents, and other innovative achievements, utilizing the College Student Entrepreneurship Incubation Base and the College Entrepreneurship Fund.

**Table 1.** Curriculum system for innovation and entrepreneurship education

Level	Curriculum	Course category	Course	Teaching object	Teaching time	Teaching methods
Guide Layer	Compulsory	General	Fundamentals of Entrepreneurship for College Students	Freshman	In class	Offline
			Innovative thinking and methods		Combination of in-class and extracurricular activities	Combination of online and offline
			Entrepreneurship DIY	Sophomore	In class	Online
			Professional Semester Project		Combination of in-class and extracurricular activities	Offline
			Professional Mentor Project	Freshman、Sophomore		Offline
		Professional	Professional group innovation and entrepreneurship courses	Sophomore	Combination of in-class and extracurricular activities	Combination of online and offline
			Marketing management		In class	Offline
			Enterprise management		In class	Offline
			Financial management		In class	Offline
			Entrepreneurship Law and Business Taxation		Combination of in-class and extracurricular activities	Combination of online and offline
Base layer	Elective	General	College Student Entrepreneurship Simulation Training	Freshman、Sophomore	Combination of in-class and extracurricular activities	Combination of online and offline
			Entrepreneurship Practice		Combination of in-class and extracurricular activities	Combination of online and offline
			Entrepreneurship Forum, Salon		Extracurricular	Combination of online and offline
			Innovation and Entrepreneurship Project for College Students		Extracurricular	Offline
			Innovation Studio Project	Freshman、Sophomore	Extracurricular	Offline
	Compulsory	Professional	Provincial College Student Innovation and Entrepreneurship Project		Extracurricular	Offline
			College Student Innovation and Entrepreneurship Competition		Extracurricular	Offline
			College Student Challenge Cup Competition	All	Extracurricular	Offline
			College Student Science and Technology Competition		Extracurricular	Offline
			College Student Entrepreneurship Practice		Extracurricular	Offline
Raise the layer	Elective	Practice	Incubation of entrepreneurial projects		Extracurricular	Offline

### 3.3. To build a "Three Modernizations" Management Model for Entrepreneurship Parks

To build a professional management team. To improve the management team of the entrepreneurship park, to establish a college student entrepreneurship park management office, to establish a professional full-time and part-time management team dispatched by local governments, cooperative enterprises, and multiple parties on campus, to establish a tripartite management mechanism between the school, local enterprises, and to ensure the standardized and normal operation of the enterprises and teams stationed in the entrepreneurship park.

To improve the institutionalized management of the business park. To formulate the "College Opinions on Guiding and Encouraging College Students to Start a Business", the "Support Measures for the Team Settled in the Entrepreneurial Park", the "Measures for Introducing and Incubating Innovative Enterprises in the Entrepreneurial Park", and the "Opinions on Jointly Building the Entrepreneurial Park by the University and the Local Government" to promote and

encourage college students to start a business, achieve the transformation of results, ensure the orderly development of the work of the Entrepreneurial Park, clarify responsibilities, rights and interests, and fully leverage the incentive mechanism, so that the operation of the entrepreneurial park for college students will be standardized and institutionalized.

To build a digital management model for entrepreneurship parks. Relying on the construction of smart campuses, establish digital management models such as identity authentication, sharing platforms, and security protection within the entrepreneurship park, optimize the innovation and entrepreneurship work environment, and improve the daily management efficiency of the entrepreneurship park.

### **3.4. To establish a "Micro" Ecological Circle for Campus Youth Entrepreneurship**

To establish an online platform for innovation and entrepreneurship education and incubation for college students, based on existing university student innovation spaces, entrepreneurship parks, student workshops, and other physical foundations. Relying on the university student new media center, establish online education and training platforms, policy assistance platforms, project promotion platforms, and cooperation and integration platforms through specialized websites, and build a closed-loop innovation and entrepreneurship education and incubation system, forming an online collection of innovation and entrepreneurship training, publicity A "micro" ecosystem that integrates incubation, training, cooperation, and promotion, establishing a soft environment that encourages innovation and entrepreneurship among college students.

Online innovation and entrepreneurship education platform. Establish and improve online innovation and entrepreneurship education courses, produce innovation and entrepreneurship education video courses, and publish them online; Establish a specialized database of online innovation and entrepreneurship specialized knowledge, intellectual property and patent application knowledge, as well as entrepreneurial legal copy materials; Establish an online innovation and entrepreneurship mentor team resource library; Conduct online innovation and entrepreneurship training, and complete online teaching through a credit system. Innovation and entrepreneurship policy assistance platform. Establish an online "simulation startup company application process" system to help guide students with entrepreneurial intentions to familiarize themselves with company application, registration, and operation related businesses online. Establish an online policy assistance and question answering service system for "Xiaoneng Online", open innovation and entrepreneurship WeChat service accounts, telephone hotlines, and provide online business consulting services.

Innovation project promotion and promotion platform. Regularly publish student innovation and entrepreneurship project achievements and work displays on specialized websites, and carry out special promotion and publicity for innovation and entrepreneurship teams, typical figures of innovation and entrepreneurship, innovation achievements, entrepreneurship projects, innovation and entrepreneurship competitions, innovation and entrepreneurship mentors, and startup companies. Establish a WeChat official account dedicated to innovation and entrepreneurship of students, regularly release innovation and entrepreneurship information and information, and synchronously update the operation of the College Students' Pioneer Park.

Entrepreneurship cooperation incubation integration platform. Using local government supported projects and enterprise cooperation projects as bridges, establish online mechanisms for communication, discussion, exchange, and cooperation, establish a tripartite online communication platform between schools, local enterprises, and promote the integration of entrepreneurship cooperation through online video conferences, achievement

exhibitions, exchange salons, and other forms, and build an online bridge for innovation and entrepreneurship among college students.

### **3.5. To implement the Cultivation Project of College Student Innovation and Entrepreneurship Competition**

To cultivate innovative student clubs. Strengthen the construction of student associations for scientific and technological innovation. Establish technology innovation clubs in the direction of intelligent manufacturing, form clusters with cluster advantages, gather students interested in technology innovation, form technology innovation groups under the guidance of professional mentors, formulate the "Regulations on the Management of College Student Innovation Clubs", establish long-term mechanisms supported by venues, funds, and policies, accumulate scientific and technological innovation achievements, and enhance the enthusiasm of students and teachers for innovation, Organize student clubs to participate in competitions at or above the provincial level.

Regularly carry out campus innovation and entrepreneurship competitions. Organize and carry out campus innovation and entrepreneurship competitions such as the College Student Innovation and Entrepreneurship Competition, the "Challenge Cup" competition, the selection of college student innovation and entrepreneurship projects, and the College Student Practical Innovation Training Competition. Conduct annual campus selection and team building, and specifically establish and focus on creating excellent entries. Each year, establish a batch of innovation and entrepreneurship teams, connect with higher-level competitions, and re cultivate and comprehensively upgrade innovation and entrepreneurship projects. Establish a student innovation and entrepreneurship team with guidance from high-level talents both inside and outside the school, patent achievements, innovation and entrepreneurship practices, and experience in provincial-level or above competitions. Organize students to participate in provincial and above "Internet plus" innovation and entrepreneurship competition, "Challenge Cup" and other competitions.

## **4. Conclusion**

Vocational colleges should establish and improve an education system that combines in class education with extracurricular education, online education with offline education, and innovation and entrepreneurship education with professional education, so as to significantly enhance students' entrepreneurial ability and increase the number of entrepreneurial students.

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