

# *The Education Concept and Practice Innovation Based on “Three Creativity” Education*

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**Abstract**—Three Creativity refers to the Originality, innovation and entrepreneurship were integrated with each other harmoniously, and take originality as the soul, innovation as the core, and entrepreneurship as the goal, to build the talents training system of innovation and entrepreneurship. Pointed out that lack of important understanding and goal oriented in the university talents training, and the talent training mode is not perfect and so on, through mining of the three creativity educational connotation. Finally, the comprehensive education and teaching reforms were put forward from the training mechanism, curriculum reform, platform construction, and service-guidance and so on.

**Keywords**—three creative education; talents training; comprehensive reforms; platform construction

## I. INTRODUCTION

Innovation and entrepreneurship education in Colleges and universities is a new concept of education which fully reflects the characteristics of the times. It has a strategic position and important role and has been widely recognized and accepted [1].

2015 National People's Congress, Premier Li Keqiang in the government work report will be public entrepreneurship, Peoples Innovation as China's economic growth, "twin engines" one. March 11, 2015, the State Council issued "on the development of public space to promote public innovation and entrepreneurship guidance," which clearly proposes to encourage scientific and technological personnel and students entrepreneurship, and even allow students to leave school business. At present, innovation and entrepreneurship education has become one of the engines of economic growth, as an important tool to promote the comprehensive reform of higher education in the university to carry out innovation and entrepreneurship education, to promote the healthy development of higher education, economic progress and social employment has great reality significance [2].

## II. THE CONNOTATION OF "THREE CREATIVE" EDUCATION IN UNIVERSITIES

"Three creative" education is to take full advantage of the creative potential of students, tap the potential of students to innovate, to improve students' entrepreneurial ability, to cultivate first-class entrepreneurs theoretical innovation education reform, "Three invasive" education is to help students do a good job pre-theoretical and practical preparation, establish the concept of entrepreneurship, entrepreneurship and entrepreneurship education.

Creativity, innovation education and entrepreneurship education promote each other and can not be separated, creative education is the soul and guidance of innovative education, entrepreneurship education is the source of innovation education and practical demonstration [3]. In the process of innovation and entrepreneurship will produce new ideas. However, the task of entrepreneurship education is to help students master and develop the skills and abilities of understanding practice and participating in practice, and the basic task of innovative education is to train student's innovate concept and skills training.

University as an important cradle to nurture social excellence; the first, three creative educations should be widely carried out in universities. The author believes that the university should focus on the following two aspects: First, the nature of university education is not only to solve the problem of employment, it's more important goal is to cultivate students' awareness of innovation and practical ability to shape students to become innovative of the integrated personnel. Second, university innovation, entrepreneurship education not only refers to the scope of the undergraduate, masters and doctoral students, but also has graduated a few years, aiming at Entrepreneurship College students [4].

### III. HOW TO CARRY OUT THE COMPREHENSIVE REFORM OF EDUCATION AND TEACHING WITH THE CONCEPT OF "THREE CREATIVE" EDUCATION

#### A. *Constructing the Educational System of Innovation and Entrepreneurship with the Concept of "Three Creative" education*

First, the university should gradually form a three creative educational system with its own subject characteristics. First, strive to build a general education-based training model and to use the comprehensive advantages of disciplines to cultivate undergraduates who are solid and knowledgeable, so that they can acquire the ability of sustainable development and profound knowledge, to become multi-disciplinary knowledge background and multi-angle thinking mode. Creative, innovative talents; Second, make Great Efforts to Construct a Teaching Model Characterized by Inquiry and encourage students to enter the research group and studio of teachers to promote the interaction between teaching and research, the interaction between teachers and students by using the school scientific research platform. Third, efforts to build a capacity-oriented practice model, to use of school integrated complementary disciplinary environment, the research atmosphere of a strong innovation environment, standardized and open teaching system environment, focusing on strengthening students' learning ability, research ability, practical ability, collaboration ability; Fourthly, set up a trinity curriculum structure model of required course, elective course and activity class to achieve a comprehensive update of teaching contents. The second, Combining of professional disciplines and basic disciplines, for all subject areas form a training radiation model. Specially employ authority of the related areas teaching and teaching experience to the student of Entrepreneurial elite class, special training camp. Finally, combined to construct a ecological network model of "university - government - enterprise" forming the industry-university-research cooperation alliance.

#### B. *Optimize the talent training program, to leave space for college students' innovation and development*

In order to advocate students' self-design, encourage students to learn independently, innovate and develop, schools should continuous deepen the reform of credit system, improve the elective system and expand the proportion of elective courses; implementing "innovation and entrepreneurship" credit system, give credit to the students with certain intellectual achievements or other outstanding achievements obtained by the examination and approval. Implement flexible educational system, allowing students to graduate earlier who have completed the required credits, and allow students to extend their academic leave to business; Implement credit system at home and abroad, provide a broad platform for students to broaden their view and enrich their experience. Organize relevant experts to write innovation and entrepreneurship teaching materials, set up a series of innovation and entrepreneurship main courses and incorporate it into the curriculum system of general education; Widely used

case analysis, simulation, interactive discussion, brain storm and other close to the actual teaching mode, make the concept of entrepreneurship education and consciousness to root deeply in people's mind., skills and methods are feasible [5].

#### C. *Strengthening the Construction of Teaching Staff in Innovative and Enterprising Education*

In recent years, although the University Teachers' strength in our country has improved obviously, the current lack of teachers, quality is not high and other issues is still restricting the university "three creative" education bottleneck. Most of our universities teaching innovation, entrepreneurship education courses are engaged in economic, management teaching work or is responsible for guiding the employment of students in the employment, these teachers themselves have never had the experience of entrepreneurship, but also lack of systematic training of entrepreneurship theory, so teaching courses difficult to systematically teach students a wealth of practical experience, and promote students' entrepreneurial enthusiasm. In this regard, we can take the "please come in, send out" approach, such as inviting venture capital, corporate executives, outstanding alumni and other successful people to hold lectures and other forms of interaction with the students and popular entrepreneurial knowledge. But also can make up for the lack of teachers by way of MOOC.

#### D. *Integration of various resources inside and outside the school, build college students innovation and entrepreneurship platform*

Through active integration of various resources inside and outside the school, continue to increase investment in innovation and entrepreneurship education, efforts to build a good platform for innovation and entrepreneurship education, innovation and entrepreneurship practice and innovation and entrepreneurship services.

From the reality of schools, give full play to the positive role of various innovative, entrepreneurial resources and platforms, such as laboratories, professional research groups, outstanding alumni groups; to guide students to participate in the exchange, organize interested students participate in school research group and enable students to grasp the forefront of professional fields in time to showcase high-tech equipment and innovative practice results; scientific use of the innovation resources on campus, encouraging students to participate in the entrepreneurial experience actively to accumulate experience. Extend the field of entrepreneurship practice, such as to establish the unify education cooperation mode of producing, studying and research, and to establish normal cooperation relationship of innovation, entrepreneurship education with enterprises, Set up College Students' business incubator and how to guiding students to start their business scientifically, Actively build a platforms of capital, technology, policy and other for students to start a business and provide business services, etc[6].

*E. Establishing the quality appraisal standards of innovation and Entrepreneurship Education*

Scientific and reasonable evaluation systems are the barriers for "Three Creativity" education healthy running. According to the series problems in "Three Creativity" Education, universities, enterprises and governments should work together to make the evaluation rules for students and teachers. As for students, should try to open the evaluation mechanism which focuses on the evaluation of students' entrepreneurial consciousness and innovative spirit, to inspect the students whether there are substantial improvements in entrepreneurial opportunity selection, product marketing, enterprise manage and so on; As for teachers, should make difference evaluation rules between traditional teachers and entrepreneurial teachers, driven the entrepreneurial education teachers to concentrate on the teaching work of the "Three Creativity" Education.

*F. Strengthening the construction of the supporting system of the innovation and entrepreneurship education*

The supporting system is an effective assistant to solve the problem of "Three Creativity" Education.

*1) Creating a good entrepreneurial atmosphere*

Universities should strive to create a campus culture with entrepreneurial atmosphere, set up the entrepreneurship institute, Start University-Industry Cooperative innovation Win-win cooperation model, Encourage students to innovation and Entrepreneurship.

*2) Expanding funding channels of university*

The enterprises and governments just can make up for the shortfall of university funds, teachers can also set up their own business funds by own educational resources. Such as enterprises to help teachers with achievements in scientific research set up venture seed fund, transform the research achievements scientifically and realize the commercialization of technology.

*3) Strengthen research and communication*

At present, we should encourage the "Three Creativity" Education research in the interdisciplinary perspective agglomeration of economy, management, law, psychology and so on. Organize the university teachers and experts to form an innovation and entrepreneurship alliance, communicate and discuss at irregular intervals to promote the development of "Three Creativity" Education [2].

#### IV. CONCLUSION

Experience comes from the grass-roots units, and the creation comes from the grass-roots units. Therefore, Education administration departments at all levels should strengthen the research on the related theories of the innovation and Entrepreneurship Education, Organize seminar on innovation and entrepreneurship education, meeting to exchange experience and the investigation among the teaching regularly, keep the all places typical excellent cases emerged in the innovation practice, summary of entrepreneurial experience and began the implementation ,then organize the exchange of experience. According to the feedback problems in the innovation practice to adjust the entrepreneurial experience in a timely manner and made it optimized.

At present, innovation and entrepreneurship is still a new thing in our country, On the Cultivation of Creative Talents in Universities is in the exploratory stage. All Colleges and universities should realize the function and significance of innovation and entrepreneurship education. At present, although there are still some problems in the "three creative" education mode in Universities, we can reform and improve the educational system by strengthening the construction of entrepreneurship courses, deepening the reform of teaching and using social resources to strengthen the construction of teaching staff and other measures. The innovation and entrepreneurship model can be widely implemented in the Universities to improve the quality of talents in Colleges and universities of China, and early realization historical transformation from the manufacturing big country to the great power of creation in our country.

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