Construction of Innovation and Entrepreneurship Education System in the Transformational Development of Local Undergraduate Colleges

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Abstract. The construction process of innovation and entrepreneurship education system of local undergraduate colleges should be carried out based on the "people-oriented" concept of modern education, which requires that innovation and entrepreneurship education must be integrated into the whole process of professional education of the undergraduate colleges, and need to provide diversified service platform for innovation and entrepreneurship practice for the students with the help of the teaching reform study and creating practice training bases at inside and outside school and other forms to further enhance the educational level of local colleges in our country.

Introduction

With the continuous implementation of the new curriculum reform, the educational objectives of undergraduate colleges and universities in our country have also changed. In 2014, the education department puts forward that the local undergraduate colleges need to construct the system of innovation and entrepreneurship education, and treat the cultivation of innovative and entrepreneurial talents as a major task in our country at this stage. Therefore, the construction of innovation and entrepreneurship education system is not only the requirements of the local undergraduate colleges and universities to complete the requirements of the national education department, but also an entry point to promote the transformation of the undergraduate colleges and universities. Therefore, it is of great practical significance to construct the system of innovation and entrepreneurship in local undergraduate colleges and Universities.

The Goal Orientation of Constructing Innovation and Entrepreneurship Education System

The construction of innovation and entrepreneurship education system is not only an educational concept, but also a major breakthrough in the reform of higher education, its essence is to cultivate the students' innovation consciousness and innovation ability [1]. Therefore, the local colleges in the process of constructing the innovation and entrepreneurship education system need to have a clear goal, and only in this way can provide some guidance for the construction of entrepreneurship education system innovation. Innovation and entrepreneurship education goals often have very important influence on the college education idea and the value orientation, and can directly determine the actual implementation way of constructing in the innovation and entrepreneurship education system of undergraduate colleges. With the different types and levels of the undergraduate colleges and universities, the construction of their innovation and entrepreneurship education system is not the same, which also requires the relevant universities need to further construct the innovative and entrepreneurship education system on the basis of fully following their own educational characteristics.

In the process of transformation and development of local colleges, all colleges should follow the level type and orientation of "application type", and make the cultivation of the applied talents as a main goal of education [2]. So, in The training process of innovation and entrepreneurial talents of local universities, we needs to pay attention to cultivating students' application ability to practice and innovation ability, only in this way can we fully enhance students' innovative ability of application driven and further meet the actual needs of the region for a wide range of innovative

talents, that this is also an important goal of innovation and entrepreneurship education in local colleges and universities.

In the process of constructing innovation and entrepreneurship education in local colleges and universities, their education aim should be to find the equilibrium point between universal education and professional education as well as technology development and scientific research, the three aspects of science education, scientific research and service functions should be reasonable collocation in the process of education, that is the target of the construction of local colleges' innovation and entrepreneurship education system [3].

The construction of innovation and entrepreneurship education system, can not only provide a new development path for the transformation of local universities, but also allows local universities to break the traditional discipline position, and let the purpose and the actual operation of the local undergraduate colleges become stronger in the education process. That requires that in the process of the construction of local undergraduate Colleges' entrepreneurship education system, we first need to do top-level design mode of talent training well, and then on this basis strengthen the training and education of creative thinking and innovation ability in the process of personnel training.

Measures for the Construction of Innovation and Entrepreneurship Education System in Local Colleges

Introducing into the Concept of Innovation and Entrepreneurship Education in the Personnel Training Mode. With the implementation of the innovation-driven strategy and the transformational development of local colleges in China, the education concept of the traditional teaching and teaching research as the orientation has been difficult to adapt to the actual needs of today's education industry, which requires local universities must change the traditional education idea and mode of cultivating talents, so that it can fully meet the society demand for undergraduate talents in the present stage [4]. At present, in the continuous construction process of innovation and entrepreneurship education system of our country, many universities have advocated a comprehensive reform of the innovation and entrepreneurship education, which provides the some perspective for the further transformational development of local universities, and puts forward the higher demand for talent training model in local colleges at the present stage.

To reform the personnel training mode of local colleges, professional teaching reform is necessary. Therefore local colleges should be based on the actual economic conditions in the region, to reform the word social professional colleges. In the process of the professional reform of colleges and universities, colleges and universities also need to fully grasp the leading industry and industry characteristics of the local economy, and form a local oriented discipline structure, which thus constitutes a kind of diversified characteristics of innovation and entrepreneurship education personnel training mode. In addition, in the process of talent training, the local colleges should also further reform curriculum evaluation system, and form a curriculum evaluation system based on the center of ability and focusing on the process evaluation.

Furthermore, in the construction process of innovation and entrepreneurship education of local colleges, the factors of technology application also need be fully emphasized in their occupation positioning to highlight the professional ability in the training requirements, so as to further strengthen the college students' employment ability, and further enhance the students' comprehensive quality and the ability of competition.

Universal Education. The essence of innovation and entrepreneurship education lies in the general education for all students in the field of innovation and entrepreneurship, and it is necessary to attach importance to the cultivation of students' innovation spirit and innovation ability in the process of skills training. The educational objective of universal education is to fully stimulate students' entrepreneurial passion, and further cultivate students' innovation ability and entrepreneurial ability, so that students have a clear understanding on the basic concepts of innovation and entrepreneurship education. It can be said that the universal education in innovation and entrepreneurship education is the basic premise of the innovation and entrepreneurship

education at other levels.

Professional Education. Its essence is to fully integrate the educational philosophy of innovative education into the education system of each department, and carry on the innovation and entrepreneurship professional education according to the characteristics of different disciplines. In the content of professional education, new knowledge and new skills of the professional will also need be timely reflected in the professional courses, guiding students to carry out pioneering work by fully utilizing the latest professional knowledge and professional skills [4].

Counseling Education. The counseling education of innovation and entrepreneurship education has a very clear education goal; its educational object is to have a good intention of innovation and entrepreneurship students. Through the counseling education, the cognition and confidence of entrepreneurs in the school for entrepreneurship can be enhanced, and it can make the entrepreneurs have a clear understanding of the basic conditions and basic skills needed to start a business, so that they can further improve their entrepreneurial conditions, so as to further improve its business conditions. The purpose of innovation and entrepreneurship education is to help students better grasp some practical problems in the current stage of entrepreneurship. For example, some problems in the process of founding the micro and small enterprises, some new interpretation at present the country or government introduced on the entrepreneurship policy, systematic guidance to a series of problems of the funding and the project selected, thus that can help students have a clear cognition on the entrepreneurial existing type, and can effectively grasp the some of the required professional knowledge of micro business management and basic skills, so as to further enhance the students' entrepreneurial success rate. The innovation and entrepreneurship education guidance can adopt the "Innovation Forum" and "way of business simulation contest" to carry out, in addition, the local universities should actively create customer training camps, and for those with entrepreneurial intention to carry out innovation and entrepreneurship mentor, and promote their operations, financing and other aspects of the whole program tracking guidance [5].

Micro entrepreneurship cultivation. Its mainly target is to incubate and cultivate the micro and small enterprises established by the college students, graduates, because the business scale founded by college students relatively small and the level relatively low, they can get fast development with the help of the way of strengthening the micro enterprise development space and increasing the vitality of micro and small enterprises. So the school should actively carry out micro entrepreneurship training, and make the small and micro businesses founded by the students and graduates of a politicians as cultivation object, its purpose is to guide more entrepreneurs to realize their own dreams.

Construction of Innovation and Entrepreneurship Education Practice Platform. In order to make the innovation and entrepreneurship education in local universities having a substantial progress, it requires colleges to establish a diversified, multi-level stability innovation practice base and platform, this can provide a variety of diverse practice of innovation and entrepreneurship for students support platform.

In order to cultivate the students' awareness of innovation and entrepreneurship, local colleges and universities can actively encourage students to carry out a series of scientific and technological activities, and set up a practice platform for innovation and entrepreneurship, so as to further enhance the university students innovative consciousness and ability. For example, the schools can be with the help of College Students' innovation and entrepreneurship training program, and to share enterprise equipment for some of the specific needs of entrepreneurs, technical resources, R & D cooperation and other services. This will enhance the ability of students to solve practical problems with the help of theoretical knowledge. In addition, local colleges should also actively encourage students to participate in national or provincial entrepreneurship competition, and joint financial institutions and relevant enterprises, so that it can provide a favorable condition for the students' own business.

Establish a Sound System of Innovation and Entrepreneurship Education

Deepen the Reform of the Existing Educational System. Local colleges and universities need to

deepen the reform of their educational system, and provide a sound system of innovation and Entrepreneurship. This will be able to a relatively free and easy business environment to students with innovative intent, and to encourage students engaging in bold innovation and entrepreneurship. For example, the local colleges can help the students to handle drop out, and implement flexible credit system to relieve the students concerns because of business. In other words, in this system, even if the students failed, they have opportunity to continue to go to school. In addition, colleges and universities should also set up a special venture capital funds to provide financial support for some entrepreneurs.

Local colleges and universities should also set up a special agency to be responsible for innovation and entrepreneurship education and to further promote the construction of the system of innovation and entrepreneurship education in Colleges and Universities. This requires local colleges and universities to establish institutions based on specific conditions. Firstly, schools can set up innovation and Entrepreneurship Education Center, innovation and Entrepreneurship Education Office and other related agencies, to further promote the construction of the school innovation and Entrepreneurship Education. Secondly, the duties and functions of these educational structures should be fully consistent, so as to further promote the smooth development of innovative education and education projects, and to cultivate a large number of innovative and entrepreneurial talents in the region.

Construct the Trinity Linkage Mechanism of Political School Enterprise Integration. In order to stimulate the local colleges power of innovation and entrepreneurship education, and create a good environment for innovation and entrepreneurship, which requires the local colleges to open educational philosophy, and optimization and integration of various resources. The only way to break the isolated configuration of innovation and entrepreneurship resources in traditional education mode, and build a local government, enterprises and efficient collaborative innovation mechanism, and provide a good social environment for innovation and entrepreneurship education students. In this environment, it can promote the effective integration of factors such as entrepreneurship policy, capital, technology, talent and market, and can provide a comprehensive value-added service for college students' innovation and entrepreneurship; it also helps to develop the local universities innovative talents.

Conclusion

The construction of innovation and entrepreneurship education system in local undergraduate colleges and universities should be a complete ecosystem, so the construction of the system should also go through a long and complex process. In the process of the local university innovation and entrepreneurship transformed, it is not enough to rely on the university's own strength, it also needs support of government and related enterprises, and only the concerted efforts of all sectors of society to create a good environment of innovation and entrepreneurship education, and provide adequate innovation and entrepreneurial talent for the region.

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