

Misunderstandings and Countermeasures of Entrepreneurship and Innovation Education in Colleges and Universities

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Abstract—The purpose of this paper is to research entrepreneurship and innovation education in Colleges and Universities Under the background of national innovation driven development strategy. Using the method of document study and investigation obtained necessary data in order to deeply, correctly understand entrepreneurship and innovation education problem. Scientific orientation and innovative development of entrepreneurship education in China's colleges and universities has become more and more important problem. Entrepreneurship education in China's colleges and universities is faced with the challenges of specialization, integration and scientific development. Effective measures and suggestion to improve education in University of science and engineering should be put forward based on the scientific positioning of entrepreneurship education in Colleges and universities, and we should focus on building innovative talent quality structure to improve Entrepreneurship Education in Colleges and universities.

Keywords—College entrepreneurship education; Innovative talents; Misunderstanding; Teaching students in accordance with their aptitude

I. INTRODUCTION

The construction of entrepreneurial country is a complex system engineering, which affects the construction of entrepreneurial country. According to the relevance principle of the system, entrepreneurship education has an important correlation with the construction of entrepreneurial country. The construction of entrepreneurial country needs to rely on the broad masses of the people and the majority of the people is the main body of entrepreneurship, and only by giving full play to the enthusiasm of the people's entrepreneurship, can we promote the construction of an entrepreneurial country to the greatest extent, rather than relying on the government to start the construction of an entrepreneurial country [1].

II. THE IMPORTANCE OF CORRECT ENTREPRENEURSHIP EDUCATION

The positive external effect of regular entrepreneurship education on entrepreneurial country construction is reflected in the fact that individuals accept entrepreneurship education, learn relevant theories and skills of entrepreneurship, and be familiar with the entrepreneurial process, which can reduce the risk of entrepreneurship and improve the success rate of entrepreneurship. Individual successful entrepreneurship not only can promote more people's employment, but also can greatly promote social and economic development. This external effect includes sharing knowledge and promoting economic growth. Therefore, to carry out entrepreneurship education, to promote the construction of entrepreneurial country has a multiple effect, is an important measure to promote the construction of entrepreneurial country. The entrepreneurial education that goes astray will affect students' normal academic accomplishment, waste valuable time, and will cause irreparable damage to the individual and family, and also have negative effects on the country's innovation and entrepreneurship [2].

III. PROBLEMS EXISTING IN ENTREPRENEURSHIP AND INNOVATION EDUCATION IN COLLEGES AND UNIVERSITIES

A. Misunderstandings in entrepreneurship educational goals

This regard, some scholars pointed out that the creation can not be narrowly understood as the establishment of enterprises, and more entrepreneurship education is to cultivate an innovative spirit, sense of cooperation, sense of adventure and creation consciousness, this is an excellent quality, for the future engaged in any job [3]. Many teachers and students have a narrow understanding of entrepreneurship, and they think that the business entity is the only way to start a business. Entrepreneurship is divided into broad sense and narrow sense, and the four core elements of entrepreneurship -- innovation, adventure, action ability and team spirit -- are needed for every professional post. Therefore, the entrepreneurship education should be the whole course education, focus on cultivating the seed of entrepreneurial talent and cultivate the innovative spirit of the students. The misunderstanding of the concept is that

nowadays there is a different understanding of the concept of College Students' entrepreneurship. Actually, the university should focus on the cultivation of innovative consciousness, and entrepreneurship is closely related to the original personal accomplishment and experience. At present, many higher education workers think of college students entrepreneurship education is to solve the employment problem of college students, the college students' entrepreneurship education simply understand in order to improve the employment rate of college students. So as to teach them how to start a business skills, while ignoring the students' internal entrepreneurship to enhance literacy. Entrepreneurship education is not only aimed at relieving the employment pressure of college students, but also improving students' entrepreneurial quality and entrepreneurial ability, and cultivating their potential to combine innovation with business ventures. Entrepreneurship education should create conditions for most people. Even if they don't start their own businesses, entrepreneurship education will help them in their jobs. In fact, the core of entrepreneurship education is the cultivation of entrepreneurial ability, the unity of entrepreneurial skills and entrepreneurial ideas, and even the latter is more important, so we must never regard entrepreneurship education merely. It is the education of entrepreneurs and industrialists. Because of the direct driving force of the rise and abroad to encourage small and medium-sized enterprises and the formation of national economic development and promote the development of the prosperity of entrepreneurship education in different, our government advocated the main source of entrepreneurship education from the employment problem need to be resolved, which is the external environment under the influence of the employment problem, the high level of development rather than the subject itself. The important reason for this situation lies in the one-sided understanding of the concept of entrepreneurship and entrepreneurship education.

B. Activity becomes a mere formality in the practice of innovation and entrepreneurship in colleges and universities

Some colleges and universities regard innovation and entrepreneurship education as the government sent down the tasks that had to be accomplished, therefore, in practice. With negative coping psychology, to build a number of practical training platform, launching several "College Students' innovation and entrepreneurship competition", and set up several universities. It is a positive response to the government's call and Practice. The concept of innovation and entrepreneurship education. In this regard, many scholars believe that open. Innovation and entrepreneurship education, the most important thing is to innovation and entrepreneurship awareness. Integration of spirit and culture into all aspects of college education will bring forth new ideas. Entrepreneurship education as the development strategy and talent training of colleges and Universities. Innovation and entrepreneurship education has gone through a rapid development driven by the government [4]. However, we should make clear that innovation and entrepreneurship education is not added to the high level. The temporary task of the school is not to deal with the pressure of economic downturn. The emergency measures are not the right to solve the difficult employment of college

graduates. It is advisable to find out the orientation of higher education reform and development. High quality of personnel training, efforts to create public entrepreneurship, innovation students.

C. The lack of practice is mainly manifested in the practice of innovation and entrepreneurship in Colleges and Universities

The matched teacher resources, financial resources and material resources are serious [5]. Based on this, some scholars have analyzed innovation in American colleges and Universities. The system of vocational education points out that government, school and social institutions should be constructed Innovation and entrepreneurship education system based on multi agent participation. The team building of the guide of entrepreneurship education needs to be improved. The contingent of entrepreneurship education teachers is an important factor that restricts the education of entrepreneurship in Colleges and universities. As the guide of entrepreneurship education, the setting of entrepreneurship curriculum and the guidance of students depend on teachers. How to integrate the innovative elements and integrate the curriculum system in the curriculum? As far as the current situation is concerned, there are many difficulties for most of the working teachers to undertake the task of entrepreneurship education. First of all, most of the teachers do not have experience in business, not to mention entrepreneurial experience; nor have they received systematic training in entrepreneurship education. On students' entrepreneurial guidance is only equivalent to echo what the books say, speak generally. Secondly, the development of enterprises is changing rapidly. Yesterday's success cases may be a typical example of failure. It is no easy task to grasp the teaching contents and teaching methods of entrepreneurship education.

IV. IMPROVING THE INNOVATION AND ENTREPRENEURSHIP EDUCATION COUNTERMEASURES

A. Establishing the core education concept of teaching students in accordance with their aptitude

Through data analysis and comparative study, some scholars put forward four characteristics of China's popularized higher education, namely, large scale, diversity, individualization and socialization. The popularization of higher education should follow the concept of civilian education. Sexual education concept, inclusive education concept and open education concept, and comply with the concept of Education. According to the idea of popularizing higher education, we should build up a high level for all the people [6]. And other educational systems to create individualized higher education models and to establish them. The socialized higher education operating mechanism should be popularized Smooth transition of segment.

B. Entrepreneurship education becomes a real education that students can actually benefit, not formalism

It has also been focused on, such as "flipped classroom", "online courses" integration University Curriculum Teaching "cloud platform based teaching" based on virtual imitation. The teaching of true experiment, etc.. Through depth analysis of the college teaching this year. The literature of academic reform research finds that the relevant research pays special attention to the students. Learning experience to promote students to become the center of teaching. For example, there are Scholars believe that small class teaching helps to change the traditional .Learning makes classroom learning change from teacher teaching to Teacher-Student interaction. Second, establish a student based participatory learning method. Students are development. After the change, the post-90s college students have their own obvious characteristics. Serious exploration. From the author's preliminary investigation and analysis, now the University. Born in the learning process, very concerned about respect, communication, autonomy and so on. Only grasp the characteristics of the current college students learning, teaching reform. With the development of information technology, psychological science and educational science, as well as deepening the reform of world higher education -- from teaching centered to learning [7].

C. Strengthening the education of venture risk and improving the students' ability to guard against risk

With the ability to predict, you can grasp the law of market development and change, and effectively grasp its future trends. For college students, entrepreneurs, make scientific market forecast, so that enterprises can act according to the law of development of things, not only to reduce the blindness in the business activities, but also reduce the operational risks, so as to improve the adaptability and competitiveness. College students must be cautious in choosing projects. First, college students must consider market demand when choosing entrepreneurial projects, and choose according to the market gap and the size of the gap, which can effectively avoid the products or services of entrepreneurs not in line with the market demand. Second, use the government, financial institutions and related enterprises to choose the entrepreneurial projects. Third, the integration of all aspects of the choice of technology, familiar with, proficient, competitive, or the most suitable for their own entrepreneurial projects. Competition is the way of enterprise survival. Risk and uncertainty are relative. Innovation can foresee competition risk and dissolve risk. Entrepreneurship is a process of innovation and in this process, a new product or service opportunities is confirmed and created, finally developed products of new wealth. Innovation is the essence of entrepreneurship. As an entrepreneur, college students should integrate innovative ideas into the development of new products, integrate into the management of new processes, integrate into the development of new markets, and thus create new values or wealth, and promote the growth and development of enterprises. Innovation risks can be specific, or the introduction of a new product; or using a new production method; or to open up a new market; or getting a new raw material. In short, as long as we do not forget to innovate, and can continue to promote value innovation, we can dissolve the latent competition risk in the bud.

Attach importance to the integration of specialized courses and education to stimulate the spark of students' entrepreneurship. The enterprise has grasped the key technology and the core idea in the production, possibly initiative development. In school education, the professional teachers' professional education should be in the organic integration of entrepreneurial education, establishing and improving entrepreneurship education combined with professional education teaching system, encouraging students through professional courses. The entrepreneurial practice of college students is the best way to learn the knowledge of entrepreneurship. Entrepreneurship Education in Colleges and Universities should not be confined to the teaching of theoretical knowledge, but should adhere to the combination of theoretical teaching and case analysis, experience teaching and entrepreneurial practice. There are two main strategies for risk diversification: first, the investment entity is diversified, that is, the capital is realized through the absorption of social capital .The diversification of investors makes the risk transfer to investors, so as to improve the enterprise's ability to resist risks. Second, multi project investment, commonly known as "do not put all eggs in one basket", is the method of risk diversification, usually adopted. Business enterprises carry out a variety of business development, production and operation, suitable for different products or services, to enable enterprises to achieve revenue "All roads lead to Rome." results, so that the risk of impact each other in different business process in the direction of the arrival, or to raise the risk, so as to enhance the enterprise's overall ability to resist risks.

D. Strengthening the education of team spirit and improving the students' cooperation and creation ability

A good startup team is critical to business success. The unity efficiency of the team are essential to the success and development of the enterprise. Creating a good team atmosphere help building equality among collective members. A consistent atmosphere and a strong sense of team cohesion are the key to improving team work. College students should have entrepreneurial team clear common development goals, skills needed to achieve an ideal goal, and mutual trust and mutual support among members. Risk, though unavoidable, can be transferred. Transferring of risk refers to the risk subject risk treatment itself encountered losses or uncertain consequences on others. Its characteristic lies in trying to find like-minded partners, share a single enterprise to bear the risk of loss. Property insurance, as usual, is essentially a transfer of investment accident risk; instead of leasing equipment, leasing is actually a transfer of investment risk. The same is true of entrepreneurship. Individual proprietorship assumes unlimited liability, but a few people invest together, which is limited liability, and can effectively transfer risks. A start-up enterprise transfers its financial compensation liability to other units or individuals in a manner that they cannot or will not take, or the risk of loss or loss of excess financial capacity. Way of risk transfer has three kinds: one is in the form of a contract to the other main transfer; two is to insure the form of risk transfer in whole or in part to the insurance company; the three is the use of various tools of risk transfer transaction risk.

V. CONCLUSION

Entrepreneurship education focuses on the cultivation of an entrepreneurial culture and spirit. Entrepreneurial culture is as a kind of culture, not the general level of cultural knowledge or personal academic accomplishment, but the ideological and cultural atmosphere of social ideology, and entrepreneurship related, its core is to guide and encourage people to pursue wealth, advocating creation, incentive struggle [8].two aspects include the concept of culture and system culture. Therefore, colleges and universities in promoting entrepreneurship education, cultivate the campus culture in the process of entrepreneurship, one by cultivating university spirit, renew teaching philosophy, promote the guiding ideology, concise motto, spiritual and cultural construction of university spirit cultivation, highlighting entrepreneurial education, promote entrepreneurship education has become the school of new science, new ideas of teaching and entrepreneurship has become a new state of students; two through the organization construction and system construction for the school culture construction of university system support, security policy, entrepreneurship education idea and the implementation of the system of organization, training program, can be seen in the promotion of quality education, entrepreneurship education and integration quality education; three through school marks, school cultural facilities and school environment for the cultural construction of university physical carrier.

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