

Research on Personality Innovation Entrepreneurship Training

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Abstract: From practice, the connotation of cultivating innovative entrepreneurship is preliminarily summarized. That is, under the guidance of "ecologically-based education concept" and the cooperative education of production, study and research, the article takes "promoting cooperative education of production, learning and research, highlighting the training of innovative entrepreneurship, Expand student learning autonomy, increase the construction of internship base, set up teaching team and innovation and entrepreneurship training base, improve the academic ability evaluation system "as the six grasps, and constantly deepen the credit system reform and curriculum structure reform to meet individual development needs , Enhance the core competitiveness of talents, and cultivate high-quality innovative entrepreneurship talents.

1. Introduction

Talents cultivation is the fundamental task of colleges and universities. In order to carry out the Outline of the National Medium and Long-term Education Reform and Development Plan and adapt to the new requirements of national and regional socio-economic development for qualified personnel, according to the development goals of the well-known ecological entrepreneurship university in schools, In order to cultivate high-quality applied talents with ecological civilization awareness, innovative spirit and entrepreneurial ability, the school actively promotes the reform of education and teaching and seeks breakthroughs in training mode. It has initially condensed itself into a guideline of "ecological education concept" Education as the starting point for innovation and entrepreneurship training mode, and focus on the implementation of the six aspects, summarized as "a concept, a goal, two reforms, six grasping" personnel training mode.

2. Ecological Education Teaching Philosophy

On the basis of full research at home and abroad, Zhejiang Agriculture and Forestry University put forward the concept of "ecological education" in 2004, guiding the reform and practice of personnel training mode. Ecological education refers to the relationship between institutions of higher learning and society as an ecosystem, and is committed to resolving various contradictions in the education process, forming the overall dynamic balance and maximizing the benefits so as to realize the all-round development of the educated people. The core of ecological education is to use colleges and universities as a social sub-system to determine the goal of personnel training, design and cultivate models, make full use of the educational resources both inside and outside schools, colleges and society to carry out teaching so as to realize the goal of educating people in all directions, Diversification of resources, and ultimately to cultivate high-quality innovative entrepreneurship requirements. Among college systems, "student-centered, teacher-led," each teacher and student participates in exploration and creation. In terms of teaching methods, we advocate the teaching-oriented and exploratory learning. In the process of talent training, we should follow the individualized and diversified information society and make the best use of each information to provide sufficient space for each student. Cultivate students to learn knowledge, but also learn to life, work, so that each student is good at learning, discovery and innovation, good at cooperation, and the surrounding environment in harmony.

3. Personalized Innovation and Entrepreneurship Education Connotation

Personalized education refers to the diagnosis of individual subjects being educated, combined with the characteristics of individual design in line with individual needs of the education model, multi-angle all-round education and training of comprehensive capacity of education and education. Innovative entrepreneurship education to cultivate the basic quality of innovation and entrepreneurship, including a positive enterprising spirit, a pioneering career, a rational risk-taking spirit and strong practical ability [3]. Personalized innovation Entrepreneurship education refers to the individual means of education as the basic means to cultivate high-quality innovative entrepreneurship goal of higher education types. Teaching in accordance with their aptitudes is the essential attribute of education, which requires that students should be creative and entrepreneurial education should be based on personalized attributes, fully tap and respect the individual characteristics of education objects, and strive to provide them with the space and conditions to enhance personality. Under the premise of recognizing and respecting individual differences of students, colleges and universities should reform the traditional single mode of personnel training and create an open and pluralistic environment so as to realize a comprehensive education and training for students' capability of innovation and entrepreneurship.

4. Current Situation and Main Problems of Innovation and Entrepreneurship Education in Chinese Colleges and Universities

The goal of innovation and entrepreneurship education in our country is to gradually establish a community of interests for the win-win among students, schools and the community and build a sustainable education model. At present, the innovation and entrepreneurship education in colleges and universities in our country has the following five modes: the two classroom models represented by Renmin University of China; the skills training and practice mode represented by Beijing University of Aeronautics and Astronautics; the basic quality training mode represented by Shanghai Jiaotong University ; Science and Technology Parks model represented by Tsinghua University and Zhejiang University; Entrepreneurship Institute model represented by Yiwu Business School.

Affected by the traditional educational concepts, school education pays too much attention to the imparting of knowledge in the classroom while neglecting practical training sessions, leading to the lack of understanding of innovation and entrepreneurship by students and failure to treat and actively accept innovation and entrepreneurship education from the participants' perspective. At the same time, there are some deviations in the teaching objectives of innovation and entrepreneurship education, resulting in the fuzzy training plan. Some teachers even think that only students with unsatisfactory professional accomplishments and lack of competitiveness in the job market need to start a business. This great deviation in understanding has led to the fact that as the main body of innovation and entrepreneurship education, it has had a very large negative impact on the realization of educational goals.

The teaching and research work of innovation and entrepreneurship is in its infancy in our country. The teaching resources for the courses in entrepreneurship are immature, the lack of completeness and maturity of the theoretical contents is basically the simple combination of the existing resources without perfect logic System, lack of rigorous scientific and systematic analysis as an independent discipline. The teaching model is not consistent. Many of them are conducted in the form of lectures. They do not systematically cultivate students' thinking and skills in innovation and entrepreneurship, leading to lack of awareness of innovation and entrepreneurship, lack of enthusiasm and enthusiasm.

Innovation and entrepreneurship education and teaching lack of systematic theoretical guidance for entrepreneurship, most teachers have no industry experience, but also lack of entrepreneurial experience, can not really complete and qualified teacher preaching mission. In entrepreneurial education, it is often based on this syllabus, which can not guide students in a comprehensive and

systematic way to carry out specific practice of innovation and entrepreneurship. The demand for students' innovation and entrepreneurship can not be satisfied. As a result, students lose their interest in innovation and entrepreneurship education and have not formed an effective innovation and entrepreneurship education system.

At present, the innovation and entrepreneurship education in most colleges and universities still stays at the guide level of all kinds of innovation and entrepreneurship competitions at most levels. Most of the entrepreneurship competitions are mainly based on theory and are in form, and competitions rarely allow students to have the necessary entrepreneurial skills Comprehensive quality, skills and quality. For the students real entrepreneurial plans and entrepreneurial behavior can not provide the appropriate financial support, can not encourage students to put into practice business plans, curbing the passion for student entrepreneurship.

5. Innovation and Entrepreneurship Education Reform Ideas

The construction of innovation and entrepreneurship training mode, we must adhere to the principle of individuality and innovation, the establishment of innovation and entrepreneurship education as the core concept of quality education. In the process of teaching, we should pay attention to the individual needs and awareness of students, attach importance to the individual differences of students, do practical work according to their aptitude, help students to establish correct employment concept, and cultivate their comprehensive qualities of flexible employment and self-employment.

Innovation and entrepreneurship education model and the traditional model of education is essentially the same, innovation and entrepreneurship education should be fully integrated into all areas of professional teaching infiltration. Therefore, schools should be guided by the idea of personalized innovation and entrepreneurship in the aspects of personnel training programs, teaching plans and curriculum systems, teaching contents and methods, exams and practical forms, etc., and should root out innovation and entrepreneurship education in specialized teaching and run through Teaching and practice the whole process, at the same time the establishment of security mechanisms to ensure that the concept of innovation and entrepreneurship training throughout the entire personnel training process.

From the perspective of teaching management, schools should make overall plans for the innovation and entrepreneurship education. In the process of implementation, it is necessary to combine with the characteristics of various professions to explore the cultivation mode of innovative entrepreneurship with professional characteristics, to fully embody the characteristics of individuality and innovation of education, and to construct a teaching management system with diversified innovative entrepreneurship training modes with professional characteristics Operating mechanism.

Schools should pay attention to encouraging students to innovate and start their own campus culture. They can use various carriers such as student societies and interest groups to disseminate the idea of encouraging innovation and entrepreneurship in schools. They can also help schools create innovative and pioneering businesses based on the influence of some well-known alumni of successful entrepreneurship Cultural atmosphere.

In the process of carrying out the innovative and pioneering education, it is necessary to combine different characteristics of the higher education system in our country and formulate different training modes for different levels and types of school education. According to the difference of talent training objectives, innovative entrepreneurship can be divided into four types of academic research, engineering technology, application technology and skills skills. Academic research focuses on cultivating students' original and pioneering consciousness and ability. Engineering focuses on strengthening the composite of knowledge and technology. Applied technology focuses on cultivating students' practical ability to innovate. Skills and skills are more focused on students' skills Optimization and promotion. Teaching staff is the guarantee of the quality of education and the realization of the educational goal. Implementing individuality education and training high-quality innovative and pioneering talents must include a team of highly qualified and

innovative teachers. Most university teachers lack their own industry experience and entrepreneurial experience, the actual business operations of the business process is not very clear, so schools should further improve the teacher training programs to encourage teachers to work on the job, in order to improve the lack of full-time teachers in the school lack of capacity. At the same time, entrepreneurs, such as entrepreneurs, can also be included in the teaching staff to infect, mentor and motivate students through sharing experiences of their own businesses and business operations.

Innovation and entrepreneurship education to achieve schools, governments, enterprises, industry associations and students to coordinate and develop. Schools as the main body of education, responsible for the construction of a specific innovation and entrepreneurship education personnel training system and implementation programs; enterprises and trade associations should actively cooperate and participate in training of innovative entrepreneurship, to provide a platform and guidance for the school; the government should do a good job in innovation and entrepreneurship education policy support Mechanism construction, promote the service center for college students entrepreneurship and entrepreneurship industrialization base construction, provide policy support and realization channels for the students' practice of innovation and entrepreneurship. To promote the innovation and entrepreneurship education of college students must pay attention to the transformation of innovation and entrepreneurial achievements. Schools should optimize the incubating mechanism of results of innovation and entrepreneurship among university students, provide financial support and promote the transformation of entrepreneurial education outcomes. Schools can make use of the existing teaching resources both inside and outside the school to win the support of the society and the government through the platform of school-enterprise cooperation and promote the integration of venture capital funds and "Angel Fund" and student entrepreneurship in order to promote the practice of student entrepreneurship programs and The transformation of entrepreneurial achievements enables students to truly understand the connotation and sense of achievement of entrepreneurship, enhance students' sense of spontaneous innovation and entrepreneurship, and promote the building of an innovative entrepreneurial culture.

6. Conclusion

In the new era background, the innovation and entrepreneurship education of college students should adhere to the principle of individuation. In the process of practice, through innovation and entrepreneurship education curriculum reform, combined with the corresponding innovation and entrepreneurship competition, to create a brand new innovation and entrepreneurship campus culture to build Scientific rigorous and effective college students innovation and entrepreneurship training system, thus cultivating students' innovative awareness and practical ability to create innovative and entrepreneurial talent to adapt to the new normal.

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