

Problems and Countermeasures of Innovation and Entrepreneurship Education in Higher Vocational Colleges under the New Situation

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Abstract. At present, with the continuous development of the politics, economy and technology in China, there are some urgent problems to be faced and solved in the innovation and entrepreneurship education has become. In order to improve the current predicament of innovation and entrepreneurship education, education employees need to define the goals of innovation and entrepreneurship education, enhance practices, actively cultivate students' entrepreneurship awareness, and build a new training system to cultivate innovation and entrepreneurship ability.

1. The Development Status of Innovation and Entrepreneurship Education in Higher Vocational Colleges

Due to the rapid development of science, technology and society, the education and employment situation of higher vocational education institutions has changed greatly compared with that in the past. Besides, with the increasing number of graduates, the employment situation of students of higher vocational colleges is not optimistic, which has brought great challenges to the employment of this country. In this context, innovation and entrepreneurship education in higher vocational colleges has long been on the agenda. Under the condition of rapid economic development, the improvement of employment situation can be only achieved by enhancing college students' spirit of innovation and awareness of starting a business through applying innovation and entrepreneurship education on them, so as to help them take a place in the competition for jobs after graduation. Moreover, due to the adjustment of China's economic structure and the reform on the supply side, the vacancy of some basic jobs decreasing, so that many enterprises to reduce their recruitment scale and the number of jobs is rapidly decreasing. At the same time, the enrollment scale of higher vocational colleges is constantly expanding, which causes the contradiction between the number of people waiting for employment and the number of jobs. Therefore, it is necessary to improve students' comprehensive quality and ability, so that they can find jobs suitable for themselves and make their own contributions to the development of society.

In China, higher vocational colleges have integrated innovation and entrepreneurship education into the education of students under the requirements of the national policy, with the aim of enabling students to find good jobs through the cultivation of their awareness and ability of innovation and starting a business. Local government agencies also attach great importance to the innovation and entrepreneurship education in higher vocational colleges. They have been actively creating a good employment environment, supporting innovation and entrepreneurship education, and providing regular training and guidance for teachers in higher vocational colleges. During the years of continuous promotion, they have accumulated a lot of experience on students' innovation and entrepreneurship education, which is of great significance to the development of the future work. On the whole, the innovation and entrepreneurship education in the higher vocational colleges of China is still in the exploratory stage. The overall foundation is relatively weak, and there is no targeted education for students. In particular, the original education method has gradually failed to meet the development of the times with the constant change of the overall social development. The original mode of innovation and entrepreneurship education is to guide and educate students through teachers' theoretical guidance, without forming a complete system and without allowing students to enhance their ability of innovation and starting a business in practice. Therefore, it is significant to reform the innovation and entrepreneurship education model of higher

vocational college graduates through various explorations and effort, so as to improve the employment situation and enable students to find jobs suitable for them ^[1].

2. Existing Problems in Innovation and Entrepreneurship Education in Higher Vocational Colleges at The Present Stage

2.1 Unclear orientation of innovation and entrepreneurship education

The connotation of innovation and entrepreneurship education is mainly to cultivate students' spirit of innovation and awareness of starting a business. It includes the cultivation of students' comprehensive ability and special ability, and is a kind of teaching practice activity established to solve employment problems of college students. However, there is not an orientation clear and definite enough for the innovation and entrepreneurship education of higher vocational colleges at present in China. Innovation and entrepreneurship education in most of the higher vocational colleges is aimed at enabling students to become entrepreneurs quickly. They generally give their students broad and theoretical education, which cannot cultivate students' basic ability effectively. This "speed-up" approach is not only extremely disadvantageous to the cultivation of students' innovative and entrepreneurial abilities, but also extremely unfavorable to students' relevant education.

Moreover, teacher of higher vocational colleges now still keep a simple understanding of innovation and entrepreneurship education, and they do not have a clear direction of student training ^[2]. A lot of teachers think that the cultivation of students' innovative ability is to cultivate them through lectures and teaching, but they neglect the cultivation of students' innovative consciousness and ability. In the process of education and teaching, both teachers and schools must effectively combine the cultivation of innovative ability with the training of entrepreneurial awareness. At the same time, it is also needed to pay attention to the combination of theoretical teaching and practical links to integrate innovation and entrepreneurship education more into daily life. Only in this way can education truly play its role.

2.2 Insufficient high-quality teachers for innovation and entrepreneurship education

The innovation and entrepreneurship education in higher vocational colleges needs a team of teachers with excellent professional quality. This requires relevant teachers not only to have professional quality in innovation and entrepreneurship, but also to have good teaching ability. At the same time, they are expected to have certain practical experience and ability of starting a business, because only in this way can students receive all-dimensional cultivation of enterprising spirit and ability. However, teachers with excellent professional quality in higher vocational colleges are very scarce at present, and most of the personnel engaged in the innovation and entrepreneurship education are ideological and political teachers or counselors. They don't have excellent professional quality and lack entrepreneurial experience. In the teaching, they cannot effectively transmit professional knowledge of innovation and business startups to students, which has little effect on the cultivation of students' ability of innovation and starting business, thus resulting in the unsatisfactory teaching effect of our innovation and entrepreneurship education. Some schools may invite experienced entrepreneurs to give lectures to students, but it cannot obtain expected educational results because students' enthusiasm for these kinds of lectures was not mobilized effectively. In one word, the lack of professional and experienced teachers is very disadvantageous to the innovation and entrepreneurship education in higher vocational colleges ^[3].

2.3 Innovation and entrepreneurship education is more in the theoretical stage

In the innovation and entrepreneurship education in Chinese higher vocational colleges, theoretical knowledge teaching in the classroom is usually used as the main way to cultivate students' ability, without internship and practical training, which is very disadvantageous to the cultivation of their actual ability to innovate and start business ^[4]. At present, the cultivation of students' ability is mainly carried out through classroom teaching, lectures, academic reports and other forms, which makes it difficult to effectively improve students' innovative and entrepreneurial qualities. These education links more likely affect students at the layer of emotion and theory, and the effect of this kind of education is very simple and superficial. These education methods cannot improve students' practical ability effectively, thereby

leading to their insufficient enthusiasm and ability to start their own business. Therefore, education should introduce the practice of business startups to effectively cultivate students' ability of innovation and starting their own business, rather than just staying in the stage of theoretical education. Only in constant practice can students' ability of start business and consciousness of innovation be effectively improved.

3. The Development Countermeasures of Innovation and Entrepreneurship Education in Higher Vocational Colleges

The students in higher vocational colleges are different from those in universities. The former generally have problems such as low enthusiasm for autonomous learning, which is very unfavorable to the innovation and entrepreneurship education and partly increases the difficulty of education. In addition, a diploma of a higher vocational college is not widely recognized in the society, and thus employment situation of students in higher vocational colleges is not very optimistic. Therefore, it is important to take proper measures to deepen innovation and entrepreneurship education and give effective guidance to students of higher vocational colleges, so as to promote the effective employment ^[5].

3.1 Have a clear and definite goal of innovation and entrepreneurship education

Innovation and entrepreneurship education in the past has the problem of unclear educational objectives, which is extremely disadvantageous to the cultivation of students' spirit of innovation and ability of starting their own business ^[6]. Therefore, only by making the goal of innovation and entrepreneurship education clear can its role be effectively played. Specifically, it is needed to positively respond to national policies, improve the organizations and institutions in innovation and entrepreneurship education, make effective plans for education and teaching and effectively solve problems in the teaching process. At the same time, there is also a need to deepen the reform of education in the process of teaching in order to find a good teaching mode for innovation and entrepreneurship education.

3.2 Increase the practice in teaching

In the process of innovation and entrepreneurship education, teachers should not only attach importance to the study and guidance of theoretical knowledge, but also strengthen the practice training. In addition, it is necessary to strengthen the establishment of practice and entrepreneurship bases for higher vocational students, increase investment of capital and manpower in practice training and cultivate their spirit of innovation and ability of starting their own business, helping them prepare for their independent entrepreneurship. Moreover, schools should set up corresponding offices and management personnel in the practice and entrepreneurship bases, so as to achieve effective management of these bases. Only in this way can schools strengthen the cultivation of students' ability of innovation and starting business and achieve good results in education.

3.3 Strengthen the effective cultivation of students' entrepreneurial awareness

The relevant provisions on employment and entrepreneurship of college students in China were promulgated at the end of last century, and these current policies can no longer meet the needs of the times with the continuous development of social economy and science. There is a need to introduce new policies and regulations to combine Internet technology with the cultivation of college students' awareness of business startups, so as to really carry out entrepreneurial education for them, rather than simple employment education ^[7]. In addition, schools can offer some new courses related to business startups or invite successful entrepreneurs to give related lectures to cultivate students' entrepreneurship awareness, improve their interest in starting their own business and promote the common improvement of both employment and entrepreneurship awareness.

In the past, people generally believed that the career life of a person begins with looking for a job after graduating from college. However, we should also keep pace with the times with the development of the times and fully recognize the changes in the employment situation. In the era of Internet economy, to start a business does have certain risks. However, compared with the past, the cost of starting a business is

lower while the income is higher, so it can become a way for graduates to start their career life. Nowadays, college students are perplexed and confused about starting a business and employment after graduation. For one thing, it is difficult to start a business; and for another thing, they are bound by traditional ideas. In this sense, students fear the failure of starting a business and thus dare not start a business. Schools and teachers should change students' employment concept by instilling new ideas, thus cultivating their entrepreneurial awareness.

4. Construct a new training system for cultivating abilities of innovation and starting a business

Greatly different from the traditional vocational education, the cultivation of ability for innovation and starting business is to enable students to occupy a favorable position in future employment and work. The current innovation and entrepreneurship education should focus on the effective cultivation and improvement of students' spirit innovation and ability of starting their own business, so as to effectively cultivate high-level talents with high comprehensive quality^[8]. Therefore, the curriculum system must be reformed on this basis, with the aim of improving students' comprehensive ability through the cultivation of their professional quality. It is needed to learn from the experience of other teaching systems and reform the existing teaching system, so as to effectively increase students' social practice ability.

3.4 Establish a new curriculum system of innovation and entrepreneurship theory

First of all, higher vocational colleges should take professional teachers as the basis and carry out effective reform on the curriculum of innovation and entrepreneurship education to integrate it into the education of different subjects. Attention should be paid to the knowledge infiltration in students' daily life, so that they can consciously and unconsciously learn knowledge and skills needed for starting a business, effectively improve the spirit of innovation and innovatively put forward new business projects, thus promoting their own employment and the effective development of society. Moreover, in addition to teaching students on entrepreneurship and innovation, it is necessary to solve the problems that are easy to occur in the process of running startups. For example, issues such as taxation and company registration involve professional knowledge. Relevant courses are needed to help students have a comprehensive understanding of business startups and effectively avoid risks in the process of running their business.

3.5 Establish the practice system of innovation and entrepreneurship education

Entrepreneurship and innovation should be reflected in practice, and they cannot only stay in the theoretical stage. Higher vocational colleges must train and educate students with the goal of cultivating talents with strong practical ability. It is feasible to combine the theory teaching of innovation and entrepreneurship consciousness with corresponding practice, so as to construct a comprehensive and multi-functional platform and system for the practice teaching of students. In this way, students can effectively improve their own shortcomings in practice and learn the difficulties of starting a business.

4. Conclusion

At present, the innovation and entrepreneurship education in Chinese higher vocational colleges has achieved great development and progress. However, due to the continuous development of the times, China's innovation and entrepreneurship education system can no longer meet the needs of the times. It has some problems such as lack of practice training, weak faculty, unclear orientation and immature curriculum system. In view of these problems, the author suggested that higher vocational colleges should develop clear and definite teaching objectives, strengthen the implementation of practical links, cultivate students' entrepreneurship awareness and reform the current system of innovation and entrepreneurship education. If these measures can be effectively adopted and proper countermeasures can be applied on new problems, students in higher vocational colleges will be trained into talents with excellent comprehensive quality.

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