

Research on the Model of Undergraduate Innovation and Entrepreneurship Education Oriented by Academic Competition

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Abstract: Innovative undertaking education is along with the rapid development of science and technology and appear a kind of brand-new education ideas and working personnel training mode. In order to improve the level of school education quality and innovative undertaking, this paper puts forward the academic competition oriented undergraduate innovative entrepreneurship education training mechanism, and the "c + c" model of innovation and entrepreneurship education under "competition and innovation integration" was incubated in the dilemma of the development of innovation and entrepreneurship education in universities served by academic competition, and to provide new ideas for the development of innovation and entrepreneurship education in universities. At the same time, it also provides a guarantee for deepening the innovation and entrepreneurship reform in colleges and universities.

1. Introduction

With the rapid development of science and technology, innovation and entrepreneurship education is a new educational concept and talent training model. As an important link in the training of social talents, colleges and universities continue to promote the development of innovation and entrepreneurship education, which is not only a new topic given to colleges and universities in the new era, but also an urgent need for the country to implement the innovation-driven development strategy and promote the quality and efficiency of the economy [1,2]. In May 2015, the Implementation Opinions of The General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education Institutions (No.36 [2015] of the State Administration of Development) clearly pointed out that deepening innovation and entrepreneurship education in higher education institutions is not only an urgent need for the country to implement the innovation-driven development strategy and also promote the upgrading of the economy. Moreover, it is a key action to promote the multi-directional reform of higher education, strengthen the training of innovative talents, expand the connotation of professional education, and promote high-quality employment and entrepreneurship of graduates [3]. The 18th

and 19th National Congresses of the CPC repeatedly emphasized the great significance of training innovative talents, and put forward higher requirements for innovation and entrepreneurship education in colleges and universities. To improve the quality and level of innovation and entrepreneurship education in schools, this paper proposes an academic competition-oriented undergraduate innovation and entrepreneurship education training mechanism, which provides new ideas for universities to carry out innovation and entrepreneurship education.

Discipline competition is a test of students' professional knowledge and practical ability. By participating in appropriate academic competitions and completing the competition requirements, students can deepen their understanding and mastery of professional knowledge, and improve their sense of teamwork and communication skills [4]. At the same time, academic competition is a good opportunity to train students' scientific research and creation ability and innovative thinking. Therefore, academic competition plays an important role in training innovative and entrepreneurial talents to adapt to social development in colleges and universities. This paper studies the undergraduate innovation and entrepreneurship education oriented by academic competition. Through thinking about the existing problems of the undergraduate innovation and entrepreneurship education program, it analyzes the feasibility of the undergraduate innovation and entrepreneurship education program oriented by academic competition, and develops the undergraduate innovation and entrepreneurship education program oriented by discipline competition. It provides theoretical guidance for universities to carry out competition-oriented undergraduate innovation education, and provides suggestions for universities to carry out undergraduate innovation education reform, which has certain theoretical value for improving undergraduate innovation education training.

2. Review

Innovation and entrepreneurship education in domestic colleges and universities started relatively late and has gone through 20 to 30 years so far, aiming at cultivating innovative talents with high quality. Competition as a powerful way to cultivate college students' innovative thinking and improve their comprehensive quality, is closely related to innovation and entrepreneurship education. With the promulgation and implementation of national policies and relevant documents, the concepts of "competition to promote learning", "competition to promote teaching" and "competition to promote innovation" have gradually come into people's view. However, in the development process of innovation and entrepreneurship education, the integration of competition and innovation and entrepreneurship education in colleges and universities seem to be somewhat disconnected. The achievements of entrepreneurship education have not really entered the market economy, and innovation and entrepreneurship education still has some drawbacks.

2.1. Aging Education Model

Zhang Yumei (2021) pointed out that the traditional education model of China is mainly the instructionism (IC) paradigm centered on teaching materials, teachers and classrooms. The traditional IC paradigm takes "how to teach" as the focus of education. Since 1980, The core of undergraduate teaching reform in the United States is "student-development-centered", "student-learning-centered", and "student-centeredness" (abbreviated as the American SC paradigm), with emphasis on "how to learn" [5]. Compared with the American SC paradigm, the traditional talent training model in China leads to the serious solidification of college students' thinking and the general lack of entrepreneurial consciousness and entrepreneurial quality, which leads to the decoupling of talent training in college from the needs of social enterprises.

2.2. Non-Systematic Training System

From the perspective of innovation and entrepreneurship education providers or competition education initiators, the implementation process of entrepreneurship education is unsystematic. Scholars Zhu Yanqun et al. (2022) found that college teachers' lack of attention to innovation and entrepreneurship education resulted in the formalization of innovation and entrepreneurship education model, virtualization of practice, lack of high-quality professional textbooks, and a relatively single curriculum [6]. Dai Kai (2022) in the study, many colleges and universities is not set of independent and professional, systematic innovation entrepreneurship and the talent training scheme, even with the corresponding teaching materials and curriculum system, but in the process of teaching teachers tend to be scripted, lack of market demand and the social needed talents situation analysis [7]. In addition, there is also the factor of excessive competition items. Uneven competition items do not conform to the future career development of undergraduates, which greatly curb students' enthusiasm for competition to a certain extent, which is also an important reason for restricting the development of innovation and entrepreneurship education.

2.3. Non-Specialized Teaching Staff

Colleges and universities lack a professional teaching team for the development of innovation and entrepreneurship education. As mentioned by Li Zhongyu (2021), because the instructors of the competition are basically front-line teachers, their energy investment in the competition is seriously insufficient, so students do not receive adequate training on the competition, which will lead to students' weak awareness of the competition [8]. Li Feifei (2022) also pointed out that there is a serious shortage of teachers with practical ability in innovation and entrepreneurship education. At present, there is a large shortage of teachers with rich practical experience in innovation and entrepreneurship who can not only carry out practical teaching but also connect with enterprises in universities [9].

2.4. Elitist and Niche Training Methods

From the perspective of competition participants, the innovation and entrepreneurship education served by academic competition is still an elitist and niche training method. Students as the main participants, of course contests for the direction of the race, class did not understand, coupled with the colleges and universities for the propaganda of the competition does not reach the designated position, finally only local people involved in competitions in practice, and whether it is from the school level or ordinary level between teachers and students, everyone's concerns are only focused on the achievements of the minority. Gao Cangjian (2022) in the study, said the universities in order to improve the performance of the competition, often give a number of incentives to encourage college students to actively participate in academic competition and won prizes, but there is no necessary care for students who does not get any prizes or awards [10], the practice unconsciously aggravates the utilitarian tendency of discipline competition, and it will do great harm to the sustainable development of innovation and entrepreneurship education in colleges and universities.

3. “C + C” Mode of Innovation and Entrepreneurship Education under “Competition and Innovation Integration”

To truly achieve "competition and innovation integration", it is not only to put the focus of education reform on the competition, but also to let the competition run through the entire training process of innovation and entrepreneurship education, so as to form a normalized training

mechanism. At present, the innovation and entrepreneurship education in Chinese universities is in the initial stage, but there is a huge space for development. This paper proposes the "C + C" mode of innovation and entrepreneurship education under the "competition and innovation integration", in order to reconstruct the Chinese style education reform.

3.1. The New Understanding of "C + C" Under the "Class and Competition Combination"

The "C + C" mode under the "combination of curriculum and competition" means the combination of curriculum and competition to create a dynamic support system for entrepreneurship competition in colleges and universities, to lead students' study in practice. A complete curriculum is a strong guarantee for the creation of students' pioneering spirit and the improvement of training quality. A major feature of mature innovation and entrepreneurship education in foreign countries is the formation of a complete academic system, while domestic universities lack systematic and professional curriculum for college students' innovation and entrepreneurship education. So first teaching reform to cultivate undergraduates' innovation entrepreneurship, innovation, entrepreneurship and social responsibility as the goal, set up a perfect innovation entrepreneurship education system, and to form a professional teachers team, a professor at the innovative entrepreneurial knowledge, cultivating students' healthy consciousness, innovative undertaking and thinking in the course of competition, Encourage every student to participate in the competition, reject utilitarian tendency, give students positive value guidance, let students understand the competition categories, competition items, competition gold content, etc., in the process of learning, find their own interests and directions, so as to establish a correct concept of competition and entrepreneurship.

3.2. The Initial Attempt of "C + C" under the "Cultural and Creative Integration"

The "C + C" mode under the "cultural and creative integration" means the integration of traditional Chinese culture and innovation and entrepreneurship, to stimulate students' innovative thinking, entrepreneurial potential and build cultural confidence. While promoting innovation and entrepreneurship education, colleges and universities have gradually shifted their attention from "quantity and scale" to "quality level", highlighting the value concept that the scale and quality of innovation and entrepreneurship education in colleges and universities go hand in hand in the new era, also the resources and efficiency [11]. When building up a set of perfect innovation entrepreneurship education system, colleges and universities need to rethink a problem: creative education should pay attention to "according to their aptitude", which attaches great importance to the characteristics of different regions, so need to regard Chinese outstanding traditional culture, regional culture as the premise, through the way of research type, exploratory or heuristic into innovation in the process of entrepreneurship education. To build entrepreneurship courses with Chinese characteristics and national characteristics [12]. At the same time, the excellent traditional culture carrying the soul of the Chinese nation is integrated into the competition project, to enrich the content of the competition, and strengthen the publicity, to promote the cultivation of students' innovation and entrepreneurship ability from the root.

3.3. Re-Understanding of "C + C" under the "Commerce and Competition Alliance"

The "C + C" mode under the "combination of commerce and competition" means the combination of commerce and entrepreneurship competition, emphasizing the business value orientation, guiding students to excavate and create business value from the extensive market demand, and to find the fields they are interested in, so as to form their own career planning.

Traditional business "how to simulate real life of the company's production and operation mode, and when reviewing the meaning of" business ", might as well described it as in the nature of business enterprise. From the perspective of enterprise organization competition, sell on the market conditions and problems of the market to rich in content and form of the competition, as well as achieve the purpose of cultivating high-quality innovative talents. At the same time, it also encourages more undergraduates with different professional backgrounds and employment orientation to actively participate in the competition, so as to avoid turning the innovation and entrepreneurship competition into a platform for university laboratory results competition [13]. During the competition, students will also get a great degree of cultivation of their "decide" ability, that is, "discernment": whether in relation to discovering problems or going deep into them; "expression": the ability to express themselves in oral communication and writing; "cooperation": teamwork and joint dedication; "innovation": that seeks new ways out of the old; "decision": the ability to judge quickly and react quickly; "execution": and the ability to execute rigorously. "Commerce and Competition Alliance" encourages new technologies and achievements transformation to lead new development, so that the achievements of entrepreneurship education can be truly translated into the market economy.

4. Conclusion

Deepening the reform of innovation and entrepreneurship education in colleges and universities is not only necessary for the country to implement the innovation-driven development strategy, but also necessary for deepening the comprehensive reform of higher education in China. China is during a social situation of "mass entrepreneurship and entrepreneurship", which provides a good environment and institutional guarantee for college students' innovation and entrepreneurship education. In this paper, the "C + C" mode of innovation and entrepreneurship education under the "competition and innovation integration" is proposed in the dilemma of the development of innovation and entrepreneurship education in universities served by academic competition. It not only improves the training system of innovative talents to a certain extent and gets out of the current situation, but also promotes the deep-level development of entrepreneurship education in universities. Only by focusing on curriculum to strengthen the foundation, attaching importance to teachers to improve the structure, paying attention to characteristics to heat up the vitality, and strengthening practice to raise the ability, can the competition run through the process of innovation and entrepreneurship education, and can the idea of innovation and entrepreneurship be integrated into the life of students.

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