

## **Research on the Reform of Innovation and Entrepreneurship Education in Transitional Universities in Jilin Province under the New Normal**

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**Abstract:** After our society has fully entered the new normal, innovation has gradually turn the first driving force to push the all-round progress of all walks of life. In this process, strengthening the continuous progress of the innovation and entrepreneurship education ability has irreplaceable practical significance for the transitional and progress of colleges and universities, the economic progress of society and the sustainable development of talents. By comprehensively reshaping the objectives of innovation and entrepreneurship education in colleges and universities in Jilin Province, this paper points out the direction for the disciplinary progress of innovation and entrepreneurship education, and lays a solid basis for the establishment and improvement of the curriculum system, practice system and guarantee system of innovation and entrepreneurship education in China.

### **1. Introduction**

To set up and perfect the innovation and entrepreneurship education system, colleges and universities must always adhere to the theoretical support of innovation and development. They should not only actively innovate a large amount of knowledge and skills, but also ensure that these knowledge and skills can be truly transformed and effectively diffused, so as to make the socialization, industrialization and commercialization of knowledge innovation more obvious. As the gathering place for implementing various knowledge innovation measures, the main force for implementing the integrated development model of industry, university and research, and the main training base for innovative and entrepreneurial talents, colleges and universities must take the initiative to undertake the new historical mission entrusted by the innovative development of the times, take Xi Jinping thought on socialism with Chinese characteristics in the new era as the core and the needs of social and economic development as the target, always keep the progress concept of stepping with the times and strengthen the continuous deepening of modern education reform, ensure that the innovation power, potential and vitality of colleges and universities are fully stimulated, and from the perspective of diversification, ensure that innovation and entrepreneurship education can be fully integrated into the work related to social and economic progress in the new times. It can not only provide a continuous impetus for the gradual transitional of China's higher education towards the application-oriented and comprehensive direction, improve the speed of knowledge innovation and transitional efficiency, but also cultivate a large number of innovative, knowledge-based and application-oriented professionals, so that the college students can truly become the main force and new force to push China's social innovation and progress.

### **2. Colleges and Universities Should Strengthen the Overall Reconstruction of the Reform Goal of Innovation and Entrepreneurship Education**

First, the transitional universities in Jilin Province should correctly understand and accurately grasp the essence of innovation and entrepreneurship education. The reform objective of innovation and entrepreneurship education is to ensure that college students can establish innovation and

entrepreneurship ideas, cultivate their creativity and innovation ability, and fully integrate innovation, entrepreneurship and creativity into professional education and teaching. Therefore, its core essence is education.

Second, the transitional colleges and universities in Jilin Province should strengthen the establishment and progress of the objective system of innovation and entrepreneurship education. Professional education can provide basic support for the effective development of innovation and entrepreneurship education, and it is the root of wood and the source of water. Innovation and entrepreneurship education can extend and expand relevant knowledge and skills based on professional education, inject new blood into professional education, and enhance the vitality of professional education. Therefore, transitional universities in Jilin Province should strengthen the full integration of professional education and innovation and entrepreneurship education, fully play the role and value of professional education, make the practicality and progressiveness of relevant educational content more obvious, lay a solid basis for the comprehensive progress of innovation and entrepreneurship education, and ensure that the professionalism and smoothness of relevant work are further strengthened <sup>[1]</sup>.

Third, transitional universities in Jilin Province should strengthen the full integration of traditional and practical teaching, push the in-depth integration of classroom teaching and practical teaching of various majors, make use of resource sharing and co-construction, actively build a practical teaching platform, make the whole process of innovation and entrepreneurship education more perfect, and give students more comprehensive and advanced education services <sup>[2]</sup>.

### **3. Colleges and Universities Should Strengthen the Active Exploration of the Disciplinary Development Direction of Innovation and Entrepreneurship Education**

To ensure that the innovation and entrepreneurship education in China's colleges and universities can always take the discipline orientation as the development goal, the State Council promulgated the relevant documents of the *Overall Plan for Promoting the Construction of World-class Universities and First-class Disciplines* as early as 2015. The document clearly points out: strengthen the quality of innovation and entrepreneurship education, actively implement personalized training measures, ensure that students' international vision, comprehensive quality, scientific spirit, entrepreneurship awareness and creativity are comprehensively improved, strengthen the rational increase in the proportion of college graduates entrepreneurship, and encourage college graduates to take part in the ranks of "mass entrepreneurship and innovation".

"Cultivating top-notch innovative talents" is included in China's "five education construction" tasks, and the importance of innovation and entrepreneurship education is raised to the national level. This definition can not only completely break the traditional society's superficial cognition of innovation and entrepreneurship education, but also make the traditional innovation and entrepreneurship education carried out by colleges and universities continuously improve in the direction of specialization, comprehensiveness and systematization. Since China has opened up its secondary disciplines, most colleges and universities can seize this opportunity to actively explore the disciplinary development direction, and comprehensively practice the relevant strategies and methods. For example, Jilin University added "intellectual property and scientific and technological innovation management" as a second-class discipline outside the catalog, clarified the research direction of regional innovation strategy and management, and added "innovation and entrepreneurship management" and "technological innovation theory and practice" and other diversified professional courses, pointing out the direction for the disciplinary progress of innovation and entrepreneurship education in China <sup>[3]</sup>.

### **4. Colleges and Universities Should Strengthen the Establishment and Improvement of Innovation and Entrepreneurship Education Curriculum System**

Colleges and universities should take diversified measures to fully integrate the concept and spirit of innovation and entrepreneurship education into each professional course and experimental

teaching, ensure that the innovation and entrepreneurship curriculum system of the State Council is highly consistent with the teaching systems of various majors, and fully integrate innovation and entrepreneurship education into the overall teaching planning and credit management system. On this basis, it is essential to enhance the active opening of compulsory courses for the foundation of innovation and entrepreneurship education, by improving the level of general education, ensure that college students' consciousness of innovation and entrepreneurship is fully cultivated and their spirit is further strengthened.

Colleges and universities should ensure that the innovation and entrepreneurship education curriculum system can match the training objectives of innovative talents. They should not only put great emphasis on the opening of interdisciplinary comprehensive courses, but also actively encourage students to integrate liberal arts and science, so as to effectively expand students' professional foundation and enhance the quality of general education. Colleges and universities should integrate all kinds of courses in the whole chain, carry out differentiated teaching and guidance according to the characteristics of different majors, and fully meet the learning and information needs of students of different majors. For example, in the process of training the innovation and entrepreneurship ability of science students, we should strengthen the penetration of knowledge and skills. In the process of cultivating undergraduate students' innovation and entrepreneurship ability, we should enhance the cultivation of entrepreneurial thinking. Innovation and entrepreneurship courses are not only the basis of professional education, but also have highly specialized and systematic characteristics, which can have a direct effect on the professional knowledge reserve of college students and the training effect of entrepreneurial skills. This is also the reason why colleges and universities must set up and promote the curriculum system of innovation and entrepreneurship<sup>[4]</sup>.

## **5. Strengthen the Active Construction of Innovation and Entrepreneurship Education Practice System in Colleges and Universities**

As far as innovation and entrepreneurship education in colleges is concerned, it is a highly systematic and complex project, which can't be completed by colleges and universities alone. It requires the joint efforts of colleges and universities, enterprises, society and other institutions to ensure the full integration of diversified resources, and jointly create a highly comprehensive and feasible entrepreneurship practice platform and base, so as to give support for the comprehensive construction of innovation and entrepreneurship education practice system, give students more practical opportunities and development opportunities, and comprehensively cultivate students' innovation and entrepreneurship ability.

First, colleges and universities should enhance the active training of students' cognitive and practical ability. By organizing students to participate in social research, participate in social practice, practice in enterprises and experience in training bases, students' cognitive ability and professional ability in innovation and entrepreneurship education can be further improved, and students' motivation and vitality for active participation can be stimulated<sup>[5]</sup>.

Second, colleges and universities should further enhance the practice simulation teaching of innovation and entrepreneurship education. They can give a platform for students to exercise and develop themselves by creating maker studios, entrepreneurship parks, venture capital spaces, innovation funds and various innovation competitions, enable students to experience real entrepreneurship experience in simulation teaching, and comprehensively stimulate students' innovation and entrepreneurship potential and vitality<sup>[6]</sup>.

Third, colleges and universities should actively develop innovation and entrepreneurship practical activities, take practice bases and parks as development platforms, promote the close combination of basic education and practical activities, and encourage college students to actively go out of the campus, enter parks and enterprises, and improve their ability and quality in practice by fully integrating campus innovation and entrepreneurship education with the progress of off-campus industries<sup>[7]</sup>.

## 6. Conclusion

After China's society has fully got the information age, the economic age and the new normal, colleges and universities in Jilin Province should always take the existing problems and difficulties as the basis during developing innovation and entrepreneurship education, take cultivating college students' innovative thinking and ideas as the goal, and constantly integrate the modernization concept and diversified measures into the reform of innovation and entrepreneurship education, so that college students have the consciousness and ability to fully adapt to and meet the development needs of the times. It can not only further improve the innovation and entrepreneurship education reform ability of colleges and universities, cultivate more professionals with innovation spirit and creativity, but also give a steady stream of talent support for the innovation and development of our society by actively encouraging students to fully play their role and value in innovation and entrepreneurship.

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