
Practical Exploration on the Integration of Innovation and Entrepreneurship Education and Professional Education

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Abstract: With China entering a new era of socialism, it has become a new mission and task for colleges and universities to cultivate more innovative and entrepreneurial talents who can meet the needs of national innovation driven development strategy. Innovation and entrepreneurship education is the trend of higher education reform and development in the new era. The development of corresponding education and teaching activities cannot be isolated from professional education. China's higher education is based on professional education and aims to cultivate comprehensive talents with certain professional level and skills. It has formed a relatively stable and standardized education system. Innovation and entrepreneurship education in domestic colleges and universities began at the end of the 20th century, mainly relying on the "innovation and entrepreneurship" curriculum to cultivate students' innovation and entrepreneurship consciousness and practical ability, so that students can adapt to the needs of social and technological development, and smoothly carry out innovation and entrepreneurship activities in related fields. However, China's innovation and entrepreneurship education just started, and the combination with professional education is not close enough, and there is still a certain distance from the requirements of innovation driven development strategy for talents. In the process of education, we need to clearly recognize the shortcomings of the current professional education, and what specific measures should be taken in the process of organic integration with entrepreneurship and innovation education and the construction of educational practice system to realize the effective cultivation of innovative compound talents, enhance the core competitiveness of professional technology, and promote the sustainable development of higher education.

Keywords: Innovation and Entrepreneurship Education, Professional Education, Organic Integration, Practice System

1. Introduction

The notice of the Ministry of education on printing and distributing the work points of the Department of Higher Education of the Ministry of Education in 2018 points out that it is necessary to deeply implement the Innovation and Entrepreneurship talent Training Plan in Colleges and Universities and "integrate innovation and entrepreneurship education into the whole process of talent training in an all-round and deep level". Innovation and entrepreneurship education is the need of the rapid development of the country and the cultivation of high-quality professional talents in the new era. The core goal of the national innovation driven strategy is to cultivate "both red and professional" innovative talents. As an important platform for the inheritance and innovation of professional technology, colleges and

universities shoulder an arduous task in the cultivation of innovative consciousness and professional skills. In order to effectively complete the teaching task of innovation and entrepreneurship education, colleges and universities should strengthen the research on the effective integration of professional development and innovation and entrepreneurship education [1].

China's higher education is based on professional education and aims to cultivate comprehensive talents with certain professional level and skills. It has formed a relatively stable and standardized education system. Innovation and entrepreneurship education in domestic colleges and universities began at the end of the 20th century, mainly relying on the "innovation and

entrepreneurship" curriculum to cultivate students' innovation and entrepreneurship consciousness and practical ability, so that students can adapt to the needs of social and technological development, and smoothly carry out innovation and entrepreneurship activities in related fields. In recent years, the state has proposed "mass entrepreneurship and innovation", which is essentially the manifestation of innovation democratization under the condition of knowledge economy. The teaching system and curriculum design of innovation and entrepreneurship education should not be separated from professional education, but permeate the whole process of professional education [2]. How to integrate innovation and entrepreneurship education with professional education is a new proposition for higher education reform. According to the orientation of personnel training and the goal of innovation and entrepreneurship education, the teaching system of different disciplines in colleges and universities should be reconstructed and set. First line professional teachers should excavate and expand the innovation and entrepreneurship education resources contained in professional courses, integrate innovation and entrepreneurship education in the process of professional education, and realize the optimal integration of professional education and innovation and entrepreneurship education [3].

2. The Connotation and Relationship of Innovation and Entrepreneurship Education and Professional Education

2.1. The Connotation of the Innovation and Entrepreneurship Education and Professional Education

Innovation and entrepreneurship education aims to cultivate students' innovative spirit, improve their entrepreneurial skills and achieve employment and entrepreneurship at a higher level through the education of innovation and entrepreneurship knowledge. In essence, innovation and entrepreneurship education is the extension of employment education. According to the higher education law of the People's Republic of China, professional education enables students to master the specialized knowledge and theory of the subject and have the skills to engage in the corresponding occupation through the teaching of professional knowledge. Professional education focuses on students' social and professional knowledge, training corresponding vocational skills and focusing on employment [4].

2.2. The Relationship Between the Innovation and Entrepreneurship Education and Professional Education

Although there are many differences between innovation and entrepreneurship education and professional education, as an indispensable part of higher education system, they have the

same goal in cultivating talents needed by society. Generally speaking, innovation or entrepreneurship activities are usually carried out orderly around a certain professional field, which needs certain professional theoretical knowledge as support. Therefore, it can be said that professional education is the premise of the orderly development of innovation and entrepreneurship education [5]. At the same time, in the process of entrepreneurial practice, students will have the learning needs of professional knowledge, which will enhance their motivation in professional learning and strengthen their digestion and absorption of professional knowledge. In a word, innovation and entrepreneurship education and professional education complement each other. Only when they are closely combined can we achieve the sacred mission of educating people in colleges and universities.

3. The Basic Mode of Integration of Innovation and Entrepreneurship Education and Professional Education

According to the group differences of the target objects of innovation and entrepreneurship education, we can divide the mode of integration of specialty and entrepreneurship into three types: comprehensive mode, magnet mode and focus mode [6]. Focus mode provides special entrepreneurship guidance and comprehensive support for entrepreneurship projects with certain development potential, The above two modes emphasize the depth of integration of entrepreneurship and innovation education and professional education; All inclusive innovation and entrepreneurship education model is derived from the "broad-spectrum" innovation and entrepreneurship education theory, which emphasizes that it should be carried out for all students, and that all students also need innovation and entrepreneurship education, and emphasizes the breadth of innovation and entrepreneurship education. Combined with the content of entrepreneurship and innovation education, the integration mode of entrepreneurship and innovation education and professional education can be divided into four modes: scientific research project incubation mode, government industry university research fund cooperation mode, professional practice training mode and quality education cultivation mode. No matter which mode has its important conditions.

4. The Necessity of Integration of Innovation and Entrepreneurship Education and Professional Education

4.1. The Integration of Innovation and Entrepreneurship Education and Professional Education Is the Trend of Innovation and Entrepreneurship Education Reform

As early as 2015, the general office of the State Council required to adhere to the problem orientation, promote the integration of innovation and entrepreneurship education and

professional education through the reform of talent training mechanism, and solve the problem of disconnection between theory and practice in innovation and entrepreneurship education. In September 2018, the national education conference proposed to continuously deepen the reform of innovation and entrepreneurship education, run innovation and entrepreneurship education through the whole process of talent training, and create the backbone of national construction in the new era of innovation and entrepreneurship. In March 2019, the Ministry of Education pointed out in the notice on the construction of model schools in 2019 that it is necessary to deal with the problems of "integration of thinking and innovation", "combination of specialty and innovation" and "integration of labor and innovation", so as to promote the in-depth reform of innovation and entrepreneurship education. Integrating innovation and entrepreneurship education into professional education has become the key to teaching reform in colleges and universities.

4.2. The Integration of the Two Kinds of Education Is the Inevitable Requirement of Cultivating Innovative and Entrepreneurial Talents

Now, in a new era, driving national development through innovation is the strategy we should adhere to in the future. In order to achieve this great development goal, colleges and universities need to undertake the important mission of cultivating more talents with innovation and entrepreneurship to adapt to the development of the times [7]. However, most colleges and universities still focus on professional education, focusing on training students' professional knowledge and skills, and pay less attention to the cultivation of students' innovative spirit and practical ability. Therefore, colleges and universities must recognize the current situation and tasks, change the existing personnel training mode, promote the combination of teaching and practice, integrate innovation and entrepreneurship education into the existing professional education system, and improve the training quality of innovative and entrepreneurial talents.

4.3. The Integration of Innovation and Entrepreneurship Education and Professional Education Is an Inevitable Path to Promote Graduates to Adapt to Social Needs

In recent years, the number of college graduates is increasing every year, with 8.34 million in 2019 alone. At present, China's economic growth is facing downward pressure [8]. The number of new jobs is limited every year. The contradiction between supply and demand makes the graduation country issue a series of preferential policies. From capital to technical students, they are facing great pressure in employment. In order to implement the 17th National Congress of the Communist Party of China proposed to lead and promote employment through entrepreneurship, from venues to services, from training to management, to provide all-round support and help for

college students' entrepreneurship. Therefore, colleges and universities must seize this rare opportunity to strengthen professional education, at the same time, strengthen the training of innovative thinking and entrepreneurial ability, enhance their human capital, and create a new force of innovation and entrepreneurship that is suitable for the development of the times.

5. Problems in the Process of Integration of Innovation and Entrepreneurship Education and Professional Education

5.1. The Concept of "Innovation and Entrepreneurship" in Local Colleges and Universities Is Backward, and the Atmosphere Is Lacking

Professional education is formed with the development of disciplines and the division of labor in social industries. Its main goal is to enable students to master certain professional knowledge and work skills through the education and teaching activities in the professional fields of disciplines. Due to the long development period, professional education has mature teaching experience and rich practical teaching experience. The innovation and entrepreneurship education is to adapt to the new era of social development and scientific and technological progress, and its training goal is to improve college students' innovative thinking, entrepreneurial ability and comprehensive quality. The integration of the two has broken the existing stable professional education system, which requires the joint efforts and practice of educational administrators, professional teachers and innovation and entrepreneurship teachers [9].

At present, China's colleges and universities have opened a large number of "innovation and entrepreneurship" courses, but the "innovation and entrepreneurship" education concept is relatively backward, and there is no "formation" of a good "innovation and entrepreneurship" education environment and atmosphere. Many colleges and universities' innovation and entrepreneurship education is regarded as the education of "Founding enterprises" and "aiming at a few qualified students", and they do not realize that the innovation spirit and entrepreneurship consciousness should be permeated in the whole education and teaching system. Even some local university managers think that innovation and entrepreneurship education is just a kind of "amateur education", which does not need to be widely popularized and systematically carried out. As a result, the "entrepreneurship and innovation" education is not paid enough attention in colleges and universities, and the effect is not ideal.

5.2. The Curriculum System of "Entrepreneurship and Innovation" Education in Local Universities Is Not Systematic and Separated from Professional Education

At present, the teaching design, teaching mode and course content of "entrepreneurship and innovation" education

courses in most colleges and universities still focus on imparting general knowledge or theoretical knowledge. The core of innovation and entrepreneurship education is the cultivation of practical application ability, and its teaching content should be closely related to the market and industry demand. Therefore, the teaching idea and teaching content should pay attention to the cohesion and practical training objectives of disciplines and social and economic development trend, so that the students trained by "innovation and entrepreneurship" education have strong ability to solve practical problems and innovate in social practice. However, many colleges and universities simply add innovation and entrepreneurship theory courses, and do not really integrate social information such as social development, professional development and hot issues into the innovation and entrepreneurship education system. They lack a scientific and systematic education and teaching system and rich practical teaching platform, and cannot effectively achieve the teaching objectives of "innovation and entrepreneurship" education [10].

5.3. Local Colleges and Universities "Innovation and Entrepreneurship" Education Teachers Are Not Perfect, Lack of Experienced Teachers

Innovation and entrepreneurship education has higher requirements for practical ability and creative spirit. Therefore, instructors are usually required to have certain innovative thinking and rich practical experience to lead and cultivate students' innovation and entrepreneurship ability. However, the existing teachers in local colleges and universities generally have no entrepreneurial experience and lack practical experience in innovation and entrepreneurship. They can only simply teach general theory and cases, and it is difficult to achieve the teaching and training objectives of students' innovative spirit and entrepreneurial practice ability with high quality. In some universities, the teachers in charge of "entrepreneurship and innovation" education are the teachers of public courses of Ideological and political education, economics and management or the administrators of student work. Although they have sufficient theoretical knowledge of innovation and entrepreneurship, they generally lack social practice, enterprise work experience, entrepreneurial experience or scientific research and innovation ability, and they do not understand the professional knowledge, it is impossible to integrate the professional skills related to "entrepreneurship and innovation" education. Therefore, the overall level of "entrepreneurship and innovation" education teachers in local colleges and universities is not high, and there is a lack of "double qualified" teachers who have both practical experience and professional level of innovation and entrepreneurship.

5.4. The Practice Platform of "Entrepreneurship and Innovation" in Local Colleges Is Relatively Single, and Entrepreneurial Activities Become Mere Formality

The practical training platform for the integration of

innovation and entrepreneurship education and professional education in local colleges and universities is an important support for the practice of "entrepreneurship and innovation" education, and also the key to the implementation and Realization of "entrepreneurship and innovation" education. At present, the innovation and entrepreneurship practice and professional practice of local colleges and universities are carried out separately in their respective fields. The entrepreneurship practice platforms of most colleges and universities, such as the entrepreneurship Park and business incubator, are mainly in the charge of the "double innovation" teachers, while the innovation skills competition of College students' scientific and technological innovation and professional fields is mainly in the charge of the professional course teachers, However, the practical training platform that really integrates professional skills with "entrepreneurship and innovation" education is insufficient. Due to the shortage of teachers, funds and management system, the utilization rate and scope of the experimental platform and practice base provided by some local colleges and universities are far from enough. In addition, the entrepreneurial activities organized by colleges and universities are generally exam oriented and formalized, which cannot achieve the purpose of training students' ability to deal with problems, solve problems and innovate.

6. The Path of Integrated Development of Innovation and Entrepreneurship Education and Professional Education

6.1. Attach Importance to Top-Level Design and Form Collaborative Education System

We should attach importance to the top-level design of education work, the implementation of the opinions of the general office of the State Council on deepening the reform of innovation and entrepreneurship education in Colleges and universities, and understand the spirit of the measures for the management of national college students' innovation and entrepreneurship training plan. Take the construction of innovation and entrepreneurship education practice system as the key work, coordinate with the teaching implementation plan and teaching management plan, and set up a special educational administration department to infiltrate it into professional education. At the same time, teachers and students should be actively encouraged to carry out innovation and entrepreneurship teaching practice activities and competitions, which should be included in the evaluation system of students, so as to improve the attention and attention of teachers and students.

6.2. Strengthen Management Innovation and Build Professional Education Team

We should form a new pattern of teaching management in which all sides should work together. In the teaching of colleges and universities, entrepreneurship education is

mainly managed by the academic affairs office, or jointly managed by multiple teaching functional departments, cooperating with the student office, teaching and research office, enrollment and employment center and other sub management. Although it seems to pay enough attention to the construction of innovation and entrepreneurship education practice system, it is easy to have problems of overlapping management and untimely work promotion. Therefore, it is necessary to effectively sort out the work process, form a more perfect teaching management process, improve the service ability, and make each department perform its own duties and focus on its own. For example, the academic affairs office can take the lead in sorting out the teaching curriculum system. The Youth League Committee of the university is responsible for organizing innovation and entrepreneurship competitions on campus. The enrollment and employment center can provide the latest industry, enterprise policies and economic information according to different majors in time, so as to promote the update of teaching, so that students can not only read the sages in the ivory tower, but also pay full attention to the industry trend and market development, In order to improve the management ability, promote the integration of professional teaching and innovation and entrepreneurship education, make teaching more forward-looking, provide more employment and entrepreneurship practice opportunities and learning channels for students, and constantly improve their learning level and ability.

6.3. Change the Perspective and Pay Attention to Students' Practical Ability

Build a team of teachers with strong professional ability. To a certain extent, teachers' teaching level and ability determine the effectiveness of teaching and the efficiency of students' comprehensive ability training. Only by cultivating the teachers of innovation and entrepreneurship, paying attention to the assessment of the professional ability, theoretical knowledge and innovation ability of the teachers, can we form a special teaching team composed of professional education teachers, entrepreneurship instructors, innovation and entrepreneurship consultants, and industry experts, so as to realize the teaching of innovation and Entrepreneurship education practice courses, Promote innovation and entrepreneurship education to move towards the direction of specialization. Or to attract/employ professionals in the industry to work part-time or teach at the school, so as to enrich and enrich the teaching team. Through the collaboration of information-based teaching means, using big data to record and analyze the organic integration of professional education and innovation and entrepreneurship education, what problems and shortcomings still exist, what links are warmly received by students, and what aspects can be improved. This requires teachers to reflect on and summarize teaching, and take it as the basis of teaching adjustment, strengthen the cultivation of students' innovative quality and practical ability.

6.4. Promote school Enterprise Cooperation and Introduce Social Resources and Strength

In order to effectively solve the problem of inconsistency between talent training and market demand, and help to form the core advantages of our school, we should attach importance to promoting the combination of school and enterprise. In the process of building innovation and entrepreneurship education practice system, the introduction of multi social resources, especially the participation of enterprises, is very critical and important. On the one hand, experts and scholars in professional fields can be invited to the University for guidance, to provide targeted guidance on the existing entrepreneurship education system in colleges and universities, and to put forward the deficiencies in the training base or campus practice activities; On the other hand, we should attach importance to the integrated development of "industry university research", form a multi-party innovation and entrepreneurship education system, build an omni-directional education platform, realize the integration of school and enterprise advantage resources, enhance the innovative spirit of college students, and improve the practical ability and entrepreneurship level.

7. Summary

Innovation and entrepreneurship education is the trend of higher education reform and development in the new era. The development of corresponding education and teaching activities cannot be isolated from professional education. At present, the "entrepreneurship and innovation" education of higher education in China is still in the exploratory stage, and there are many problems in the concept, mechanism, system, teachers and so on. Therefore, we should promote the organic integration of "entrepreneurship and innovation" education and professional education from the top-level design, the reform of teaching system, the strengthening of practice platform and the construction of high-quality teachers, so as to realize the effective cultivation of innovative compound talents, enhance the core competitiveness of professional technology, and promote the sustainable development of higher education.

Conflicts of Interest

The author declares that he has no competing interest.

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