

Research on Innovation and Entrepreneurship Education Reform in Local Colleges and Universities under the Background of Industry-Education Integration

Shuyue Gong, Lingyan Li*

School of Ocean Information Engineering, Hainan Tropical Ocean University, Sanya 572022, Hainan Province, China

*Corresponding author: Lingyan Li, hnly18289538971@126.com

Copyright: © 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: With the continuous development of China's economy and the continuous upgrading of market demand, the demand for talent in enterprises and industries is increasingly diversified and complex, especially innovation ability has become one of the important standards to measure the quality of talent. At the same time, the difficult employment of college students is still serious, the state has issued a series of policies to encourage college students to actively start their own businesses. In this context, local universities, as an important part of higher education, are facing the critical task of innovation and entrepreneurship education reform. This paper aims to explore the current situation, problems, and reform paths of innovation and entrepreneurship education reform in local universities under the background of the integration of industry and education, in order to improve the training quality of innovative and entrepreneurial talents.

Keywords: Industry-education integration; College students; Business; Innovation and entrepreneurship education reform

Online publication: December 2, 2024

1. Introduction

As a new educational concept, the core of the integration of industry and education lies in the deep integration of industry and education, and realizing the optimal allocation and sharing of educational and industrial resources through school-enterprise cooperation and the alternation of work and study. This concept is of great significance for the reform of innovation and entrepreneurship education in local colleges and universities. It can not only enhance students' innovation and entrepreneurship ability and their employment competitiveness but also promote the reform of talent training mode in colleges and universities and the development of the local economy.

2. Current situation of innovation and entrepreneurship education in local universities

2.1. Policy support and market demand

In recent years, the state has issued a series of policies to encourage local colleges and universities to carry out innovation and entrepreneurship education, such as the Implementation Opinions of The General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Institutions of Higher Learning, which provides policy guarantee for the reform of innovation and entrepreneurship education in local colleges and universities. At the same time, with the continuous upgrading of market demand, enterprises and industries have an increasingly urgent demand for talents with innovative ability and entrepreneurial spirit, which provides market power for the reform of innovation and entrepreneurship education in local colleges and universities.

2.2. Major achievements of innovation and entrepreneurship education in local universities

Local colleges and universities have made some achievements in the reform of innovation and entrepreneurship education. Many colleges and universities have set up innovation and entrepreneurship education centers or entrepreneurship colleges, opened innovation and entrepreneurship courses, and held various innovation and entrepreneurship competitions and practical activities, which have effectively stimulated students' enthusiasm for innovation and entrepreneurship, and cultivated a group of talents with innovation and entrepreneurship ability. At the same time, some universities also cooperate with enterprises to build innovation and entrepreneurship practice bases, providing students with practical opportunities and entrepreneurial resources.

3. Problems existing in innovation and entrepreneurship education in local colleges and universities

3.1. Outdated concept of innovation and entrepreneurship education

Although local colleges and universities have made some achievements in the reform of innovation and entrepreneurship education, some colleges and universities still lag behind in the concept of innovation and entrepreneurship education. Specifically, this reflects a lack of comprehensive engagement. Innovation and entrepreneurship education is viewed merely as a required course for engineering students, while the needs of students from other disciplines are overlooked. There is also a lack of focus on moral education, with an overemphasis on economic benefits and employment rates, neglecting the cultivation of students' character and emotional development. Furthermore, a problem-oriented approach is missing, as the education focuses solely on theoretical teaching and simulation exercises, without guiding students to engage with social realities and future development.

3.2. Imperfect curriculum system

At present, the curriculum system for innovation and entrepreneurship education in local universities faces several challenges. These issues are primarily reflected in the lack of systematization and coherence, with course content being fragmented and lacking logical connections. Additionally, the curriculum lacks flexibility and diversity, with outdated and rigid course materials that are slow to be updated. There is also a lack of effectiveness and proper evaluation, making it difficult to assess the quality of the courses and their

impact on students. These problems hinder the development of innovation and entrepreneurship education and limit students' ability to cultivate innovation and entrepreneurial skills.

3.3. Weak teaching staff

The faculty of innovation and entrepreneurship education is the key to ensuring the quality of education. However, there are still some problems in the teaching of innovation and entrepreneurship education in local colleges and universities. The main manifestations are the lack of professionalism and practicality. Many teachers lack practical experience in innovation and entrepreneurship, making it difficult to effectively guide students. Additionally, there is a lack of stability and motivation, with teachers often showing low enthusiasm and high turnover rates. The faculty structure is also limited, lacking diversity and collaboration, with minimal interdisciplinary and cross-field communication and cooperation.

4. Reform paths of innovation and entrepreneurship education in local colleges and universities

4.1. Establishing the correct concept of innovation and entrepreneurship education

Local colleges and universities should establish the correct concept of innovation and entrepreneurship education, and realize full coverage, whole process, and all-round integration. Firstly, innovation and entrepreneurship education is included in the overall plan of talent training to realize the compulsory courses for all students; secondly, it focuses on cultivating the core qualities of social responsibility, innovation spirit, teamwork, and risk awareness; finally, problem-oriented as the main method aims to guide students to focus on the social reality and future development, discover problems and needs, and propose solutions and ideas.

4.2. Constructing a sound curriculum system

Local colleges and universities should build a perfect curriculum system of innovation and entrepreneurship education to meet students' learning needs and development goals. Firstly, they should formulate the overall framework and detailed scheme of the curriculum system of innovation and entrepreneurship education, and clarify the curriculum objectives, structure, levels, logic, and associations; secondly, they need to set reasonable curriculum contents, forms, and methods according to different stages, types, characteristics, and needs of students; finally, they should increase the openness, selectivity, and diversity of the curriculum, to give students more space and opportunities for independent learning and personalized development. At the same time, a clear curriculum standard, indicators, assessment, and evaluation system should be established to effectively measure the quality and effect of the course.

4.3. Strengthening the construction of the teaching staff

Local colleges and universities should strengthen the construction of teachers for innovation and entrepreneurship education, and improve the professionalism and practicality of the teachers. Firstly, it is imperative to strengthen the training and promotion of existing teaching staff, increase their theoretical knowledge, practical skills, social resources, and teaching ideas; secondly, they should actively introduce or employ professionals with a professional background, practical experiences, and social relations, such as entrepreneurs, investors, experts, and consultants to enrich the structure and content; finally, it is necessary to establish and improve the management system, assessment system, incentive system, and guarantee system to ensure the stability, motivation, development and happiness of the teaching staff.

4.4. Promoting the integration of industry and education

The integration of industry and education is an important way to reform innovation and entrepreneurship education in local colleges and universities. First, local universities should cooperate with enterprises to build innovation and entrepreneurship practice bases to provide practical opportunities and entrepreneurial resources; second, their innovation and entrepreneurship ability and entrepreneurship level should be enhanced; finally, strengthening close communication between industry associations and enterprise experts and universities can ensure that innovation and entrepreneurship courses can closely meet the market demand and enhance the pertinence and effectiveness of innovation and entrepreneurship education.

5. Case analysis

5.1. Innovation and entrepreneurship education reform practice at Hainan Tropical Ocean College

Hainan Tropical Ocean College has actively explored and practiced the reform of innovation and entrepreneurship education. The school has opened innovation and entrepreneurship courses and held various innovation and entrepreneurship competitions and practical activities, which have effectively stimulated students' enthusiasm for innovation and entrepreneurship. At the same time, the school has cooperated with enterprises to build a number of innovation and entrepreneurship practice bases, providing students with practical opportunities and entrepreneurial resources. In addition, the school also pays attention to the construction of innovation and entrepreneurship teachers and has introduced several entrepreneurship mentors with rich practical experience, thus improving the quality and level of innovation and entrepreneurship education.

5.2. Reform of the teaching mode of innovation and entrepreneurship education in a higher vocational college

In light of the practical challenges associated with the teaching methodologies in innovation and entrepreneurship education, an innovation and entrepreneurship education center has undertaken reforms and explorations through a synergistic approach that integrates industry with academia. The institution employs a strategy that combines comprehensive coverage with targeted breakthroughs, thereby establishing a multi-tiered and multidimensional teaching model for innovation and entrepreneurship education. A universal teaching framework is implemented to ensure extensive reach in this educational domain; for students exhibiting strong entrepreneurial aspirations and exceptional innovative awareness, a "customized" training mode is adopted, facilitating targeted advancements in innovation and entrepreneurship education through real-world projects. Concurrently, the university emphasizes the development and enhancement of its curriculum system for innovation and entrepreneurship to guarantee systematic coherence, flexibility, diversity, effectiveness, and evaluability.

6. Conclusion and outlook

Under the background of innovation and entrepreneurship education reform in local universities, industry-education integration is a long-term and arduous task. Local colleges and universities should establish the correct concept of innovation and entrepreneurship education, build a perfect curriculum system, strengthen the construction of teachers, promote the integration of industry and education, and constantly improve the

training quality of innovative and entrepreneurial talents. In the future, with the continuous improvement of the quality and level of higher education and the continuous upgrading of the market demand, the reform of innovation and entrepreneurship education in local universities will face more opportunities and challenges. Therefore, local colleges and universities should constantly innovate educational models and methods, actively respond to the changes in the market and social demand, and make greater contributions to the realization of the connotative development of higher education.

Funding

2024 Education and Teaching Reform Project of Hainan Tropical Ocean University (Rhyjg2024-20)

Disclosure statement

The authors declare no conflict of interest.

References

- [1] Zhao J, 2019, The Reform Path of Innovation and Entrepreneurship Education in Application-Oriented Undergraduate Universities under the Background of the Integration of Industry and Education. *Adult Education in China*, (22): 58–61.
- [2] Li P, 2023, Practical Logic, Risk and Improvement Path of Innovation and Entrepreneurship Education in Colleges and Universities under the Background of Industry-Education Integration. *Adult Education in China*, (20): 21–24.
- [3] Wu L, Liu G, 2024, Research and Exploration of Industry-Education Integration and Mass Entrepreneurship Education in Application-Oriented Universities. *Journal of Anyang Normal University*, 26(02): 144–149.
- [4] Ping D, Yuan Y, 2024, Research on the Path Optimization of Innovation and Entrepreneurship Education in Universities from the Perspective of Industry-Education Integration. *Henan Education (Higher Education)*, (06): 55–56.
- [5] Wu J, 2024, Research and Practice of Cultivating Innovative and Entrepreneurial Talents Through the Integration of Industry and Education in Colleges and Universities. *Research on Industrial Innovation*, (06): 177–179.
- [6] Jiang Y, Shi Y, Ye Z, 2024, Research on the Cultivation of Innovative and Entrepreneurial Talents in Universities under the Background of Industry-Education Integration. *Chinese University Science and Technology*, (09): 97.
- [7] Wu W, 2024, Research on the Reform of Innovation and Entrepreneurship Education in Local Universities under the Background of Industry-Education Integration. *Journal of Kaifeng Culture and Art Vocational College*, 42(11): 108–110.
- [8] Zhang X, 2024, Exploration and Thinking on the Cultivation of Innovative and Entrepreneurial Talents in Universities under the Guidance of the Integration of Industry and Education. *Industrial Innovation Research*, (16): 178–180.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.