



Objectives, Principles and Path Optimization of College Students' Innovation and Entrepreneurship Education

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Abstract: The rapid development of the economy has made the demand for talents in social positions more stringent. Under the current practical conditions of employment difficulties for fresh graduates every year in our country, many colleges and universities have introduced innovation and entrepreneurship education into the classroom in order to help students establish In the process of correct entrepreneurial goals, it can achieve better development through its own efforts. Therefore, this article mainly analyzes the goals, principles and implementation methods of innovation and entrepreneurship education in colleges and universities. It is hoped that students can exercise their entrepreneurial spirit and guide them to accumulate entrepreneurial experience while achieving comprehensive development.

Keywords: Entrepreneurial Experience; Employment Platform; Innovation and Entrepreneurship Education; Path Optimization

Innovation and entrepreneurship education as an important measure to alleviate the employment pressure of college students, not only reflects the determination of China's higher education to continue to reform, but also can effectively promote the better development of social economy. Due to the relatively short duration of innovation and entrepreneurship education, many schools are actively looking for ways to implement, in order to help students get more development paths when they graduate. Therefore, colleges and universities can actively determine the educational goals that better meet the entrepreneurial needs of students according to the actual situation of the university when carrying out dual-innovation work, and through the customization of basic principles, they can lead students to complete entrepreneurial work in a targeted manner.

1. Innovative and entrepreneurial education needs to define goals

The development of the economy has stricter requirements for high-quality talents, so more innovative and entrepreneurial talents are needed to contribute to the construction of the motherland. Therefore, innovation and entrepreneurship education has always aimed at this goal, hoping to enable double innovation education to help students get better development. At present, many colleges and universities have two main goals when they carry out double-education education. One is to require students to continue to exercise their innovative consciousness through the study of knowledge, so that while establishing their entrepreneurial spirit, they can devote themselves to entrepreneurial activities; while the other goal considers double innovation education as a With a complete theoretical system, schools should pay more attention to the comprehensive training of students' professional knowledge, practical skills, innovative abilities and other aspects when carrying out educational work. Therefore, colleges and universities should integrate with the actual situation of their students when determining the cultivation goals of double-education education, so as to ensure that the goals set by them are consistent with the students' employment concepts, and then achieve twice the result with half the effort while ensuring the effectiveness of education. Nurturing effect.

2. Principles for innovation and entrepreneurship education

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2.1 Comprehensiveness

Double-creation education is different from general entrepreneurship education. It puts more emphasis on the cultivation of all students, rather than simply based on the number of student entrepreneurs, and uses it as an evaluation standard for the success of educational work. Therefore, the comprehensiveness of innovation and entrepreneurship education requires schools to take the cultivation of professionalism as the primary content through the education of all students, and constantly exercise their comprehensive capabilities so that students can have independent entrepreneurship in the process of comprehensive development ability.

2.2 Oneness

Because the content of innovation and entrepreneurship education is closely related to the content of curriculum education, school culture construction and practical activities, so to ensure the smooth development of double innovation education, the school needs to be based on the principle of unity to achieve both inside and outside the classroom. The learning activities outside the school are connected with practical activities. Therefore, schools need to consider various aspects of the main body of double innovation education, and actively find a balance among the main bodies of enterprises, policies, government and social environment to ensure the smooth development of double innovation education under the operation of multiple parties.

2.3 Characteristic

First of all, when implementing innovation and entrepreneurship education, colleges and universities should be combined with the current social and economic development and the current level of education development, so that innovation and entrepreneurship education can always promote students' entrepreneurship under the premise of adhering to China's position. With patriotic feelings.

Secondly, colleges and universities need to carefully study the different characteristics of each major of the school, and then improve the double-creation cultivation plan in a targeted manner, so that the innovation and entrepreneurship education that students participate in can not only be in line with their own reality, but also can be a great help for students to start entrepreneurial activities.

Finally, schools need to ensure that each major of the school has its own characteristics according to different majors.

3. Ways to be implemented for innovation and entrepreneurship education

3.1 To mobilize students' awareness of double creation

In order to effectively mobilize students' awareness of double creativity, the school needs to realize that campus culture as an important driving force to promote the smooth development of innovation and entrepreneurship education, can well enable students to independently mobilize their own awareness of double creativity under the influence of campus culture. Traditional teaching methods make students habitually passively accept knowledge learning, so they rarely actively challenge the authority of teachers. The campus culture required by innovation and entrepreneurship education is to hope that students can change themselves and strive to challenge the authority, so that in the future entrepreneurial process, they can take risks, advocate innovation, tolerate failure and be willing to challenge. Therefore, the school can regularly carry out practical activities to encourage students to constantly stimulate their own innovation consciousness, accumulate experience, and establish a spirit of innovation, fear of difficulties and positive challenges.

3.2 Carry out a double innovation practice platform

On the one hand, the school needs to do a good job in the promotion of double-innovation education, which can not only enable students to have a deeper understanding of innovation and entrepreneurship education from multiple angles, but also effectively mobilize students' awareness of double-innovation and achieve the smooth implementation of educational activities. The purpose of development. On the other hand, schools need to actively develop a platform for double-creation practice to give students more platforms to show themselves. For example, the school can actively contact with local enterprises to jointly create a "double-creation education training base", and can also actively cooperate with the administrative department to win preferential policies for entrepreneurship for students and escort the

smooth future employment of students.

4. Conclusion

In order to enable students to achieve better development after graduation, colleges and universities need to actively establish an education model that meets the actual needs of students of the school through careful analysis of innovation and entrepreneurship education, and encourage students to establish correct entrepreneurship under the leadership of teachers View. The effective implementation of innovation and entrepreneurship education in teaching activities can not only greatly reduce the employment pressure of students after graduation, but also create a platform for them to better exercise their innovative and practical abilities, so that students can continue to explore For better development.

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