

Cultivation of School Education Management Talents Under the Development of Innovation and Entrepreneurship Education

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Abstract: Under the background of innovative development in the field of education in China, the core of education and teaching is to cultivate students' practical application ability. Before entering the society, students need to make preparations for knowledge and skills in advance, and students need to have relatively strong ability to use their hands. With the development of innovation and entrepreneurship education, the cultivation of innovative and entrepreneurial talents is not only the backbone to promote China's social progress and development, but also the ultimate goal of talent cultivation in colleges and universities. This paper explores the relevant contents of the training of school education management talents under the development of innovation and entrepreneurship education, so as to effectively alleviate the employment pressure of college graduates and comprehensively improve the social competitiveness of college graduates.

Keywords: Innovation and entrepreneurship; Education management; Personnel training

Introduction

Nowadays, China continues to pay more attention to entrepreneurship and innovation education, strive to improve China's college students' independent innovation and entrepreneurial ability, and comprehensively improve China's social employment rate. The 18th CPC National Congress proposed the need to improve the quality of innovation and entrepreneurship quality training, promote the effective implementation of entrepreneurship and innovation policies, bind college talent training with national development, and encourage Chinese talents to constantly strive for innovation and entrepreneurship. Therefore, college teachers need to clarify the training objectives of high-quality applied talents, optimize the education system according to the development needs of the times, adjust China's talent training plan, effectively solve the problem of lagging education management talent training, give full play to the value of education management talents, and promote the construction and development process of building an innovative country in China.

1. The training value of school education management talents under the development of innovation and Entrepreneurship Education

1.1 Easing the employment competition pressure of education managers

With the continuous expansion of the construction scale of colleges and universities in China, the number of domestic education management graduates continues to increase, which also adds great employment pressure to education management students and greatly reduces the employment rate of graduates, resulting in many graduates failing to find suitable jobs or choose other employment directions. Therefore, colleges and universities need to effectively alleviate the employment pressure of education and management college graduates and solve the employment difficulties of college graduates.^[1] Colleges and universities are facing the needs of deepening the reform of education and teaching. In the process of changing education and teaching methods, it is necessary to increase the teaching content of innovation and entrepreneurship, ensure that students majoring in education and management can keep pace with the development process of the times, and encourage college students to start businesses, which is an important way to properly solve the employment difficulties.

1.2 Meeting the talent demand of education management market

Under the background of education and teaching reform and development, colleges and universities need to shoulder the important task of high-end education management talents. The high-end talents required by the education management market are compound, comprehensive and innovative talents, and this standard is required to meet the training needs of innovative talents in education management. Carrying out educational management talent training activities under the background of innovation and entrepreneurship education can fully meet the needs of educational management innovative talents and the standards of economic system reform for innovative talents.

1.3 Changing the training purpose of educational management talents

From China's current national conditions, the main purpose of education management talent training is to properly solve the employment problems in society and improve students' personal education. The single purpose of talent training will lead to the

narrowing of students' future development, and the unified training measures will lead to the loss of students' personality. By adding the content of entrepreneurship and innovation education in the curriculum of education management specialty, we can increase the students' thinking mode of entrepreneurship and innovation and improve the entrepreneurship and innovation development ability of college education management talents. By changing the goal of education management talents, we can meet the market demand for professional and compound high-end talents.^[2]

2. Current situation of school education management personnel training

Since the separation of the traditional education system, the major of educational management has formed an independent management discipline within the school. Although the professional knowledge of educational management in China has been close to the social environment, expanding the scope of knowledge and increasing the practicability of professional knowledge, due to the lack of scientificity of professional curriculum design, it lacks flexibility for the cultivation of educational management talents. As a result, the objectives, ideas, ideas and even methods of school education management personnel training can not fully meet the social needs. At present, the school is in the stage of rapid social development. It needs to break the concept of discipline systematic curriculum, innovate and optimize the professional curriculum based on the needs of the times and society, in order to improve students' professional ability and quality. However, the school's education management specialty fails to optimize and innovate in line with social development after cooperation with other schools and it can not effectively adapt to the requirements of the development of the times for the major of education management, which eventually leads to the difference between the curriculum and the actual development trend. Therefore, it is imperative to realize the innovation of education management talent training.

3. Training strategy of school education management talents under the development of innovation and entrepreneurship education

3.1 In depth interpretation of innovation and entrepreneurship policies

Nowadays, our country pays more and more attention to the cultivation of innovative and entrepreneurial talents, and many policy documents issued by the State Council and the education department support the cultivation of innovative and entrepreneurial talents in colleges and universities.^[3]In order to help colleges and universities cultivate educational talents that meet the needs of social development, it is necessary to deeply interpret the innovation and entrepreneurship policy, guide college students to understand the relevant contents of the innovation and entrepreneurship policy, establish college students' entrepreneurial self-confidence, and improve college students' enthusiasm for entrepreneurial activities. In addition, teachers need to pay constant attention to the policies related to innovation and entrepreneurship, dig deeply into the contents related to the policies and education management specialty, and teach the relevant contents to students during classroom teaching, so as to ensure that students of education and management can comprehensively master the entrepreneurship policies, and students with entrepreneurial intention can firmly seize the development opportunities.

3.2 Changing teachers' innovative and entrepreneurial ideas

Teachers need to change the teaching concept of completing work needs in the past, understand that not all students are suitable for innovation and entrepreneurship in the process of innovation and entrepreneurship curriculum, and provide effective help for students' further development. In the process of setting up innovation and entrepreneurship courses, colleges and universities not only need to add entrepreneurship ideas and examples to the original employment guidance courses, but also strengthen entrepreneurship and innovation practice. Successful entrepreneurs in the social field and entrepreneurs with certain practical experience share entrepreneurship experience with students. In addition, college teachers need to actively communicate with entrepreneurs, understand the current market development trend, help students clarify the abilities and knowledge required by entrepreneurship, and provide valuable guidance for the entrepreneurship and employment development of education managers.

3.3 Deeply tapping innovation and entrepreneurship education resources

Due to the differences of different universities' geographical location and social resources, the resources of entrepreneurship and innovation in the implementation of educational management in colleges and universities are restricted.^[4]Therefore, we need to vigorously cultivate teachers with entrepreneurship education ability in order to provide a suitable development platform for the development of innovation and entrepreneurship education activities. At the same time, in order to meet the upsurge of mass entrepreneurship and national innovation, some actual social organizations of the government need to provide a perfect entrepreneurship platform, provide sufficient financial support, and implement the entrepreneurship and innovation content into the actual content. In addition, since the education management specialty itself is a specialty combining theory and practice, the innovation and entrepreneurship projects combined with the education management specialty are mainly cultural and educational industries, which can help students realize the full combination of entrepreneurship and innovation theory and teaching management professional skills through training in the practice base and help education management professionals establish entrepreneurial self-confidence.

3.4 Building a perfect incentive mechanism

The innovation and entrepreneurship personnel are mainly employed teachers of the school. Due to the lack of learning experience of teachers themselves, the school needs to build a perfect incentive system.^[5]The incentive methods of increasing the amount of bonus and evaluating professional titles can improve the enthusiasm of school teachers in innovation and entrepreneurship. At the same time, in order to give full play to students' awareness of active learning in the process of professional knowledge learning, and help students with entrepreneurial intention or potential, the university needs to provide strong support for highly practical innovation and entrepreneurship projects to strengthen students' innovation and entrepreneurship self-confidence.

4. Conclusion

As an important component of management activities, education management specialty has many impacts on the quality and

implementation efficiency of education and teaching activities. The work content of education management talents is different from that of other types of management talents.

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