



# **The Exploration of the Organic Combination of Innovation and Entrepreneurship Education and Professional Education**

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**Abstract.** Under the influence of China's education reform, the combination of innovation and entrepreneurship education and professional education has become a new training model for more colleges and universities to cultivate talents, in order to respond to the increasingly severe employment situation in the society, and to train talents in all aspects. For all colleges and universities, cultivating students' independent entrepreneurship ability and doing a good job in innovation and entrepreneurship training and education can provide more development directions for college students and make them take independent entrepreneurship as a goal of subsequent development. This article first analyzes the current situation of the combination of professional education and innovation and entrepreneurship education, and then explores the method of organic combination of professional education and innovation and entrepreneurship education.

**Keywords:** Innovation and Entrepreneurship Education, Organic Integration, Professional Education

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## **1. Introduction**

At present, domestic innovation and entrepreneurship education is still in the initial stage of development, and is relatively backward compared with developed countries. Our country has paid more and more attention to the employment of college students, and has brought project support to students' independent entrepreneurship. In order to respond to this national call, all colleges and universities should attach importance to innovation and entrepreneurship education and combine it with professional education, so that the two types of education can give full play to their own functions, and education and teaching can play a better role in training. Analyzing the current situation of the combination of innovation and entrepreneurship education and professional education can help colleges and universities find out the problems of combined teaching as soon as possible, so that colleges and universities can adjust the teaching direction and content in time according to the problems, and use the optimized combined teaching to cultivate students' multiple abilities

## **2. The status quo of the combination of professional education and innovation and entrepreneurship education.**

### **2.1 Lack of teachers**

The survey shows that more college teachers only have certain theoretical knowledge of innovation and entrepreneurship, but do not have experience in entrepreneurship practice [1]. This problem leads to the fact that such teachers only attach importance to the explanation of theoretical knowledge and lack the analysis of real cases in the teaching process. This situation will not only lead to more students losing interest in learning, but also make innovation and entrepreneurship education become a mere form, and the educational value of innovation and entrepreneurship

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education cannot be fully developed. At the same time, it also fails to let students know more professional development and entrepreneurship knowledge, which is not conducive to the subsequent development of students.

## **2.2 Pay attention to theory and ignore practice**

In innovation and entrepreneurship education, the combination of practice and theory is indispensable. The achievements of entrepreneurship education are reflected by the students' entrepreneurial abilities, but under the influence of factors such as educational concepts and faculty, most of the entrepreneurial education courses of various colleges are limited to theoretical content and do not provide students with certain opportunities for entrepreneurship practice. As a result, the integrity and comprehensiveness of the entrepreneurship education system are affected, and the good educational effect cannot be guaranteed.

## **2.3 Limitations of the integration of professional education and innovation and entrepreneurship education**

In order to respond to the national call, many colleges and universities have organized entrepreneurship colleges. However, analysis shows that innovation and entrepreneurship education belongs to a new type of education, with limited standardization of the system, and the focus of the system is not limited to classroom teaching, and school teaching no longer undertakes the task of key management [2]. As a result, more colleges and universities only offer career guidance to students or help them with business planning when carrying out entrepreneurship education. At the same time, more courses are presented to students only in the form of elective courses, so the quantity and quality of such courses cannot meet the entrepreneurial needs of students, which leads to the limited integration of professional education and innovation and entrepreneurship education.

# **3. The organic combination of professional education and innovation and entrepreneurship education**

## **3.1 Cultivate students' innovative ability with innovative ideas**

For students, they should not only master the theories and knowledge of subjects, but also attach importance to the participation of innovation and entrepreneurship elective courses, so as to carry forward the new teaching ideas and improve their innovation ability [3]. Colleges and universities should reasonably increase the number of such courses, enhance students' flexibility for elective courses, and develop more choice space for students to choose, so as to expand students' knowledge of innovation and entrepreneurship and strengthen their ability of innovation and entrepreneurship. In addition, colleges and universities should attach importance to the development and cultivation of students' abilities of organization and coordination, insight, leadership and decision-making in professional education, so as to promote students to have more abilities related to innovation and entrepreneurship and provide a foundation for their subsequent career development. In order to realize the flexible integration of innovation and entrepreneurship education and professional education, colleges and universities must use different forms of classroom teaching to cultivate students' awareness of innovation and entrepreneurship, encourage students to make bold innovations, help them develop more new ideas for entrepreneurship, and finally help them gradually improve their entrepreneurial vision.

## **3.2 Colleges and universities should establish a comprehensive education concept**

Colleges and universities should make rational use of classroom education and use correct and reasonable entrepreneurial education concepts to construct an all-round development and comprehensive education concept. First of all, colleges and universities need to realize the vigorous development of innovative education and students' innovative thinking through the use of various ways and methods, and build an educational concept with quality education as the core and entrepreneurship as one of the focuses. In terms of professional curriculum design, colleges and universities should ensure the diversity of curriculum elements and present various teaching modes for students. Secondly, colleges and universities should build a student-oriented cultivation model, and use more developed and personalized courses to guide students to conduct study, research and cooperative discussion, so as to provide students with more pioneering and independent space for entrepreneurship and innovation.

## **3.3 Strengthen students' entrepreneurial cognition through actual combat training**

Practical exercises can help students strengthen their cognition of innovation and entrepreneurship. Therefore, colleges and universities should increase the actual combat training for students, enable them to carry out innovation and entrepreneurship in the training, and further cultivate their independent innovation ability. Each college should start from the characteristics of different majors, organize different entrepreneurial practice exercises for students, and encourage students to take an active part in such activities. In addition, entrepreneurial practice exercises at the social level are more authentic and can bring more comprehensive and cutting-edge entrepreneurial experience to students. Therefore, colleges and universities can cooperate with social institutions to jointly organize entrepreneurial practice exercises for students and encourage students to participate in different entrepreneurial practice activities in the society. Finally, colleges and universities can set up an independent business management institution, which will record, follow up, evaluate and accept the results of students' entrepreneurial projects. At the same time, the institution can organize professional training and exchange activities for students, and provide an environment for more students to share their experiences.

### **3.4 Guide students to recognize different entrepreneurial environments**

Entrepreneurial activities pay attention to opportunities and environment. In the initial stage of entrepreneurship, it is very important for entrepreneurs to observe the entrepreneurial environment, while students often cannot correctly judge the entrepreneurial environment due to their lack of entrepreneurial experience. Therefore, in order to realize the development of students' innovative and entrepreneurial ability, colleges and universities must do a good job in cultivating students' cognitive ability so that students can clearly understand different entrepreneurial environments. Colleges and universities can train students' cognitive abilities in market trends, industry conditions or business models through theoretical explanation, entrepreneurial case analysis or practical activities. At the same time, colleges and universities need to often organize students in entrepreneurial activities detailed market survey, let the students according to the survey data and the actual market demand resulting from the field to study and grasp the direction of the market, organize students to assess the risk of entrepreneurial activity, eventually provide a reference for students to grasp the opportunity, let the students to apply the professional knowledge, innovative entrepreneurial knowledge, in order to cope with the severe employment environment after graduation.

### **3.5 Provide students with different types of learning resources**

Education and teaching cannot be separated from the participation of learning resources. Colleges and universities need to guarantee the reasonable provision of teaching resources, realize the organic combination of professional education and innovation and entrepreneurship education, and guarantee the educational effect. Firstly, institutions can provide micro-lecture resources for students. In professional education, students not only need to master various professional skills and knowledge, but also grasp the development situation of the forefront of the professional, so as to build and connect the professional bridge of innovation and entrepreneurship. Each major should regularly carry out cutting-edge micro-lectures for students, record micro-lecture videos and make micro-lesson pieces, so as to provide conditions for students' independent innovation practice and production of creative works, so that students can conduct research and study in their spare time. Second, colleges and universities can bring research results into the classroom. Colleges and universities should encourage teachers of all majors to display technical achievements, scientific research projects or academic achievements to students in class, and on this basis, lead students to carry out heuristic, discussion and other forms of teaching, so as to achieve the goal of inspiring students and enable students to have new ideas for innovation and entrepreneurship. In addition, in the course assessment, the assessment method should also include the assessment of results and ability, so as to truly cultivate students' ability to solve and analyze problems.

## **4. Conclusion**

In summary, in the contemporary era when the employment situation is becoming more and more severe, colleges and universities should strengthen their emphasis on innovation and entrepreneurship education, so that students' abilities can be fully improved and they have the ability to apply professional knowledge and skills flexibly. Under the background that the country encourages college students to start their own businesses, combining professional education

and innovation and entrepreneurship education is a necessity for the development of education and the development of the times. Colleges and universities should have a correct understanding of the two types of education, and should actively encourage the participation of social resources after the comprehensive integration of campus resources, so as to provide a more suitable environment for the new type of education through the mechanism of mutual assistance and resource sharing. In addition, as the main organizer of integrated education and the guide of students' growth, college teachers should actively help students develop their own abilities. Each university cannot ignore the cultivation of teachers' comprehensive quality.

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