

Original Research Article

Research on the path of integrating innovation and entrepreneurship education into professional education

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Abstract: With the deepening reform of higher education, the university education system not only needs to cultivate college students' employability, but also needs to strengthen their understanding of innovation and entrepreneurship, so as to better improve the probability of college students' development and innovation. In the current situation, innovation, entrepreneurship education is often established on the basis of professional knowledge. Therefore, in the process of education, it is necessary to integrate innovation and entrepreneurship education into professional education, so as to better enhance students' understanding of the concept of innovation and entrepreneurship, enhance their competitive advantages in the fierce job market environment, and better integrate with the society. Based on the current teaching situation of innovation and entrepreneurship education in professional education, this paper discusses the optimization strategy in order to promote the reform of education system.

Keywords: Colleges and universities; innovation entrepreneurship education; professional education; path

1. Introduction

Innovation entrepreneurship education development needs to build on the basis of professional education so as to be able to better promote students' innovative consciousness and ability, which can make students understand innovation entrepreneurship skills needed in the process of knowledge in the process of subsequent practice. Moreover, they will adept at turning knowledge into problem solving and improve the efficiency of problem solving. The integration of innovation and entrepreneurship education into professional courses in universities can help college students balance the advantages and disadvantages of entrepreneurship and employment in the early stage of employment, so as to improve the development potential of their own abilities.

2. Path for universities to integrate innovation and entrepreneurship education into professional education

Innovation and entrepreneurship education can have an important impact on the career planning of college students. Therefore, in order to better clarify the development and discovery of college students, we should integrate innovation and entrepreneurship education into the process of college professional education, so as to better enable them to choose the future development direction through weighing.

2.1 Improve teachers' ability of innovation and entrepreneurship education

The selection criteria for contemporary teachers are no longer just enthusiasm for education and professional

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knowledge, but a higher comprehensive ability. Besides mastering basic professional knowledge, teachers should also have their own teaching methods. How to use multimedia platform to spread professional knowledge content efficiently and improve students' awareness of career planning is one of the challenges faced with contemporary teachers. Teachers should dig into the ideological essence of knowledge content of innovation and entrepreneurship, supplement and improve professional knowledge and their own quality in the process of learning and understanding professional knowledge content, so as to make themselves feel the urgency of strengthening their understanding of professional knowledge content and improving innovation and entrepreneurship accomplishment. Multimedia platform provides teachers with more convenient cases of innovation and entrepreneurship education, which can better deepen the development of innovation and entrepreneurship system in colleges and universities. Teachers can find the excellent innovation entrepreneurship lesson plans through the network, learn experience to improve their teaching skills. Moreover, they can participate in professional training lectures through the micro class platform to have a deeper understanding of the course of teaching process and work out suitable plans for our country's theory of creative education teaching methods. As shown in **Figure 1**:

Optimize the path
Improve teachers' teaching ability
Strengthening practical teaching
The combination of professional education and innovation and entrepreneurship education should be strengthened

Figure 1. Optimization path

2.2 Strengthen the guidance of students and the practice of teaching links

In order to better deal with the lack of practice in innovation and entrepreneurship courses, schools should increase the number of practice hours according to the actual situation. At the same time, for the professional courses and innovation and entrepreneurship courses with strong comprehensiveness and practicality, it is more necessary to reasonably arrange the academic courses and practical courses, so as to better improve the comprehensiveness of talent training. In order to better enrich the content of innovation and entrepreneurship courses, experts can be invited to teach for improving students' knowledge. Meanwhile, multimedia means can also be used for teaching, so that students can understand the basic essentials of innovation and entrepreneurship from the video and better improve their cognition of innovation and entrepreneurship courses. In addition, in order to better improve the practicality, students can also be led to visit and study in enterprises, and the theoretical content taught by teachers in class can be fully combined with the practical application in the visit, which can enrich the teaching content and obtain good teaching effect.

2.3 Strengthen the combination of professional education and innovation and entrepreneurship education

In order to ensure that students can improve the understanding of their own consciousness, teachers should introduce more actual cases that accord with the development of modern society to let the students better understand the nature of work and the work content of the selected position so that students can better make reasonable career planning. Secondly, in the boring process of professional education, teachers should also innovate the education model instead of focusing solely on students' professional knowledge scores. They should pay more attention to students' clarity of career planning. Teachers should answer the questions timely so as to stimulate students' interest and better position themselves. As shown in **Figure 2**:



Figure 2. Entrepreneurial practice of college students

Furthermore, students are the subject of learning. Therefore, in the process of professional education and innovation and entrepreneurship education, students should be given the choice to guide themselves to plan for their own career instead of being forced to make a choice due to the difference in occupational nature and salary. Finally, in the setting of educational form and content, teachers need to innovate educational form according to the characteristics of professional education, and integrate more fresh social cases for job description. For example, "when Jack Ma retires, if you are the CEO of Alibaba Group, Zhang Yong, how are you going to take strategy of company operation? During the process, if there occurs operation problems, what can you do to communicate with parties to negotiate effectively? Whether what you have done in the process of decision is in line with the professional knowledge content category?" In this way, students can better understand the job nature and content of the CEO position, as well as the relevance between professional knowledge and career. In this way, students can make clear that in the process of entrepreneurial development, different positions have different responsibilities, so that they can be prepared to deal with challenges in the early stage of entrepreneurship in advance.

3. Conclusion

In a word, in the final stage of talent output, students need to fundamentally improve their awareness of the balance between employment and entrepreneurship, so that they can make their own career planning before graduation and realize their life value in the subsequent employment or entrepreneurship process. Based on the deficiency of innovation and entrepreneurship education in the current education model, college teachers should make clear the application of innovation and entrepreneurship teaching content, and actively introduce entrepreneurship content in the teaching process of professional courses, so as to better improve students' understanding of entrepreneurship and bring substantial help to students' future study and work. In addition, they can also better improve students' comprehensive ability and knowledge level, and meet the social demand for innovative talents.

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