

# **The Path of Education in Innovative Entrepreneurship for Students in Higher Educational Institutions During the "14th Five Year Plan"**

Darui Jiang and Jianping He

Guangzhou Huashang College, Guangzhou City, Guangdong Province, 511300, China

**Keywords:** Innovative Entrepreneurship; College Students; Employment Pressure; Teaching Staff

**Abstract:** With the expansion of college enrollment and college graduates, difficulties facing college students in finding jobs are becoming increasingly serious. Implementing education on innovative entrepreneurship in higher educational institutions for talents meets needs of the society, which is very effective for improving college students' competitiveness, practical ability and alleviating employment pressure. The 14th Five-Year Plan points out the direction and path for students in innovative entrepreneurship. This paper conducts analysis on the status quo and existing problems of students in higher educational institutions in innovative entrepreneurship, and then explores how higher educational institutions conduct innovative entrepreneurship under the 14th Five-Year Plan, hoping to provide better guidance for students in innovative employment.

Education in innovative entrepreneurship is kind of education for the new era with rich connotations. With the expansion of college enrollment and college graduates, difficulties of students in finding jobs are very serious with challenges. Conducting innovative entrepreneurship in higher educational institutions for talents meets the needs of the society, which is very effective for improving college students' competitiveness, practical ability and alleviating employment pressure. Innovative entrepreneurship education in higher educational institutions aims at cultivating talents with innovative awareness and thinking, encouraging them to start businesses, and training students to provide their own quality to meet social needs.

## **1. Status Quo and Obstacles in Innovative Entrepreneurship Education for College Students**

Education in innovative entrepreneurship in higher educational institutions can cultivate students' innovation consciousness, promote students' innovation capability, train or shape students' innovative thinking, so as to improve their all-round capability, adapt to the requirements of social development for better employment. Higher educational institutions have increased investment in innovative entrepreneurship based education and give top priority to the role of entrepreneurship. The state has also invested funds to support colleges and universities in education and provided more opportunities for college students to participate in social practice. Although China has made great progress in education in innovative entrepreneurship, there is still a distance between mainland and western entities. There are still some problems and deficiencies in education in innovative entrepreneurship.

### **1.1 Imperfect Curriculum System in Education in Innovative Entrepreneurship**

Imperfect curriculum system in education in innovative entrepreneurship based courses in some higher educational institutions were regarded as guidance courses in career planning for college students or the guidance courses for social practice without priority in cultivation in innovative capability of college students. As a result, college students show weak performance in innovative awareness and innovative ability. Education system in innovation and entrepreneurship failed to be set up and the courses were not systematically developed. Besides, the positioning for courses in is not precisely targeted, which affect the promotion of higher educational institutions.

### **1.2 Un-specialized Teaching Staff in Innovation and Entrepreneurship Based Courses**

Professional teaching staffs are badly needed for innovation entrepreneurship education in higher educational institutions, but there are many higher educational institutions in China and absent from

professional teachers. Many teachers gave lectures in scripted manner with just simple interpretation on the knowledge in the book without concrete practice experience. It exerted bad influence on teaching quality in innovation and entrepreneurship with great limitations.

### **1.3 Absent of Fixed Way for University-Enterprise Cooperation**

The education in innovative entrepreneurship education for students can be achieved as long as students are encouraged to have more practice in the society, so more local enterprises should be encouraged to have cooperation with higher educational institutions to promote innovative entrepreneurship based education. However, there is a lack of cooperation between many higher educational institutions and enterprises, which disabled them to provide more practical platforms and channels for students.

## **2. Path for Innovative Entrepreneurship for College Students under the "14th Five-Year Plan"**

Those who have education in campus are the major ones in teaching activities and all people in campus should take the subjective initiative to cultivate students to be useful person who can contribute to the society. Teachers should give care for students to promote the integrated development. The Fifth Plenary Session of the 19th CPC Central Committee depicted a grand blueprint of "The 14<sup>th</sup> Five Year Plan" and the spirit cast beacon for education in innovative entrepreneurship in higher educational institutions. It is of paramount importance to have excellent performance in innovative entrepreneurship for learners who will step into the society. Education in innovative entrepreneurship can be categorized in the following ways:

### **2.1 To Strengthen Establishment of Education in Innovative Entrepreneurship System in Higher Educational Institutions**

If colleges or universities want to enhance teaching level in education in innovative entrepreneurship, the innovative entrepreneurship education system should be actively established and increase the professionalism of the teaching staff. Higher educational institutions can actively draw upon the advantages of the sophisticated teaching experience in innovative entrepreneurship education abroad and arrange academic leaders to conduct teaching discussions.

Schools should incorporate education in innovative entrepreneurship into the teaching system with clear teaching objectives and teaching orientation, and relevant elective courses and compulsory education can be developed, so as to make the education system in innovation and entrepreneurship to be more professional. Education in Innovative entrepreneurship in higher educational institutions is not only about knowledge learning of innovative entrepreneurship, but more importantly the cultivation of innovative consciousness of learners, thinking and practical capability. Higher educational institutions should give more focuses on comprehensiveness in the curriculum setting of innovative entrepreneurship based education, covering a variety of professional entrepreneurship, and promoting the completion of innovative entrepreneurship teaching system.

### **2.2 To Strengthen the Training of Students with Innovative Capability**

Teaching level in innovative entrepreneurship education in higher educational institutions cannot be made without training and construction of talents in innovative entrepreneurship, and higher educational institutions need to improve quality of the teaching staff. We can mainly start from the following two ways:

Higher educational institutions should actively cultivate talents in innovative entrepreneurship education, establish and enhance mechanism in talent training. Related knowledge of each discipline should systematically trained. Meanwhile, successful people and business leaders can be invited to colleges and universities for lectures so that they can have supplementary exchange with teachers to improve teaching quality in innovation and entrepreneurship.

Second, to set up the teaching and research panel for innovation and entrepreneurship should be set

up to enhance the ability of full-time teachers. High-quality full-time teachers can be selected for learning, exchange to build a high-quality teaching team in innovative entrepreneurship education.

### **2.3 Strengthening the Cooperation, Support among Universities, Society, Enterprises and Governments**

At present, multilateral cooperation was not developed among universities, enterprises and governments in innovative entrepreneurship based education in higher educational institutions. In order to promote development of innovative entrepreneurship, enterprises and governments can provide supports and assistance for colleges and universities from various aspects.

1) The local government can provide some supportive measures for students in higher educational institutions to develop businesses, establish or improve mechanisms, laws to encourage them to develop businesses, and provide convenience in procedures to develop businesses. The government and higher educational institutions should develop relevant departments to offer information and professional guidance for college students' entrepreneurship, and enterprises can provide posts for college students in social practice.

2) Qualified colleges and universities can also set up internship bases and set up their own project teams for students, as a result, students can obtain practice in the learning process in the school.

3) Banks can provide certain financial back for learners in campus to develop businesses. By setting up innovative entrepreneurship fund and loan support, banks can provide convenient ways for college students to develop businesses and young people are encouraged to have businesses.

### **2.4 Top Priority in Cross-Major Cultivation and Teamwork Spirit of Students**

Teamwork is very important in the comprehensive ability of students. In innovative entrepreneurship based education, more focused can be given to the teamwork ability of students and the cultivation of innovative teams. Through the cooperation between students in different majors, students' sense of cooperation should be trained to lay a foundation for future employment

### **2.5 Encouraging the Development of Student Societies**

Higher educational institutions should be aware of the role of student associations, which are not just a place for students to play their interests and hobbies and enrich their extracurricular life. Student associations can also promote the exchange of knowledge in innovative entrepreneurship, and promote organization and conduction of entrepreneurial activities. The student association is a group composed of common interests and hobbies among students. This group breaks the boundary between class and major, allowing unfamiliar students to come together and form common ideas through long-term communication and cooperation, which is also an indispensable element for a team with innovation and entrepreneurship.

### **2.6 To Constantly Reform Methods in Education and Teaching**

As the progress and advancement of society and economy, higher educational institutions should not follow the traditional methods in teaching of innovation and entrepreneurship step by step. Instead, higher educational institutions should continuously reform educational and teaching methods. Internet should be frequently used for students to provide some new ideas. Career guidance can also be provided through online classes. Higher educational institutions can encourage some students to leave school to start their own businesses and provide them with certain institutional guarantees.

Under the 14th Five-Year Plan, higher educational institutions should enhance the establishment of innovative entrepreneurship education system; give more focuses on the training of talent team and the enhancement of students' teamwork spirit. Students are encouraged to join student association and reform in education and teaching methods should be constantly made to enhance the relationship between universities, enterprises and governments. In education in innovative entrepreneurship, the relationship between theoretical education and social practice, the relationship between professional education, ordinary education and the organic combination of innovative

entrepreneurship, the organic integration of science, industry education, and the combination of online education and offline education should be well handled. We should make active use of informationized teaching to change deficiencies of conventional teaching and give play of the role of students as the major part. Pedagogical experience in innovation and entrepreneurship offline can be transformed as the learning resources online to provide more people with opportunities for learning and participation.

## Projects

This paper is supported sponsored and supported by:

1. 2017 "Innovative And Strong School" Project of Guangdong Province: O2O Course Construction in Innovation and Entrepreneurship in Practice, No. : HS2017CXQX4;

2. School-Enterprise Cooperative Education Project of Guangdong Province: Reform Project in Innovation and Entrepreneurship Education, No. : PROJ987286505049427968

## References

- [1] Investigation and research on the current situation of education in innovation and entrepreneurship education in universities under the background of "Mass Entrepreneurship and Innovation" [J].Long Xuemei, Wang Dongjie. University Education. 2019(09)
- [2] Reform and innovation of practical ability cultivation of Undergraduates majoring in Physical Education in ordinary Colleges and universities [J].Liu Changya, Tai Chongxi, LU Caifeng, Yong Ming, Liu Aixia. Kickboxing (Martial Arts Science). 2010(10)
- [3] Speech at the video conference on promoting innovation and entrepreneurship education in colleges and universities and promoting college students' self-employment[J].Chen Xi. Employment of Chinese College Students. 2010(06)
- [4] Research and exploration on the practice mode of innovation and entrepreneurship education in colleges and universities[J]. Ma Yongbin, Bai Zhe.Research On Education Tsinghua University. 2015(06)
- [5] Research on the training mode of entrepreneurial talents in universities under the background of "Mass Entrepreneurship and Innovation" [J].Du Gang, Li Yaguang. Times Finance. 2015(14)
- [6] Analysis and reflection on the current situation of innovation and entrepreneurship education reform for electromechanical majors in Hefei Normal University [J].Shen Yuan, Liu Dongcai, Li Dachang, Chen Mingsheng. Journal of Hefei Normal University. 2017(03)
- [7] How to cope with the impact of mobile phone and Internet on campus in education reform [J]. Zhao Xiaodan. China's Education Construction. 2009(04)
- [8] The core of education reform lies in the reflection on teacher professional development [J]. Gu Fei. Contemporary Educational Practice and Teaching Research. 2019(14)
- [9] Make the "Internet plus" entrepreneurship and innovation competition a success, and strengthen the new force of innovation and entrepreneurship [J]. Wu Aihua, Hao Jie, Wang Kai. Teaching in Chinese Universities.
- [10] Research on college students' entrepreneurship education model based on e-commerce practical teaching platform [J].Wang Min, Lv Xiaohua, Jia Yubo. China Adult Education. 2013(04)
- [11] Exploration of entrepreneurship education model I ~ 2E, New York University Institute of Technology[J]. Shi Bianmei, Wu Wei, Gao Shuyu. Modern Education Management. 2012(04)