Research on the Innovation and Entrepreneurship of College Students under the Background of Practical Teaching System Reform

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Abstract. With the continuous development of education mode, mass entrepreneurship and further innovation, practical teaching plays a more and more significant role in teaching activities, the state pays more and more attention to entrepreneurship and innovation talents, the demand of the society is increasing, the supply of talents and the demand of the society are in short supply. It is one of the starting points of higher education to promote employment and guide entrepreneurship, and it is also the most dynamic factor to promote the sustainable development of economy. Practical education in higher education institution provides more applied talents for the development of the country. Practical teaching is an important part of the education and teaching system in Colleges and universities. It is also an important way to cultivate students' innovative and entrepreneurial spirit and practical ability. Integrating the practical teaching system into the teaching of professional courses can gradually increase students' awareness of innovation and entrepreneurship. Under the background of the reform of practical teaching system, this paper explores the problems faced by college students' innovation and entrepreneurship and puts forward the corresponding countermeasures in order to promote the better development of College Students' innovation and entrepreneurship ability.

1. Problems Faced by College Students' Innovation and Entrepreneurship

1.1 College Students Lack of Special Curriculum for Innovation and Entrepreneurship

With the continuous and in-depth development of practical teaching system reform, many colleges and universities pay more and more attention to the cultivation of students' practical ability related to innovation and entrepreneurship, vigorously support the entrepreneurship work of college students, set up relevant entrepreneurship and innovation classes, and career planning and other related courses to promote entrepreneurship to promote the innovation and entrepreneurship work of college students, but at the same time, there are also some problems. The problem is that the content of innovation and entrepreneurship courses in many colleges and universities is relatively general and broad, and students' learning is not targeted and specific, which can not provide substantive help for students to accept innovation and entrepreneurship education. Some colleges and universities do not set up special courses for innovation and Entrepreneurship, but only insert fragmented innovation and entrepreneurship education in some professional courses, which is fragmented. The curriculum design of "innovation and entrepreneurship education" cannot get expected effect and development, cannot have a more systematic and profound understanding of the innovation and entrepreneurship related content, and cannot play the expected effect of the reform of the practical teaching system. Today's society is a society of innovation, only theoretical knowledge cannot meet the needs of today's society. At the same time, we should cultivate our own reserve ability of innovation and entrepreneurship related knowledge, and carry out in-depth learning of special courses so as to better integrate into the society. For students, the lack of special courses for innovation and entrepreneurship cannot give full play to their subjective initiative, nor stimulate the enthusiasm of this group for innovation and entrepreneurship related practice, nor put innovation and entrepreneurship into practice.
1.2 Lack of Organic Unity Between Innovation and Entrepreneurship of College Students and the Realization of Life Value

With the development of the times, the demand for talents has changed. At the same time, the life values of college students have also changed. Nowadays, with the continuous development of economy and the deepening of information technology, talents with both theoretical and practical abilities have become the main types of talents needed by the times. As the main training base of talents, colleges and universities, in the teaching activities of colleges and universities, it is particularly important to combine the innovation and entrepreneurship practice teaching system with the traditional professional course teaching, which requires continuous improvement of teaching methods. The ultimate goal is to cultivate students with both theoretical knowledge and innovative practical ability, so as to ensure the quality of talents needed for national development. College Students' entrepreneurial motivation is still more utilitarian, and the idea of entrepreneurship as the realization of life value is still relatively weak. The practical ability learning experience of innovation and entrepreneurship will be slightly inadequate, and innovation and entrepreneurship practice is the purpose of education. College students need to be aware of the spirit of innovation and entrepreneurship, the goal of innovation and entrepreneurship, the introduction of innovative education into the usual training plan and comprehensive college education, education through teaching plans and activities. We should strengthen the innovation spirit, entrepreneurship and ideological and political education of college students. College students lack of awareness of innovation and entrepreneurship. If they can't integrate it with the realization of their own life value, they will lack of perseverance and enthusiasm for innovation and entrepreneurship.

1.3 College Students Lack of Practical Opportunities and Relevant Knowledge and Skills in Innovation and Entrepreneurship

At present, in the context of the reform of the practical teaching system, although many colleges and universities begin to pay attention to the cultivation of students' innovative practice ability, and also support students' innovation and entrepreneurship, there are some colleges, because of insufficient funds, lack of resources, and field practice safety and other factors, which can provide students with less field practice opportunities, affecting students' enthusiasm And enthusiasm for participation, there is no organic unity between theory and practice. Some colleges and universities cannot even provide students with practice platform or field practice opportunities, which leads to the practice of innovation and entrepreneurship become a paper talk, without the opportunity to carry out practical operation in the field, which will greatly affect the enthusiasm and enthusiasm of students for innovation and entrepreneurship, which has a certain impact on the development of students in innovation and entrepreneurship. Like "funds", "policies" and "teachers", the current constraints on innovation and entrepreneurship education are "lack of knowledge required for innovation and entrepreneurship". In the Internet + era, college students' enterprise projects rely on sound market prospects, degree of college-enterprise cooperation, cross-border integration ability, etc. However, in higher education, innovation and entrepreneurship education program cannot provide this kind of education mode, that is, it cannot achieve the expected results and quality. Colleges and universities need to redesign the innovation and entrepreneurship education system and optimize as much as possible. In the process of entrepreneurship, college students like traditional industries and invest less in emerging industries. Therefore, it is necessary to improve the innovation concept and entrepreneurship related knowledge and skills of college students.

2. Factors Influencing the Innovation and Entrepreneurship of College Students

2.1 Innovation and Entrepreneurship Education Factors of College Students

Entrepreneurship education in colleges and universities is mainly carried out through theoretical
courses, with relatively few practical courses. At present, the main form of entrepreneurship education in colleges and universities is the explanation of theoretical knowledge. Entrepreneurial knowledge is the foundation, and its importance is self-evident. However, it is obviously not satisfied for entrepreneurial activities without the single knowledge of practice. It is particularly important to improve students' entrepreneurial practice ability. The main form of education in our country is the traditional exam oriented education. The disadvantages of exam oriented education hinder the all-round development of students, have a certain impact on the innovative and entrepreneurial thinking and consciousness of college students, and can no longer meet the needs of social development. Examination oriented education is characterized by the emphasis on score, the emphasis on theory and practice, and the emphasis on standard answer and innovation. All these seriously restrict the formation of students' innovative and entrepreneurial thinking and consciousness. In college students have not yet entered the society, lack of experience, parents and teachers dare not let students start their own business, because the cost of obtaining innovation and entrepreneurship experience by mistake is too high. Moreover, due to the late start of entrepreneurship education in China, a sound entrepreneurship education system has not yet been formed, and the university entrepreneurship education system is not perfect, which hinders the improvement of entrepreneurship ability of college students. Entrepreneurship education has not helped students understand entrepreneurship correctly. However, there are some students who feel that professional education has no inspiration for entrepreneurship, and college teachers need to further strengthen the research of professional education and entrepreneurship education, so as to improve the innovation of professional education. Entrepreneurship education needs to face the student group. In fact, many colleges set entrepreneurship courses as elective courses, and pay less attention to entrepreneurship education. Colleges and universities should place entrepreneurship education in the same position as professional education. Leaders and teachers of colleges and universities should attach importance to the implementation and exhibition form of entrepreneurship courses, so that every student with entrepreneurship ideas can really learn entrepreneurship knowledge and improve entrepreneurship ability. The entrepreneurship education in colleges and universities pays more attention to the theoretical knowledge of entrepreneurship, lacks the cultivation of students' entrepreneurial practice ability, and the concept of entrepreneurship is relatively backward. Some colleges and universities have not paid enough attention to the innovation and entrepreneurship education, which leads to the edge of entrepreneurship education in colleges and Universities.

2.2 Comprehensive Quality Factors of College Students

With the continuous improvement of living standards, many college students are growing up in the greenhouse environment, which makes many students' self-discipline is not strong, dependent, and they lack the ability of independence and self-reliance. In the process of innovation and entrepreneurship, they are lacking of courage facing failure, and they cannot adjust themselves in time after difficulties occur. The difficulties faced by innovation and entrepreneurship are many at all levels, they need to be persistent, scientific managed, give full play to the subjective initiative, actively acquire the accumulation and learning of relevant knowledge, and overcome difficulties while learning on the way ahead. Under the traditional exam oriented education environment, the students are generally lack of initiative and are not willing to take the initiative to acquire knowledge. Even in today's society, knowledge sources are diversified, contents are rich and methods are convenient. They are not willing to learn independently, but are accustomed to passively accepting knowledge. More reluctant to take the initiative to understand entrepreneurship information and policies, the students receive the relevant innovation methods and entrepreneurship policies mainly come from the teaching of teachers in class. This is also the reason why students do not know enough about entrepreneurship information and policies. Some students' knowledge fields are narrow and knowledge structure is not perfect. For example, new energy, electronic information and other industries, most of them are suitable for college
students' entrepreneurial fields, but they are very strange. This has narrowed the field of students' entrepreneurship, resulting in the low technological content of their entrepreneurial projects. Most of them think that opening online stores and micro stores is entrepreneurship. Colleges and universities need to face up to the problem of students' innovation and entrepreneurship, expand the scope of knowledge of college students and broaden the field of students' entrepreneurship. College students lack of practical experience in innovation and entrepreneurship. The main task of students is to learn professional knowledge in the college, rarely enter the society for practice, and lack of communication and cooperation ability, which all affect one of the factors of College Students' innovation and entrepreneurship.

2.3 Factors of Publicity for Innovation and Entrepreneurship of College Students

Today, with the rapid development of Internet, the exchange of information is becoming more and more intensive and rich. College students receive a wide range of information, but they lack a certain degree of discrimination. They cannot fully understand and distinguish the amount policies and conditions related to innovation and entrepreneurship. Internet media publicity is a fast way to help college students learn the news and the latest news as soon as possible. Through media publicity, we can create a positive social atmosphere. The development of innovation atmosphere entrepreneurial activities can promote college students’ awareness of relevant knowledge and enhance their enthusiasm, which is the spirit of entrepreneurship. The atmosphere of innovation and entrepreneurship influences the formation of entrepreneurial consciousness of college students as a collective cognition. Because the media propaganda is not in place, only reporting the good news but not the bad news, college students have not ignored the failure cases of innovation and entrepreneurship process and failed to get the latest national policies. It is difficult for college students to gain self-confidence and enthusiasm for entrepreneurship. This way can easily mislead college students' objective understanding of innovation and entrepreneurship, neglecting the numerous failure cases of innovation and entrepreneurship. In Colleges and universities, college students are confident in starting their own businesses. As a result, due to the lack of preparation for starting their own businesses, their one-sided understanding of the process of starting their own businesses is not comprehensive enough, which will eventually lead to the failure of starting their own businesses.

The failure has a great impact on the enthusiasm and guidance of college students' innovation and entrepreneurship. Therefore, the media should objectively publicize entrepreneurship, help college students really understand whether entrepreneurship is suitable for their own conditions, and then make the next step plan whether to start a business. Parents also lack of understanding of national policies, and still think that it is the most secure choice to find a stable job after graduation. Media publicity should be strengthened, but the reality of college students' entrepreneurship should not be overstated blindly.

3. Measures to Improve the Innovation and Entrepreneurship Ability of College Students

3.1 Create an Environment for Innovation and Entrepreneurship Education in Colleges and Universities

The environment in which college students live is very important, what kind of environment brings up what kind of students. As the main position of cultivating innovative talents, colleges and universities should not only improve the construction of entrepreneurship education hardware facilities, but also create a strong atmosphere of innovation and entrepreneurship for students. Colleges and universities should strengthen the construction of class and campus culture, and permeate innovation and entrepreneurship education from multiple perspectives. First, we should attach importance to the construction of institutions of higher learning, set up guidance institutions for entrepreneurship and employment, encourage teachers and students to carry out entrepreneurship, participate in
entrepreneurship, and strive to create a cultural atmosphere of "loving innovation and actively starting a business". Second, create a learning atmosphere for innovation and entrepreneurship. We should make full use of all kinds of opportunities of collective learning to carry out publicity and learning, and make use of all available resources so that the students in the college can always be exposed to the influence of innovation and entrepreneurship and the study of relevant policies. The college should actively organize college students to participate in practical activities, at the same time actively organize innovation and entrepreneurship skills competition and encourage students to actively participate, encourage students to show their talents actively, support students to start their own businesses, and form a common value orientation of learning for creation and learning in creation, let everyone strive for innovation and want to start a business deeply rooted in the hearts of the people, so that students can cultivate and strengthen the awareness of entrepreneurship in the process of being influenced. The teacher should guide students to gain value recognition, timely publicize and interpret various national policies for innovation and entrepreneurship, and help students to timely obtain accurate entrepreneurial information that is conducive to their own entrepreneurship.

3.2 Continuously Enhance the Comprehensive Quality of College Students

Colleges and universities like a journey of College Students' life, and society is the most precious school for human beings. College students should constantly hone their will and ability in society, and their spirit will be sublimated and their quality will be improved. College Students' learning theoretical knowledge at campus is the beginning of innovation and entrepreneurship, and the knowledge in books is valuable, but it is still the accumulation based on the continuous practice of human beings, and the value of real social experience is beyond knowledge in books. Therefore, college students should combine theoretical knowledge with practice, correctly understand the value of social practice, and the awareness of innovation and entrepreneurship rooted in practice is enduring. In order to cultivate the consciousness of innovation and entrepreneurship, we should first make clear our own entrepreneurial values and life goals. A clear goal is at the top of a successful career. Therefore, the goal of life is the starting point of all undertakings and the starting point of entrepreneurship. We must overcome our own ideological, psychological and character deficiencies and dominate ourselves. It is not an easy thing to cultivate the consciousness of innovation and entrepreneurship. It takes place in the heart of an individual, and it is a long-lasting battle for an individual to overcome his own shortcomings and transcend his current self. In order to win the final victory, we must first analyze our own shortcomings, and in practice, we must constantly learn from others, transform ourselves, develop ourselves, and gradually win ourselves. The law of market economy is survival of the fittest. Every entrepreneur is a competitor. Competitors must not be afraid of difficulties. Only by sticking to their dreams, facing all kinds of tests in entrepreneurship, being good at solving problems rather than avoiding problems, constantly improving their comprehensive quality and ability, and combining innovation and entrepreneurship with their own life value, can college students reach the other side of victory.

3.3 Build Innovation and Entrepreneurship Practice Platform

Innovation and entrepreneurship practice is a bridge between innovation and entrepreneurship education and entity entrepreneurship. We should adhere to the principle of "innovation leads entrepreneurship, entrepreneurship drives employment", cultivate entrepreneurship and innovation talents, and incubate entrepreneurship and innovation projects. Therefore, we should strive to build a platform system for innovation and entrepreneurship practice and fully support innovation and entrepreneurship to move forward. The integration of industry and learning campus training platform includes college students' entrepreneurship and innovation street, college students' entrepreneurship Park, etc. The development of practical activities requires the accumulation of certain knowledge and experience. Therefore, practical activities can guarantee the comprehensive use of multiple curriculum knowledge by students and help to consolidate the knowledge learned by students. While colleges and
universities work together to share practical training opportunities, they can also learn from each others’ innovation and entrepreneurship courses to provide support and services for the development of enterprises and colleges and universities. We should set up special innovation and entrepreneurship courses, adhere to the principle of talents gathering, promote the flow, transform the achievements, and modify and adjust the contents of the courses, gradually realize the perfection and maturity of innovation and entrepreneurship courses, and provide theoretical basis for students' innovation practice. Through organizing students to participate in various innovation and entrepreneurship training, innovation and entrepreneurship competition, we should build innovation and entrepreneurship platform for college students. Such as SYB course training, college students' innovation and entrepreneurship competition, "Internet+" College Students' innovation and entrepreneurship competition and other practical activities, to establish a special practice team, guided by teachers, with the team as the main body. We should further expand the practical teaching system and improve the quality of practical teaching, combine theoretical knowledge with practical content, and use innovative thinking to improve students' quality and entrepreneurial ability.

4. Summary

To sum up, in the context of the reform of practical teaching system, focusing on innovation and entrepreneurship has become a major trend in the development of targeted talents in China. Mass entrepreneurship and innovation "is the driving force to achieve rapid economic development. Innovation and entrepreneurship education has also become an important teaching content of college education. Although the innovation and entrepreneurship practice teaching system has received certain attention in colleges and universities, there are still some problems. In order to better promote the reform of innovation and entrepreneurship practice teaching system in colleges and universities, we must pay attention to the solution of the existing problems, change the concept of innovation and entrepreneurship education, and solve the problems through solving the existing problems. In order to achieve the goal of innovation and entrepreneurship practice teaching system reform in colleges and universities, it is necessary to cultivate innovative and entrepreneurial talents in colleges and universities to provide the backbone for national development.

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