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"Innovation and entrepreneurship" talents cultivation system construction in economic management discipline

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ABSTRACT

As the economy and society develop continuously, the relationship between higher education and economic society is becoming closer and closer. Colleges and universities shall meet requirements of economic and social development as much as possible. It is the key paths to cultivate "innovation and entrepreneurship" talents to lead to economic and social development. In view of characteristics of "innovation and entrepreneurship" talents, this paper constructs "innovation and entrepreneurship" talents cultivation system in economic management discipline from training objects, cultivation mechanism and teaching mode. Finally, sound organizations and management systems shall be equipped to ensure cultivation system accordingly. It is significant to cultivate innovative talents of high level in order to promote social progress.

KEYWORDS

Economic management discipline; Innovation and entrepreneurship talents; Cultivation system.



INTRODUCTION

Colleges and universities are fostering bases of innovation and entrepreneurship talents. The main task of higher education is cultivating high-quality talents which can not only satisfy but also lead the economic and social development. The leading role is mainly reflected in innovation and entrepreneurship. As the economy and society develop continuously, the relationship between higher education and economic society is becoming closer and closer^[1]. Colleges and universities shall meet requirements of economic and social development as much as possible in the following two aspects: cultivating talents meeting economic and social development through knowledge, science & technology and culture transmission; using their bases to create knowledge and science & technology to stand on the cutting-edge of science & technology, in which way to transfer new knowledge and achievement to the society while cultivating "innovation and entrepreneurship" talents leading economic and social development.

Self-development of the undergraduates requires innovation and entrepreneurship. As the highest level of needs for human, development needs, which include needs of labor, learning and creation, are the desire of making the most of abilities and realizing self-value. Currently, profound changes of international and domestic situations present unprecedented opportunities and challenges to university students. As future successors for construction of the country, undergraduates long to self-development and self-improvement, and self-development with main characteristics of innovation and entrepreneurship therefore becomes the main needs of them.

CURRENT SITUATION OF "INNOVATION AND ENTREPRENEURSHIP" TALENTS EDUCATION

Innovation and entrepreneurship education attracted more and more attention as higher education developed, but college students and teachers did not act together in the area of innovation and entrepreneurship education due to improper understanding of management, teaching and learning. Some administrator thought that serious shortage of educational resources resulting from enrollment expansion made it hard to maintain normal operation of colleges and universities. Some teachers had not recognized the importance of innovation and entrepreneurship education and considered that innovation and entrepreneurship was far to be realized as traditional learning quality could not be guaranteed. Additionally, most students spent a lot of time on dealing with various examinations and regarded innovation as an issue after work. As a result, it was difficult to carry out innovation and entrepreneurship education due to low motivation of management, teaching and learning.

The "innovation and entrepreneurship" talents training mode had not been fundamentally established. As innovation and entrepreneurship became an important indicator of talents cultivation over the years, various policies, systems and measures were formulated unceasingly, but the mode of talents cultivation was not fundamentally transformed. There were two reasons: the first one was that policies, systems and measures were locally modified and supplemented on the basis of traditional training mode rather than forming into a complete system; the second one was that the mode had not play a practical role in "innovation and entrepreneurship" talents cultivation as the form was greater than the substance.

The innovation and entrepreneurship education wasn't virtually carried out due to lack of goal orientation although it was a common concern of the community. For a long time, innovation and entrepreneurship education was not included in the scope of teaching performance evaluation, and position recruitment and title promotion of teachers were not linked up with innovation and entrepreneurship education^[2]. As for students, the assessment system and method of traditional and single value evaluation mode prevailed in the teaching field, which impeded the implementation of quality-oriented education and "innovation and entrepreneurship" talents cultivation as well as improvement of the capacity and quality of talents.

There were no sufficient qualified teachers for innovation and entrepreneurship education. After years of efforts, great improvement had been made in knowledge update and education level of teachers in colleges and universities, but in the new team, there were still a considerable number of teachers with no real scientific research, no practical working experiences nor engagement of products research & development and improvement. Consequently, these teachers had few experiences in innovation and entrepreneurship education and were not adaptable to the work of innovation and entrepreneurship education.

CONSTRUCTION OF "INNOVATION AND ENTREPRENEURSHIP" TALENTS CULTIVATION SYSTEM

Innovation is the precondition and basis of entrepreneurial activities and entrepreneurship is based on and promotes innovation in return. The main orientation of higher education talents cultivation is to cultivate "innovation and entrepreneurship" talents, the first step of which is to definite the goal orientation of "innovation and entrepreneurship" talents on the basis of training objectives optimization. Corresponding diversified talents cultivation mode and teaching mode of teacher-dominated and student-centered shall be established. In view of characteristics of "innovation and entrepreneurship" talents, practical education and the second classroom education will play a more important role in talents cultivation with reform of talents quality evaluation standards, system and assessment methods. As education is the basis of "innovation and entrepreneurship" talents cultivation, a teaching team with innovation and entrepreneurship characteristics and sound organizations and management systems shall be equipped accordingly. And the "innovation and entrepreneurship" talents cultivation system is shown in Figure 1.

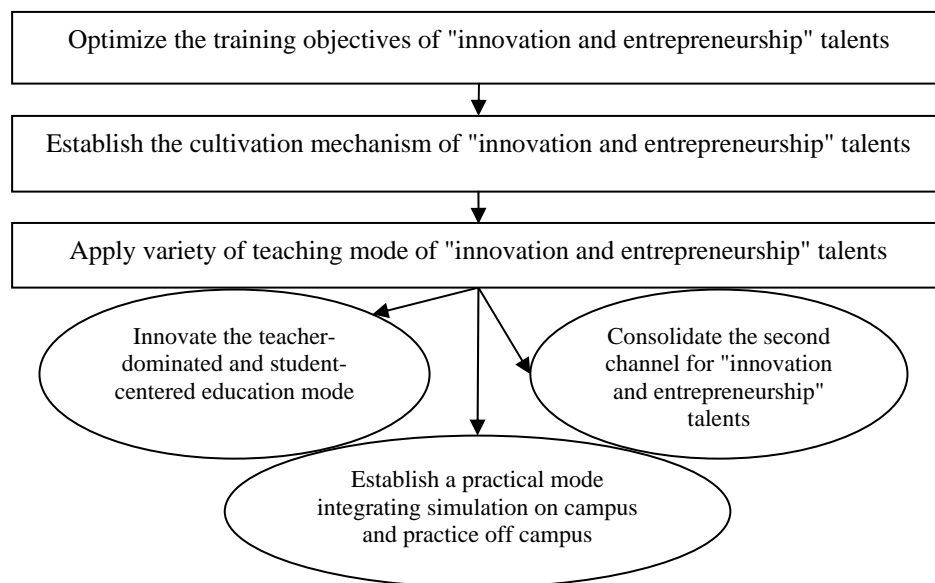


Figure 1 : "Innovation and entrepreneurship" talents cultivation system in economic management discipline

Optimize the training objectives of "innovation and entrepreneurship" talents

Target characteristics of "innovation and entrepreneurship" talents include two aspects. The first aspect is general characteristics. The talents shall possess solid knowledge foundation and complete knowledge structure; excellent habits and abilities of independent study and relearn; typical innovation and entrepreneurship awareness and fortitudinous spirit; acute insight and unique way of thinking to judge and seize the opportunity; excellent innovation ability, practical and implementing ability as well as improving ability; outstanding team spirit, cooperative and social competition ability. The second aspect is industry characteristics of talents in economic management discipline. Economic management, which involves personnel, business, property and materials management, refers to rationalization and

effective deployment of elements and resources (such as labor, property, materials and technology) in various economic activities, to achieve effective operation and output of economic activities. As a consequence, "innovation and entrepreneurship" talents of economic management major shall have the abilities of system, management, organization and service innovation on the basis of "be good at business and management" and be able to seize the opportunity to realize the potential value of innovation products^[3].

Establish the cultivation mechanism of "innovation and entrepreneurship" talents

For "innovation and entrepreneurship" talents, broad knowledge, excellent knowledge structure, solid foundation, and a diversified training mode which can stimulate interest in learning according to character and hobbies as well as connect with the society closely are required.

Diversified talents cultivation modes shall be actively explored according to the development requirement of market-oriented economy, especially requirements on diversified and multi-level talents of local economic and social development, and differences in educational needs caused by individual differences in students^[4]. An open education and teaching mode which combines school teaching with students' self-development, the formal classroom with the second classroom, theory teaching and simulation teaching on campus with practical teaching off campus, and domestic economic and social situation education with international background education shall be established to give fully play to the diversified role of the students, school and society in "innovation and entrepreneurship" talents cultivation.

The independent study and self-development mechanism of the students shall be strengthened. Choices, interest and hobbies of the students shall be respected and they shall be empowered to study. Students' awareness and ability of independent study shall be trained to make them plan for themselves. Additionally, flexible educational system, multi-mode training, multi-grade and multi-level teaching shall be improved to enlarge the space for students to choose the majors, teachers and courses independently.

Talents cultivation schemes shall be optimized. They contain many contents as follows: liberal education shall be enhanced to lay a solid foundation; specialty caliber shall be expended to improve the adaptability; interdisciplinary courses shall be increased to establish a multi-discipline knowledge structure and improve humanistic connotations and scientific literacy; teaching contents and course systems of developed countries may be introduced to broaden international views of the students; scientific development frontier shall be traced to closely follow scientific and technological advance and economic and social development; the model or system of "innovation and entrepreneurship" education shall be set to carry out it specifically; practical education system and teaching shall be further improved.

Apply variety of teaching mode to cultivate "innovation and entrepreneurship" talents

(1) Innovate teaching method and improve the student-centered education

Emphasize on advancement and novelty of the teaching contents. To train innovation ability of the students requires continuous renewal of teaching contents in order to let the students master the latest knowledge and realize the recent development trends, thus to synchronize the students' knowledge level and structure with the advanced development, and to help the students to realize innovation and breakthrough basing on the current level^[5]. Efforts to promote teaching by scientific research shall be pursued to integrate scientific achievement into course teaching and apply them in teaching practices.

Pay attention to problematic consciousness and thinking ability training of the students. The knowledge, which is complicated and difficult to be directly transferred by others, is constructed by the cognitive subjects themselves. The knowledge construction is also a meaningful learning process. So it is important to develop the initiative of students during teaching and the learning process is much more important than the result. Ways integrating cooperation and dialogues are conducive to teaching improvement as knowledge included in teams or communities has the characteristic of sociality. Problem-based and discussion teaching methods shall be vigorously carried out to change the teacher-

dominated classroom into a place where the students and teachers study at, and to make the teacher be the promoter and cooperator of the students' study. Emphasis shall be laid on knowledge formation; independent thinking ability of the students shall be trained to inspire innovation thinking.

Focus on relationship between the theory and practice. The knowledge is closely related with the context it formed in. Situation in real world shall be followed during learning and the knowledge shall be placed in the situation it emerged and applied in real world. As a result, course practices shall be actively developed while theory teaching. Firstly, cases teaching methods shall be vigorously implemented by organizing the students to discuss a series of existing cases and provide solutions, in which way to let them master related professional skills, knowledge and theories; secondly, simulation teaching method (let students to play a certain role and get involved in affairs or interact with people by using simulator or scenario simulation) shall be widely applied to achieve the expected learning objectives and train the ability of information acquisition, action skills and decision-making; popularize and promote the "practical" teaching method to achieve actual learning goals.

(2) Strengthen practical education and establish a practical teaching mode

Practical education is not only a teaching method but also a teaching link. The teaching method aiming at training the practical innovation and entrepreneurship ability, which mainly contains vocational skills training, being guided by teachers and participated by students, is an important channel for the students to transform knowledge into capabilities and to apply theories in practice^[6]. So strengthening practical education is a key step of "innovation and entrepreneurship" ability cultivation. Systematically construct a practical teaching system basing on ability training. Integrative optimization of practical teaching contents and system shall be realized through innovation basing on inheriting traditional contents and by integrating original practices. A practical teaching system shall be established with the following contents: focusing on course practices, investigation and practice, thesis design and out-class practice.

Continuously update and optimize contents of practical teaching. To further improve the comprehensive and innovation abilities training on students, system for practical teaching content focusing on ability training shall be established and contents of practical teaching shall be continuously updated and optimized according to the development trend of economy and society and progress in science and technology. And in order to ensure the students can learn sufficient basic skill and receive innovation ability training during experimental teaching, the experimental teaching programs shall be scientifically designed to reduce demonstration and replication experiments and increase comprehensive, designable, open and innovative experiments.

Introduce the society into campus to enhance the construction of simulation practice bases on campus. Integrated, comprehensive and designable practical training and teaching platform as well as simulation practice bases for innovation and entrepreneurship of students may be established on campus to carry out practical teaching activities in a simulation environment in schools. In addition, let the students get involved in social service, production and scientific research. Cooperation between schools and corporations shall be enhanced to develop a new cooperation mode which is convenient for students to play a realistic role in real environment and for carrying out actual practical teaching activities.

(3) Consolidate the second classroom and establish a second channel

The "second classroom" which is an effective way and support for "innovation and entrepreneurship" education, has the advantages of flexible teaching organization, open management, wide range of resources integration and independent resource distribution^[7]. Carry out "innovation and entrepreneurship forum" to inspire awareness and impulsion of "innovation and entrepreneurship". Schools shall make full use of educational resources on and off campus to organize activities of high quality for students. Rich knowledge, unique opinions and successful entrepreneurship courses of experts, professors and entrepreneurs may be used to stimulate and encourage students and to enhance their confidence and determination of entrepreneurship.

To train the spirit of independent innovation, fully arouse students' enthusiasm of scientific research and create a excellent intellectual atmosphere on campus, schools shall establish a scientific research task management system for students, increase educational investment, encourage the students

to carry out scientific research and publish high-quality academic thesis; encourage the teachers to let undergraduates get involved in research project; provide more opportunities of academic lecture and discussion for students.

With organizations like "Class", "Club", "Work-Study Service Center" and "Students' Entrepreneurship Center", activities such as "psychological training", "entrepreneurship discussion" and "entrepreneurship simulation" shall be carried out specifically to train the psychological quality of entrepreneurs. "Entrepreneurial practices" shall be actively organized to train the ability of entrepreneurial practice. Teaching resources in schools shall be integrated to establish open laboratories or innovation laboratories for student innovation and entrepreneurship.

CONCLUSIONS

As a systematic project, "innovation and entrepreneurship" talents cultivation requires attentions of leaders at various levels in schools and support and coordination of each department. As teaching subjects, teaching units and departments of various levels and kinds shall especially give full play to the function of "innovation and entrepreneurship" talents cultivation to establish a sound safeguard mechanism for "innovation and entrepreneurship" talents cultivation with the spirit of innovation and courage to practice^[8]. On the one hand, education leading group and guidance center for innovation and entrepreneurship of students, which is responsible for entrepreneurial education of students in the school, shall be established to enhance the organization, coordination and management of "innovation and entrepreneurship" education. On the other hand, Guidance for innovation and entrepreneurship of students shall be formulated to bring "innovation and entrepreneurship" education into normalized and systematic management. Established a special fund for "innovation and entrepreneurship" to specifically support students' "innovation and entrepreneurship" activities.

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