

# Research on Innovation and Entrepreneurship Education System of Colleges and Universities in the New Era

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**Keywords:** College, Innovation and entrepreneurship education, System construction

**Abstract:** The construction of college innovation and entrepreneurship education system is related to the cultivation of innovative and entrepreneurial talents, the improvement of college education system, and the provision of talent support for economic and social development, but in the process of construction of college innovation and entrepreneurship education system in the new era, there are still problems such as education and teaching methods to be enriched and innovated, education mode to be updated, and education field to be improved. Therefore, we need to improve the innovation and entrepreneurship education system from the construction of innovation and entrepreneurship education curriculum, education mode and education field to enhance the effectiveness of innovation and entrepreneurship education in colleges and universities.

## 1. Introduction

Innovation and entrepreneurship education is one of the important contents of higher education in universities all over the world, and an innovation and entrepreneurship education system with Chinese characteristics has been gradually formed in recent years. As the highland of talent cultivation, colleges and universities should make efforts to improve the comprehensive quality of college students, actively carry out innovation and entrepreneurship education, construct the innovation and entrepreneurship education system of colleges and universities, and cooperate with other education subjects to cultivate college students' innovation consciousness and entrepreneurial ability, so as to improve the quality of innovation and entrepreneurship education in colleges and universities, promote college students' initiative to establish innovation and entrepreneurship, and strive to realize high-quality college students' career development. In order to improve the quality of innovation and entrepreneurship education in colleges and universities, promote the innovation and entrepreneurship spirit of college students, and strive to achieve high-quality career development of college students, so as to provide talent support for a strong science and technology country[1-3].

## 2. Practical Significance of Constructing Innovation and Entrepreneurship Education System in Colleges and Universities

### 2.1 It is Conducive to Cultivating College Students' Innovation and Entrepreneurship

College students are the backbone of the future social development, and the perfection of college innovation and entrepreneurship education system is conducive to systematically enhancing college students' theoretical understanding and practical ability of innovation and entrepreneurship, strengthening their innovation and entrepreneurship consciousness, and laying a solid foundation for them to join the innovation and entrepreneurship industry in the future. At present, China's innovation and entrepreneurship education has entered the stage of comprehensive promotion, and has long formed a variety of education modes with university characteristics and a comprehensive and rich innovation and entrepreneurship education curriculum system. On the one hand, the content of innovation and entrepreneurship education courses in colleges and universities is all-encompassing, including the cultivation of innovation and entrepreneurship awareness, innovation and entrepreneurship skills, etc., which enhances the audience's understanding of innovation and entrepreneurship, coupled with the fact that colleges and universities have held a

variety of innovation and entrepreneurship practice activities, created entrepreneurship bases and virtual entrepreneurship platforms, which have realized the specialization and systematization of innovation and entrepreneurship education in colleges and universities and deepened the cultivation of innovation and entrepreneurship of college students. On the other hand, the formulation of various innovation and entrepreneurship policies and systems has provided external support for enhancing the effectiveness of innovation and entrepreneurship education in colleges and universities and cultivating the innovation and entrepreneurship spirit of college students. The introduction of relevant documents such as “Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education” clarifies the teaching objectives of innovation and entrepreneurship education in colleges and universities, stipulates the teaching contents, and constantly makes new regulations from the construction of positions, curriculum development and entrepreneurial practice, etc. It is these policy supports that promote innovation and entrepreneurship education in colleges and universities to continuously push out new ideas, pay attention to the needs of college students' career development, and make the innovation and entrepreneurship curriculum. It is these policy supports that make innovation and entrepreneurship education in colleges and universities to be innovative, to be concerned about the needs of students' career development, to embed the value of free and comprehensive human development in innovation and entrepreneurship courses, and to empower innovation and entrepreneurship education in colleges and universities together with professional teachers, so as to actively cultivate the innovative thinking of college students, to improve their entrepreneurial literacy, to continuously promote the comprehensive quality of college students and to become a fully developed individual[4].

## **2.2 It is Conducive to Playing the Role of Educating People in Collaboration**

Innovation and entrepreneurship education in colleges and universities in the new era is an important part of implementing the fundamental task of establishing moral education in colleges and universities and realizing the three comprehensive education. By integrating the educational resources of colleges and universities and forming the education synergy through collaborative education, we can finally cultivate innovative talents with professional knowledge and practical skills and high-quality talents with high-quality innovation and entrepreneurship ability. Therefore, we should give full play to the role of innovation and entrepreneurship education, scientific research education and practice education, and coordinate to establish a long-term effective collaborative education mechanism. At the same time, we pay attention to the needs of government, enterprises, colleges and universities, families and audiences themselves, and on the basis of an all-round grasp of the innovation and entrepreneurship ecology in China today, we examine the underlying logic of the development of innovation and entrepreneurship education in the new era, unite different innovation and entrepreneurship support platforms, give full play to their different support roles, improve the operation mechanism of innovation and entrepreneurship education and practice, and build a three-dimensional and networked innovation and entrepreneurship. In order to create a good environment for innovation and entrepreneurship, create a perfect guarantee mechanism for innovation and entrepreneurship education, form an excellent innovation and entrepreneurship culture, and finally motivate individual students to consciously form a good innovation and entrepreneurship consciousness and encourage them to actively participate in various innovation and entrepreneurship practice training. In addition, the instant evaluation and feedback mechanism of innovation and entrepreneurship education in colleges and universities provides technical support for colleges and universities to test the effect of innovation and entrepreneurship education. The increasingly rapid development up of digital technology provides multiple choices for the career development of young college students in the new era, and also provides technical support and feedback for the implementation of innovation and entrepreneurship education in colleges and universities, thus it has an important role for college students' entrepreneurial planning, entrepreneurial skills improvement and innovation spirit cultivation, etc. It can play an important role in entrepreneurship planning, entrepreneurial skills enhancement and innovation spirit

cultivation of college students, and build a new paradigm of college innovation and entrepreneurship education by empowering all aspects of college innovation and entrepreneurship education with digital technology[5].

### **2.3 It is Conducive to Promoting the Development of Industry-Education Integration**

The construction of a perfect college innovation and entrepreneurship education system is conducive to linking college innovation and entrepreneurship education with the industrial development demand of society and the individual development prospect of college students, to better clarify the development demand of enterprises, to better specify the development trend of individual students' entrepreneurship, to provide realistic guidance for the teaching goal of college innovation and entrepreneurship education, so as to better provide counterpart talents for social industrial development, and to summarize in depth the basic rules of college innovation and entrepreneurship education curriculum and talent training. On the basis of the basic rules of curriculum setting and talent cultivation of innovation and entrepreneurship education in colleges and universities, the main responsibilities of colleges and universities and enterprises are clarified, the standards and norms of construction of innovation and entrepreneurship education system in colleges and universities are updated in cooperation with multiple subjects, the responsibilities of multiple main sportsmen and cultivation mode are clarified, and the development of integration of industry and education is promoted. We should focusing on the key links of innovation and entrepreneurship talent cultivation, serving high-quality industrial development resource, and entrepreneurship training resources in talent cultivation. By emphasizing the combination of innovation, entrepreneurship theoretical synergy, moral education and value recognition, we can promote the social innovation, entrepreneurship resources to realize high-quality innovation, entrepreneurship talent cultivation in a targeted way, while providing intellectual support for the integration of industry and education, school-enterprise cooperation, regional enterprise supply and industrial development. At present, China takes innovation as the first driving force, vigorously promotes the transformation and upgrading of industrial economy, and tries to promote the digital economy to empower industrial development, and the integration of industry and education enters a new stage of development, thus fully stimulating the internal impetus of each education subject, focusing on optimizing the synergy mechanism of multiple subjects, promoting universities to pay attention to the development needs of national industry, cultivating a large number of high-quality innovative and entrepreneurial talents, and striving to meet the talent needs of industry. In order to achieve seamless integration with the industrial chain, better serve the national development strategy and increase the quality and efficiency for the social and economic development[6].

## **3. Realistic Dilemma of Constructing Innovation and Entrepreneurship Education System in Colleges and Universities**

### **3.1 Education and Teaching Methods Need to Be Enriched and Innovated**

At present, innovation and entrepreneurship education in colleges and universities is still mainly based on theoretical teaching, which is carried out through lectures of innovation and entrepreneurship subjects and series of thematic campus activities of innovation and entrepreneurship, and the lack of interdisciplinary perspectives and theoretical explanations leads to the lack of education and teaching contents to elaborate the increasingly complex innovation and entrepreneurship practical problems in the current society, the education and teaching methods are more solidified and lack of diversified teaching means, and the education and teaching mode is more outdated. It is difficult to conduct integrated research on the current entrepreneurship issues. The new era puts forward higher requirements for innovation and entrepreneurship education in colleges and universities, traditional theoretical knowledge inculcation and simulated entrepreneurship practice can no longer meet the needs of industrial development and national development, coupled with the rapid development of digital technology, which brings opportunities to the current industrial transformation and upgrading. The needs of industrial development in the

new era require innovation and entrepreneurship education in colleges and universities to develop new education methods and make the innovation and entrepreneurship education system in colleges and universities more scientific, innovative and forward-looking. At the same time, the continuous optimization of digital technology promotes the creation of new occupations to speed up the application of digital technology and improve the productivity of digital technology for enterprises, thus increasing the demand for digital technology and skilled personnel in major industries and enterprises, and the direction of new occupations is also moving in the direction of technology and intelligence. The curriculum of innovation and entrepreneurship education in colleges and universities should keep pace with the times, provide students with more analysis of the latest innovation and entrepreneurship career hotspots and characteristics, integrate the latest technology-enabled traditional careers and the current industrial structure-generated entrepreneurial needs into the curriculum and classroom teaching, and provide college students with more background knowledge of innovation and entrepreneurship and analysis of future trends. However, the current curriculum of innovation and entrepreneurship education is relatively single, and the integration of professional theory education and practical entrepreneurship training is not high, so it is difficult to teach practical professional theory to students through practical entrepreneurship training, so it is difficult for students to consciously form innovation and entrepreneurship awareness. As a result, students' understanding of innovation and entrepreneurship is superficial, and innovation and entrepreneurship activities and practical training are not systematic and long-term, so it is difficult to form long-term effects. This will further weaken the role of entrepreneurial practice in guiding students and lead to the lack of contemporary cognition of innovation and entrepreneurship and active consciousness of independent entrepreneurship among some students, and the fact that students will not take the initiative to understand China's entrepreneurship guarantee policy and local innovation and entrepreneurship policy requirements and guarantee system, which will eventually make it difficult to improve students' satisfaction with innovation and entrepreneurship education courses and their initiative to carry out innovation and entrepreneurship practice, and will only This will only lead to the ineffectiveness of innovation and entrepreneurship education in colleges and universities[7].

### **3.2 Innovation and Entrepreneurship Education Mode Needs to Be Updated**

The current innovation and entrepreneurship education mode in colleges and universities is complicated and complex, and there are not yet unified education assessment standards and education management norms, and the innovation and entrepreneurship education system in colleges and universities is still not perfect, and there are still many problems in curriculum setting, teacher team construction and teaching practice. First of all, the innovation and entrepreneurship education in colleges and universities is not fully integrated into the traditional curriculum teaching. Most of the courses and theories of innovation and entrepreneurship education are based on foreign theories and training modes, and there are many full-time teachers instead of innovation and entrepreneurship teachers in the teaching team, so the main body of innovation and entrepreneurship education fails to change the ideology in time and focuses on cultivating students' willingness to innovate and entrepreneurship while ignoring the potential ability and necessary quality to stimulate students' innovation and entrepreneurship, which causes the deviation of innovation and entrepreneurship education in colleges and universities. In addition, the innovation and entrepreneurship platforms in colleges and universities are not suitable for students. In addition, the innovation and entrepreneurship platforms in colleges and universities are not well integrated with each other due to information bias or poor utilization, which makes the use of innovation and entrepreneurship elements such as information, theory and technology among innovation and entrepreneurship laboratories and incubation parks difficult to reasonably use the resources of innovation and entrepreneurship, and it is difficult to redistribute the innovation and entrepreneurship elements, resulting in the poor effect of innovation and entrepreneurship education in colleges and universities. Secondly, the innovation and entrepreneurship atmosphere created by universities, enterprises and society is not strong enough, and there are still many shortcomings in

the construction of innovation and entrepreneurship environment. It is difficult for students to combine theoretical knowledge with entrepreneurial practice and industrial demand of enterprises through cooperation between universities and enterprises to accumulate relevant experience for future innovation and entrepreneurship. However, there is a natural conflict between universities and enterprises in terms of value objectives. While universities strive to improve the quality of innovation and entrepreneurship training through courses, practical training, etc., enterprises focus more on the rapid screening of human resources, so as to obtain high-quality talents for production practice as soon as possible, and expect to receive corresponding technical services to promote the renewal of current industries. Therefore, under the government's overall planning, it is difficult for universities and enterprises to truly realize the integration of industry and education, the innovation and entrepreneurship education system of universities is difficult to truly improve, and the innovation and entrepreneurship mode of universities is also difficult to promote the innovation and entrepreneurship education of universities for the common vision due to the different division of labor and pursuit of multiple subjects. Therefore, it is difficult to integrate various innovation and entrepreneurship elements of universities with social innovation and entrepreneurship resources and enterprise innovation and entrepreneurship elements, to form a harmonious and unified innovation and entrepreneurship environment, and to stimulate innovation and entrepreneurship enthusiasm of college students. Finally, young college students are easy to be influenced by external thoughts and opinions, and with their strong personality and high self-expectation, they are easy to be influenced by the outside world in the process of innovation and entrepreneurship. It is difficult to get quick results in the innovation and entrepreneurship process, which causes short-term mental anxiety, and their peers are struggling in various professional positions, so they lack the goal reference for their own innovation and entrepreneurship, which causes long-term mental anxiety, and in the long run, they will form burnout and lack the enthusiasm and initiative to engage in innovation and entrepreneurship, resulting in the negative impact of career development. In the long run, they will form burnout and lack the enthusiasm and initiative to engage in innovation and entrepreneurship, resulting in insufficient energy for career development. The innovation and entrepreneurship education in colleges and universities lacks regulation and guidance for students' entrepreneurial psychology, and the issue of how to encourage students to actively seek entrepreneurial opportunities and actively engage in entrepreneurial practice still needs to be further deepened, to break the past path dependence, to seek the current internal motivation, and to improve the current innovation and entrepreneurship education model in order to better promote the realization of the goal of educating people in colleges and universities, and at the same time to promote the realization of scientific and technological self-reliance and self-improvement.

### **3.3 The Field of Innovation and Entrepreneurship Education Needs to Be Improved**

Although China has actively issued policy documents to advocate students to actively engage in innovation and entrepreneurship, the education department has stimulated the promotion of innovation and entrepreneurship education in colleges and universities, actively promoted school-enterprise cooperation, encouraged college students to start their own businesses, and achieved certain achievements, and at the same time, the preferential policies and entrepreneurship guarantee system provided by the state have strengthened the guarantee system for college students' innovation and entrepreneurship. With the rapid development of the economy and society, more and more practical and effective policies have been introduced, more practical and effective policies have been introduced, the recognition of innovation and entrepreneurship among college students from all walks of life has been increasing, and colleges and universities are also making efforts to promote innovation and entrepreneurship education for college students, taking active actions in cultivating high-quality innovation and entrepreneurship talents, and enhancing the effectiveness of innovation and entrepreneurship education in colleges and universities through curriculum setting, practical training in entrepreneurship and business incubation bases. However, in order to actively promote the cultivation of high-quality innovative and entrepreneurial talents and provide talent support for building an innovative country, the innovation and entrepreneurship education field in

colleges and universities still needs further improvement. Innovation and entrepreneurship education in colleges and universities is carried out mainly by colleges and universities, but it also needs other subjects to cooperate and cooperate in order to achieve better integration and symbiosis, such as the relationship between the government and colleges and universities, enterprises and colleges and universities, and families and colleges and universities cannot achieve better integration and symbiosis, which leads to the construction of innovation and entrepreneurship education field in colleges and universities is not yet perfect. The government focuses on top-level design and gives important instructions on innovation and entrepreneurship at macro level to provide support and guarantee for innovation and entrepreneurship education in colleges and universities, but colleges and universities themselves focus on discipline construction and expansion because they are education-oriented, and pay more attention to theoretical teaching of innovation and entrepreneurship education, but due to the lack of research on theoretical research and practical exploration about innovation and entrepreneurship in colleges and universities abroad, the research on constructing innovation and entrepreneurship education ecosystem in colleges and universities in China is not yet perfect. However, due to the lack of research on foreign theoretical studies and practical exploration on innovation and entrepreneurship in colleges and universities, there are still many problems in terms of influence and effectiveness of the research progress on building the ecosystem of innovation and entrepreneurship education in colleges and universities, and there is still no better cultivation effect on the cultivation of students' innovation and entrepreneurship skills, and the investment in practical training and entrepreneurship resources is still a little weak. This leads to a low sense of access to innovation and entrepreneurship courses, which affects the cultivation of innovation and entrepreneurship awareness. In addition, the evaluation mechanism of innovation and entrepreneurship education in colleges and universities has not been perfected yet, and the assessment degree of practical teaching is not high because of excessive attention to theoretical teaching, and the teaching effect of innovation and entrepreneurship education is not satisfactory. It is reasonable to highly combine classroom teaching, practical training and innovation and entrepreneurship project incubation, and establish a suitable institutional mechanism to better improve the teaching effect of innovation and entrepreneurship education. In addition, the effect of industry-education integration is not strong, and the effectiveness of school-enterprise cooperation projects is not strong, resulting in insufficient linkage of major elements. Innovation and entrepreneurship education in colleges and universities is no longer the top-down promotion of development in the past to improve the teaching effect. Nowadays, it is difficult for innovation and entrepreneurship education in colleges and universities to rely solely on a certain subject, but to rely on the joint efforts of government, society, colleges and universities, and enterprises to create a good innovation and entrepreneurship field in colleges and universities in order to further promote the cultivation of innovation and entrepreneurship talents. The current innovation and entrepreneurship development practice in universities should start from top-level design, strengthen the linkage of resources and synergistic development of major innovation and entrepreneurship subjects, find the right internal motivation, so as to jointly improve the effectiveness of innovation and entrepreneurship education, and provide intellectual support and talent support for cultivating innovation and entrepreneurship talents and promoting economic and social science and technology development.

#### **4. Future Prospect of the Construction of Innovation and Entrepreneurship Education System in Colleges and Universities**

##### **4.1 Vigorously Enhance the Effectiveness of Innovation and Entrepreneurship Education Courses in Colleges and Universities**

The innovation and entrepreneurship education system in colleges and universities is led by education curriculum system, supplemented by innovation and entrepreneurship practical training, entrepreneurship project incubation, innovation and entrepreneurship activities, entrepreneurship fund support and policy support, etc., so as to build up a complete curriculum system, covering the

whole process of innovation and entrepreneurship education, such as integrating innovation and entrepreneurship education into professional curriculum system and integrating innovation and entrepreneurship practice into internship practice investigation. The whole process of innovation and entrepreneurship education. Firstly, based on the law of students' success, we scientifically set up the curriculum of innovation and entrepreneurship education, differentiate the key modules and talent cultivation goals for different grades of students' characteristics and cultivation needs, and take into account the characteristics of disciplines and local economic and social development needs to fully demonstrate the scientific and systematic nature of the curriculum content and keep differentiation. Through discussion-based teaching and inspirational teaching, we deepen students' learning and absorption of the basic theories of innovation and entrepreneurship, integrate the latest foreign theoretical achievements and practical experience of innovation and entrepreneurship into classroom teaching through flipped classroom and practical training, and seek the operation mechanism and key elements to enhance the effectiveness of innovation and entrepreneurship education in colleges and universities, and put forward targeted and feasible course construction suggestions, so as to mobilize students to learn innovation and entrepreneurship knowledge and theory. At the same time, we actively set up innovation and entrepreneurship incubation bases in colleges and universities, contact enterprises to provide entrepreneurial projects to increase students' participation rate in innovation and entrepreneurship activities, provide various innovation and entrepreneurship platforms for college students, and support students' innovation and entrepreneurship in all aspects by relying on the integration of industry and education. Secondly, we establish a perfect quantitative evaluation index system to ensure that all aspects of university innovation and entrepreneurship education are put into practice, follow the underlying logic of integrating entrepreneurship and education, explore new models of teacher-student co-creation in the new era to improve the system construction of university innovation and entrepreneurship education, and provide theoretical reference for its ecosystem construction. Meanwhile, on the basis of critically absorbing advanced foreign theories and clarifying the current specific requirements and core concepts of innovative talents cultivation and innovation-driven development strategy, we enrich the theoretical guidance of innovation and entrepreneurship education in colleges and universities, so as to carry out conceptual innovation and deeper innovation of innovation and entrepreneurship education system in colleges and universities, grasp the characteristics of the times and pay attention to social demands, so as to promote the integration of innovation and entrepreneurship education into all aspects of college education. In addition, the national government has deepened the innovation and entrepreneurship education system in colleges and universities, grasped the characteristics of the times and paid attention to the needs of the society, so that innovation and entrepreneurship education can be integrated into all aspects of college education. In addition, the national government deepens the new concept of innovation and entrepreneurship education, clarifies the current construction goals of innovation and entrepreneurship education in colleges and universities, and forms a continuous and effective policy drive, so as to promote the continuous improvement of innovation and entrepreneurship education in colleges and universities. In addition, it strengthens the guidance of cooperation between universities and enterprise industries, builds a suitable evaluation and incentive system, enhances the internal motivation of school-enterprise cooperation, improves the relevance and long-term stability of school-enterprise cooperation, so as to promote the formation of a long-term interest-driven mechanism of win-win cooperation among multiple parties. Third, to stimulate the internal motivation of students' participation in innovation and entrepreneurship. The university should formulate detailed reward and incentive rules for students and their participation in the process of innovation and entrepreneurship to stimulate students' enthusiasm of participating in innovation and entrepreneurship, and reward the teachers' behavior of better guiding students to carry out innovation and entrepreneurship practice, so as to improve the attention of teachers and students to innovation and entrepreneurship, so as to stimulate teachers and students to jointly develop internal motivation and enhance the initiative of promoting innovation and entrepreneurship education, and actively provide The innovation and entrepreneurship platform

provides a higher level of platform support for teachers and students to create together, so as to effectively improve the effectiveness of innovation and entrepreneurship education courses in colleges and universities.

#### **4.2 Continuously Promote the Construction of Innovation and Entrepreneurship Education Model in Colleges and Universities**

The construction of innovation and entrepreneurship education model in colleges and universities is not easy, but we should summarize the experience of all parties in the international comparative perspective, draw on the successful practical experience, analyze the successful cases of various countries through systematic sample comparison and model construction, so as to provide systematic suggestions for the construction of innovation and entrepreneurship education model in colleges and universities in China in terms of elements and resources, operation mechanism, etc., so as to study the education concept, education methods and means and education mechanism of innovation and entrepreneurship education in colleges and universities. In addition, on the basis of the analysis of typical college innovation and entrepreneurship education construction mode, we summarize the experiences and conduct in-depth investigation on the current college innovation and entrepreneurship education driving mode and teaching mode, and summarize the relevant experience and laws to better guide the development of current college innovation and entrepreneurship education. Subsequently, the innovation and improvement of innovation and entrepreneurship talent cultivation system, curriculum teaching content and entrepreneurship training activities in colleges and universities will be carried out to transform the traditional innovation and entrepreneurship education model, closely combine it with the pulse of the times and industrial needs, and improve the top-level design. Both governmental and university subjects need to strengthen top-level design, improve system guarantee and clarify regulation, so as to combine professional theoretical study with practical training, integrate the real situation of entrepreneurship with theoretical teaching, put innovation and entrepreneurship education in the overall situation of university development strategy, continuously improve institutional mechanism construction, coordinate various types of resources of innovation and entrepreneurship education in the university and make full use of them. We should put innovation and entrepreneurship education in the overall development strategy of colleges and universities, improve the construction of institutions and mechanisms, coordinate all kinds of innovation and entrepreneurship education resources on campus, make full use of them, and combine them with education resources outside the university so as to jointly promote the integration and application of innovation and entrepreneurship resources. Secondly, colleges and universities should take the national strategic development and local industrial development talent demand and technical requirements as the fundamental theoretical guidance, take China's dual innovation and technological self-reliance as the fundamental principle, develop innovation and entrepreneurship curriculum system and practical training around it, aim at stimulating students' interest in innovation and entrepreneurship and developing students' innovation and entrepreneurship potential, the innovation and entrepreneurship ability is not born, but in the continuous training of innovative thinking, critical thinking, improving analysis and integration ability and practical ability. It is formed on the basis of continuous training of innovative thinking, critical thinking, and improvement of analytical and integration ability and practical ability. Because we need to insist on combining technological innovation and curriculum development with open and integrated thinking, integrating school-enterprise projects, realizing a university innovation and entrepreneurship education model with integrated teaching and research, perfect curriculum system and proper assessment and feedback system mechanism, and combining the requirements of economic and social development, industrial enterprises' updated needs with the requirements of university innovation and entrepreneurship education in the process of deepening the cooperation and integration of school-enterprise and school-ground. In the process of deepening the cooperation and integration between universities, enterprises and local communities, we combine the requirements of economic and social development, the needs of industrial enterprises and the requirements of innovation and



entrepreneurship education in colleges and universities, so as to form a multi-party cooperation education model and provide support for cultivating innovative and entrepreneurial talents through collaborative development, thus providing high-quality talents for social development. Finally, innovation and entrepreneurship education in colleges and universities is not equal to employment education, but has its unique disciplinary advantages and cultivation goals. Nowadays, we deeply analyze the core concepts and essential laws of innovation and entrepreneurship education and its practical logic, actively promote the mode construction of innovation and entrepreneurship education in colleges and universities in the new era, so as to continuously improve the system construction of innovation and entrepreneurship education in colleges and universities, and finally realize that innovation and entrepreneurship education in colleges and universities in the new era is in line with national innovation-driven development strategy and economic and social industrial development needs. In the end, the innovation and entrepreneurship education of colleges and universities in the new era will match with the national innovation-driven development strategy and the demands of economic and social industrial development, effectively unify the innovation and entrepreneurship education of colleges and universities with national development and social progress, and realize the high-quality innovation and entrepreneurship development of youth.

### **4.3 Strive to Promote the Construction of Innovation and Entrepreneurship Education Field in Colleges and Universities**

The research on the construction of innovation and entrepreneurship education ecosystem in colleges and universities in China has gone through the initial stage, conversion stage and deepening stage, from the initial proposal of building innovation and entrepreneurship education ecosystem to the continuous deepening of the universality and modernity of innovation and entrepreneurship education system, and many modes of construction of innovation and entrepreneurship education ecosystem in colleges and universities have been explored over the years. It is clear that the innovation and entrepreneurship education ecosystem is essentially a nurturing system, so the innovation and entrepreneurship education ecosystem is established with the university as the center and the core subject, and many elements and subjects are incorporated into it. In particular, it is to build a college innovation and entrepreneurship education field which is strongly promoted by the government, put into practice by colleges and universities, actively participated by enterprises, supported by social security and actively cooperated by families and individuals. First of all, the government will efficiently manage and guide the innovation and entrepreneurship education in colleges and universities, and carry out targeted incentive policies and regulatory systems to provide external guarantee for the innovation and entrepreneurship education in colleges and universities on the one hand, and make comprehensive planning for the existing problems of the innovation and entrepreneurship education in colleges and universities on the other hand, and continuously improve the top-level design by combining with the future development trend of digitalization and intelligence to build up a systematic and hierarchical innovation and entrepreneurship education system. Secondly, enterprises should actively carry out school-enterprise cooperation projects with colleges and universities, continuously promote the integration of production and education, collaborate to create the cooperation mechanism of production, learning and research, and actively promote the integration of production and education, the complementary advantages of schools and enterprises, and the synergy of scientific research and innovation and entrepreneurship education together in a new field. Enhance the support of enterprise industry for relevant innovation and entrepreneurship projects and the ability to transform results, provide more equipment completely and urgently needed practice bases and incubation platforms for college students, effectively promote innovation and entrepreneurship projects to the ground, and finally promote school-enterprise horizontal cooperation and deep development in depth. Once again, colleges and universities make use of the resources related to innovation and entrepreneurship on campus, promote college students to actively participate in innovation and entrepreneurship practice through multiple channels, enhance students' innovation and entrepreneurship theoretical accumulation, broaden the channels of students' innovation and

entrepreneurship practical training, explore students' innovation and entrepreneurship potential, strengthen students' technical literacy cultivation and media literacy cultivation to adapt to the new requirements put forward by the development of emerging technologies, make full use of emerging technologies to enrich college innovation and entrepreneurship education. We make full use of the new technologies to enrich the content and form of innovation and entrepreneurship education in colleges and universities, cultivate students' innovation and entrepreneurship consciousness and entrepreneurship, build a complete innovation and entrepreneurship education network in colleges and universities, and effectively improve the effectiveness of innovation and entrepreneurship education in colleges and universities. Finally, encourage families and individual students to actively experience the actual innovation and entrepreneurship education. The promotion of innovation and entrepreneurship education in colleges and universities is inseparable from the cultivation of students' individual innovation and entrepreneurship will and the inculcation and encouragement support of family environment. In addition, we should actively promote innovation and entrepreneurship education. In addition, it is necessary to actively promote the creation of policy and institutional mechanism for innovation and entrepreneurship education, clarify its value orientation, and establish a sound evaluation and feedback mechanism to provide strong support for the sustainable construction and normal operation of the innovation and entrepreneurship education field in universities.

## 5. Conclusion

In recent years, the construction of innovation and entrepreneurship education system in colleges and universities has made certain achievements, but there are still problems such as education and teaching methods need to be enriched and innovated, innovation and entrepreneurship education mode need to be updated, innovation and entrepreneurship education field need to be improved, etc. As an important measure to respond to the national innovation-driven development strategy, innovation and entrepreneurship education in colleges and universities cultivates many high-quality innovation and entrepreneurship talents and plays its own role in various fields. Therefore, on the basis of clarifying the shortcomings of the current innovation and entrepreneurship education in colleges and universities, exploring how to strengthen the construction of innovation and entrepreneurship education system in colleges and universities, continuously improving the innovation and entrepreneurship education mode in colleges and universities, and better implementing the task of talent cultivation, in order to better promote the innovation and entrepreneurship education in colleges and universities into a new stage, further improve the ability of educating people in colleges and universities, build innovation and entrepreneurship education network, and provide enterprises with innovative entrepreneurship path. In the social atmosphere of mass entrepreneurship and innovation, we will continue to promote the integration of industry and education, which is conducive to the evolution of China's innovation and entrepreneurship education to a higher stage and play a more active, positive role in promoting innovation and entrepreneurship in the whole society.

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