

Research on the Challenges and Countermeasures of Innovative and Entrepreneurial Talent Training

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Abstract— Innovation and entrepreneurship have recently become a new direction of the higher education. The government has provided a platform for undergraduates who possess the talent for innovation and entrepreneurship and the desire to show their skills through various policies. These policies promoted the cultivation of innovative and entrepreneurial talents in colleges and universities, as well as the high-level employment of graduates. However, with the economic and social development of China, the students need to reach a higher standard in terms of innovation and entrepreneurship. The introduction of the policies will be both an unprecedented opportunity and an unpredictable challenge.

Index Terms— China, talents training in colleges and universities, innovation and entrepreneurship policy, employment of graduates

I. INTRODUCTION

Innovation and entrepreneurship training focuses on the development of comprehensive personal ability, and the implementation of these policies could achieve the goals of training high-level talents, provide a wide range of employment opportunities and promote national economic development^[i]. With the steady development of China's economy and society, it is a critical period of transformation and upgrading of various industries, as well as the increasing demand for high-level talents. Therefore, the present issue that needs to be solved urgently is how universities can do well in innovative and entrepreneurial talent training^[iii].

II. THE CHALLENGES OF INNOVATIVE AND ENTREPRENEURIAL TALENT TRAINING

2.1 Students' cognitive deviation from entrepreneurship

The motivation for Chinese undergraduates to start their own business at present mostly comes from the information of the Internet and social media, or from the advice of relatives or friends, while the proportion of students who actually start their own business basing on their major, their own interests or personal ideals is low. The undergraduates lack the motivation of innovation and entrepreneurship^[iii].

2.2 The general lack of the awareness and ability of innovation and entrepreneurship on students

Undergraduates generally lack the awareness and ability to be innovative and entrepreneurial. Most universities only offer courses on career guidance, basic knowledge of innovation and entrepreneurship, and career planning, therefore, the lack

of students' ability of innovation and entrepreneurship is ubiquitous^[iv].

III. THE EFFICIENT COUNTERMEASURES OF INNOVATIVE AND ENTREPRENEURIAL TALENTS

3.1 Formal integration of innovative and entrepreneurial education into the university education system

First of all, universities should make innovation and entrepreneurship education as an examination subject and set credits, and those who fail to obtain the credits could not graduate, so as to ensure that innovation and entrepreneurship education can cover all groups of students. Moreover, this education should be clearly divided into two aspects: theoretical teaching and practical operation. Universities should coordinate the teaching staff to provide students with good direction and professional guidance on innovation and entrepreneurship^[v].

3.2 The innovation of teaching system, the system training of teachers

Universities should organize regular training activities and hire experienced innovation and entrepreneurship professionals to provide systematic training for teachers, thus making teachers in the field of innovation and entrepreneurship education more professional. Meanwhile, teachers should be encouraged to participate in innovation and entrepreneurship projects by accumulating experience through it, so that they can better summarize and share their practical experience with students, thus improving the rate of students' innovation and entrepreneurship, while they can also improve the teaching efficiency^[vi].

IV. CONCLUSION

Universities should take employment as the guide to optimize the construction of university talent training system, and formally incorporate the innovative and entrepreneurial education into the university education system. Universities should also provide students with useful direction and professional guidance by innovating the teaching system, training teachers systematically, and coordinating the teaching staff. Teaching activities should combine with students' career selection, employment, innovation and entrepreneurship to improve the talents' quality and promote high-level employment of college students^[vii].

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