

Research on the Cultivation Mode of Applied Private Colleges and Universities Based on Innovation and Entrepreneurship Education

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Abstract. Innovation and entrepreneurship education is an indispensable part of education in applied private colleges and universities, and it is very important to optimize innovation and entrepreneurship education in applied private colleges and universities in the present time of rapid social development. This paper analyses the importance and status quo of the innovation and entrepreneurship cultivation mode of applied private colleges and universities from the actual starting point, and analyses the solution to the problems of applied private colleges and universities from the three aspects of improving the education system of innovation and entrepreneurship in colleges and universities, updating the concept of dual-creation education, strengthening the construction of teachers in applied private colleges and universities, constructing a reasonable curriculum system, constructing the practice platform of innovation and entrepreneurship education, and strengthening the practice ability of colleges and universities, etc., to promote the development of The dual-creation talent cultivation program of private colleges and universities provides a more effective strategy, and also provides innovative and applied talents for the development of the society.

Keywords: Innovation and entrepreneurship education, private colleges and universities, cultivation mode, teaching research.

1. Introduction

The World Declaration on Higher Education in the 21st Century: Visions and Actions, drawn up by UNESCO at the first Conference on Higher Education in 1988, supports the development of entrepreneurial skills and the spirit of initiative in students [1]. The World Declaration on Higher Education in the 21st Century: Vision and Action At the same time, the report of the 20th Party Congress also pointed out that we should insist on the important position of innovation in the construction of a modernized country and cultivate innovative talents [2]. The position of innovation and entrepreneurship education in higher education is becoming more and more prominent, especially in application-oriented private colleges and universities, because of its outstanding flexibility and innovation, innovation and entrepreneurship education has become an important way to cultivate application-oriented talents. However, there are still many problems in innovation and entrepreneurship education in private colleges and universities, such as lagging in the development of higher education, a single education training system, and a weak awareness of innovation and entrepreneurship education among students, which constrain the quality and efficiency of private colleges and universities in cultivating innovative talents.

The purpose of this paper is to discuss the training mode of applied private colleges and universities based on innovation and entrepreneurship education, through an in-depth analysis of the current situation and problems of innovation and entrepreneurship education in private colleges and universities, combined with the relevant theoretical and practical research, to put forward corresponding optimization strategies and improvement measures. It is expected to provide certain reference and references for the reform and development of innovation and entrepreneurship

education in private colleges and universities and promote the healthy development of China's higher education.

2. The Importance of Innovation and Entrepreneurship Education Cultivation Mode in Applied Private Colleges and Universities

2.1. Favouring the development of applied talents in colleges and universities

Under the cultivation mode of traditional education, most applied private colleges and universities have many problems, especially in the teaching process. At present, the construction of applied colleges and universities has a series of problems, such as homogenization of school orientation, deviation from the target of training, lack of participation of the industry in the training mode, the obvious tendency of academic teacher management system, lack of distinctive characteristics of academic disciplines and specialties, and the structure of the curriculum focusing on the "theoretical" but not the "practical". A series of problems [3]. The final result is that the students' innovation and entrepreneurship abilities are poor, whether in future study or the employment process, there is a lack of obvious competitiveness. As private colleges and universities are application-oriented colleges and universities, they should pay more attention to the cultivation of students in innovation and entrepreneurship education.

Based on this, applied private colleges and universities should build an innovation and entrepreneurship education training mode suitable for the development of students according to their characteristics, so that students can understand and master the most basic knowledge of innovation and entrepreneurship, broaden their understanding of innovation and entrepreneurship, and cultivate innovation and entrepreneurship thinking. At the same time, students should also be encouraged to go to enterprises for internships outside the school to optimize their innovation and entrepreneurship ability, understand the industry dynamics and development trends, accumulate relevant experience in enterprise practice, and master basic practical skills. Finally, it is hoped that a comprehensive enhancement will be achieved to strengthen the core competitiveness of students in future employment.

Improving innovative and entrepreneurial thinking is also an important aspect when it comes to students pursuing further studies. Students can choose to participate in dual-creation competitions or dual-creation scientific research projects during their school years, so that they can grow in the competitions and develop their academic abilities in the scientific research projects, thus enabling them to become high-level innovative talents and providing support for their further studies in the future.

In terms of student entrepreneurship, when students are engaged in entrepreneurship competitions or entrepreneurship projects, they will enhance their entrepreneurial ability and accumulate experience in entrepreneurship. At the same time, the state also provides policy help for college students' entrepreneurship, which solves private college students' concerns about entrepreneurship, and ultimately makes it easier for students to succeed in entrepreneurship.

2.2. Favourable to the improvement of the level of innovation and entrepreneurship education in colleges and universities

At the present stage, higher education is vigorously popularised and gradually tends to be homogenized. Both the society and the country call for improving the education level and quality of colleges and universities and delivering more quality talents for the society and the country in the competition of colleges and universities. Private colleges and universities have actively responded to the call to Zhengzhou Shengda College of Economics and Trade Management, for example, most of the private colleges and universities according to the actual needs of the development of the teaching methods are constantly upgraded [4]. At the same time the application-oriented transformation, this

measure meets the real needs of China's economic high-quality development, but also private colleges and universities in many colleges and universities to improve the competitiveness of the method.

Under the dual-creation education advocated by the state, applied private colleges and universities make use of their unique advantages to break the traditional constraints. Taking the Sichuan University of Tourism as an example, most of the private colleges and universities are actively constructing a good ecosystem between "school-society-enterprise", which provides a solid foundation for the improvement of the level of dual-creation education in colleges and universities [5]. First of all, optimize the training mode of innovation and entrepreneurship education in applied private colleges and universities, improve the process of innovation and entrepreneurship education in applied private colleges and universities, implement a scientific innovation and entrepreneurship education system, and at the same time, rely on the professional knowledge of the students, to achieve professional innovation and entrepreneurship education. Then, build the proprietary dual-venture education mode applied for private colleges and universities, really let colleges and universities do the organic combination of education and parenting methods so that students can learn theoretical knowledge at the same time can also improve the practical ability of students, and achieve the unity of theory and practice. Finally, in the process of practice, we should adjust the cultivation program according to the existing problems, focusing on students, schools, enterprises, and society, to cultivate students' innovative and entrepreneurial thinking and logic, and to cultivate innovative and entrepreneurial talents in line with the needs of the development of enterprises in the society, colleges and universities can obtain the way of parenting by the practice of innovative and entrepreneurial education, to achieve the enhancement of the level of dual-creation education, and improve the competitive advantages of colleges and universities and college students. competitive advantage of colleges and universities and their students.

3. The current situation of innovation and entrepreneurship education training mode in applied private colleges and universities

3.1. Private colleges and universities have a backward dual-creation education and training system and a single education and training system.

The cultivation of applied talents after 2012 is the primary educational goal, improving the inadequacy of the existing model and cultivating innovative and open talents is a common topic facing applied colleges and universities in the 21st century [6]. At present, the cultivation of innovative talents and the formulation of related systems in applied private colleges and universities are still in the groping stage, the measures are not perfect, and there is a lack of systematic cultivation of innovation and entrepreneurship for students. The innovation and entrepreneurship curriculum of private colleges and universities is fragmented, and it is impossible to comprehensively cultivate students' innovation and entrepreneurship education. The main focus of private colleges and universities is still on students' career planning and employment guidance, and there are fewer courses on cultivating students' innovation and entrepreneurship awareness.

The management system of innovation and entrepreneurship in private colleges and universities is not strict and lacks a systematic and progressive theory and practice system. Practice is the basic feature of innovation and entrepreneurship education, which requires a large number of practical activities as support. Some private colleges and universities have established innovation and entrepreneurship platforms under the support of the government, and these practice resources constrain the actual number of students' participation due to the limitations of practice places and funds, and many off-campus practical training courses that can be opened separately become on-campus theoretical courses, and the insufficiency of practice links restricts the cultivation of students' innovation and entrepreneurship abilities and hinders the sustainable development of innovation and entrepreneurship education.

3.2. The development of innovation and entrepreneurship education in private colleges and universities is lagging, and teachers' teaching ability is lacking

As far as the innovation and entrepreneurship education method in private colleges and universities is concerned, the traditional education concept cannot meet the needs of practical education programs. For a long time, education in China's applied private colleges and universities has focused on theoretical teaching, emphasizing students' mastery and application of textbook knowledge. In the face of innovation and entrepreneurship education, which is a practical course, the traditional education concept has not been completely transformed, resulting in a low awareness of students' dual-creation education training. The old-fashioned and old-fashioned innovation and entrepreneurship methods and approaches have affected the attention of college teachers to innovation and entrepreneurship education and the design of teaching content, which has limited the cultivation of students' innovative thinking and practical ability.

Private colleges and universities often formulate the management of practical activity credit regulations and incorporate innovation and entrepreneurship practical activities into the credit management system, the main purpose of which is to encourage students to participate in innovation and entrepreneurship extracurricular practical activities on their own, but they do not provide in-depth guidance on how to participate in dual-creation practical activities.

The innovation and entrepreneurship teachers of private colleges and universities do not have an in-depth understanding of the connotation and essence of innovation and entrepreneurship education in the process of carrying out innovation and entrepreneurship education work and generally believe that innovation is students going to participate in practical activities and entrepreneurship is employment. When colleges and universities expand their bi-innovation teaching staff, they generally recruit relevant professional teachers according to the needs of professional development of colleges and universities, and most of the teachers do not practice in the innovation and entrepreneurship environment, have weak innovation ability and lack of innovation and entrepreneurship experience, so it is difficult to combine innovation and entrepreneurship ideas with professional knowledge to achieve the purpose of targeted innovation and entrepreneurship guidance.

3.3. Weak awareness of innovation and entrepreneurship education among students and low understanding of related courses

The survey found that the vast majority of students in private colleges and universities do not have enough knowledge about innovation and entrepreneurship education and do not understand the importance of innovation and entrepreneurship practice. In addition, due to the lack of work experience and social experience college students, are resistant to innovation and entrepreneurship activities and seldom take the initiative to understand and participate in social practice activities.

Compared with public colleges and universities, there is a certain lack of motivation in the choice of college students in private colleges and universities. This is because there is a certain gap between the social recognition and employment prospects of private colleges and universities compared with those of public colleges and universities, which indirectly affects students' motivation and incentive to study.

Innovation and entrepreneurship education in private colleges and universities is too theoretical in teaching content and lacks practicality. Traditional classroom teaching pays more attention to knowledge transfer and theoretical research, and students have fewer opportunities to participate in actual project practice, which makes students lack the ability to solve problems when they face confusion and frustration in actual innovation and entrepreneurship. In addition, there are many courses, and students' energy is scattered, so that college students do not have enough time to understand the content of innovation and entrepreneurship, so the awareness of innovation and entrepreneurship education is weak.

The cultivation of innovative and entrepreneurial talents requires more strict requirements on students' comprehensive ability, and the stereotypical internship and practical training are far from satisfying the practical requirements of innovative and entrepreneurial education. As pointed out in

the report of the 20th Party Congress, young people in the new era should unwaveringly listen to the Party and follow the Party, embrace dreams and be down-to-earth, dare to think, dare to do and do well, and aspire to be idealistic, courageous, capable of suffering and willing to struggle for a good youth in the new era. College students are the main force of future national construction, shouldering the great responsibility of rejuvenation, only by constantly investing in innovation and entrepreneurship practice activities, their ability be effectively improved [7].

4. Optimisation Strategies of Innovation and Entrepreneurship Education Cultivation Mode in Applied Private Colleges and Universities

4.1. Improve the education system of innovation and entrepreneurship in colleges and universities and update the concept of dual-creation education

On 5 March 2015, at the third meeting of the twelfth National People's Congress, Premier Li Keqiang put forward for the first time the "Internet +" action plan in the government's work report, to promote the integration of manufacturing and service innovation represented by the Internet of Things, cloud computing, big data, the development of new business forms, and to provide an innovative environment. Under the background of "Internet+", the innovation and entrepreneurship training mode of applied talents in private colleges and universities is undergoing in-depth reform, integrating innovation and entrepreneurship education, and cultivating applied talents adapted to the needs of society [8]. As far as applied private colleges and universities are concerned, the education system of innovative and entrepreneurial talents is an important guarantee to achieve the goal of training innovative and entrepreneurial talents. However, the demand for talent in social development is diversified, and its type, level, and scale are also diversified. In the diversified social demand, to build the unique "application-oriented" talent education system of private colleges and universities, it is necessary to update the education concept of dual-creative talent training.

Firstly, colleges and universities are encouraged to give full play to their advantages and build a special style of school running. Traditional innovation and entrepreneurship education in universities is carried out in the form of students listening to lectures and experts coming to schools, and innovation and entrepreneurship education are not formally included in the talent training mode. This kind of education mode is relatively single and boring, which makes it difficult to stimulate students' enthusiasm for learning and restricts the formation of students' innovative consciousness. Private colleges and universities should build a diversified education model to form a unique "application-oriented" style of schooling. For example, combined with the students' professional knowledge, and professional ability to open a student innovation and entrepreneurship studio, the students' innovation and entrepreneurship education provide a career, that is more conducive to the transformation of basic professional knowledge into entrepreneurial resources, and truly put learning to use.

Secondly, it is suggested that colleges and universities implement reward mechanisms to stimulate the spirit of dual entrepreneurship among students. To further motivate students to expand their thinking to carry out innovation and entrepreneurship research, it is recommended that private colleges and universities should give corresponding rewards to the innovation and entrepreneurship achievements made by students, including credit rewards, spiritual rewards, material rewards, and so on. In addition, private colleges and universities should also promote and commend students' self-organized dual-creation clubs and study groups, and equip them with professional instructors so that they can receive professional guidance.

Finally, create a campus culture of innovation and entrepreneurship, and foster an excellent atmosphere for dual creation. The innovation and entrepreneurship education culture of private applied colleges and universities should also penetrate all corners of the campus, create a campus culture that is conducive to promoting students' initiative in innovation and entrepreneurship learning and research, and help students develop good habits of using innovation and entrepreneurship thinking modes, to put students in the atmosphere of innovation and entrepreneurship. For example, private colleges and universities can disseminate education in the form of campus broadcasting by

students; they can organize students to put up bi-innovation posters on campus bulletin boards; and they can organize bi-innovation campus tours and activities.

4.2. Strengthening the Teacher Building of Applied Private Colleges and Universities and Constructing a Reasonable Curriculum System

General Secretary Xi Jinping has consistently stressed that with a high degree of attention to education for moral education, the ultimate task is to cultivate the successor of socialism, the main body of school education is the students, in the teaching how to cultivate, how to cultivate and how to build teachers to adapt to the students to carry out. But in reality, the education of students often lacks professional experience. For private colleges and universities, innovation and entrepreneurship teachers are the main implementers of dual-creation talent cultivation, and they are an important force in implementing dual-creation programs. Therefore, it is crucial to strengthen the educational concept and teaching ability of dual-creation teachers in applied private colleges and universities to improve the quality of teachers in applied private colleges and universities [9].

On the one hand, optimizes the dual-creation teacher team and improves the innovative concept of teachers. In the context of innovation and entrepreneurship education in the new era, with the increase in the demand for applied talents in society, the teaching level and basic quality of dual-creation teachers have also received extensive attention. However, private colleges and universities, as an important way to provide applied talents, should focus on optimizing the dual-creation teacher team and take the concept of cultivating innovative and entrepreneurial talents as a new direction for development. Fresh blood is needed for the composition of the teacher team, and a reasonable and sound teacher employment system is needed to increase the introduction of teachers with innovation and entrepreneurship experience; the teacher protection system is valued and improved so that teachers have no worries; the teacher ability evaluation system is reshaped to improve the overall level of the teacher team.

On the other hand, a reasonable curriculum system has been constructed in response to the implementation of the integration of industry and education. The National Programme for Medium- and Long-Term Educational Reform and Development (2010-2020) requires that attention be paid to individual differences and differences in students and that students be nurtured according to their self-competence and interests, focusing on teaching according to their aptitudes. This is one of the educational propositions since Confucius wrote in the *Analects of Confucius* - For the Governance of the State that teaching should be based on the talents of the students. It means that teachers start from the actual, personality differences of students, differentiated teaching, so that students get the best development, flexible teaching content and teaching links, and choose the right teaching methods [10]. Private colleges and universities should carry out targeted integration of industry and education, integrate the theoretical knowledge and practice of innovation and entrepreneurship education, combine innovation and entrepreneurship education with talent cultivation mode, build rich curriculum content and reasonable curriculum system, fully mobilize students' innovation and creativity, and cultivate applied talents with entrepreneurial ability and entrepreneurial awareness. For example, comprehensive practice courses combining innovation and entrepreneurship with professionalism cross-combination are opened, so that students can use professional knowledge to solve practical problems. Strengthen the dual-creation cooperation with enterprises, establish a joint training mechanism between schools and enterprises, and provide students with professional mentors to guide them.

4.3. Building a practical platform for innovation and entrepreneurship education and strengthening the practical capacity of higher education institutions

As the saying goes, "It's not easy to learn from paper, but to learn from experience", the innovation and entrepreneurship talent cultivation mode of applied private colleges and universities should be based on knowledge updating and skill training, supplemented by practical application and professional strengthening, and endeavor to enhance the students' innovation ability, the spirit of

innovation, and innovative thinking. Strengthening the construction of practice platforms in private colleges and universities is committed to cultivating "application-oriented" talents with strong practical ability [11].

Firstly, build an innovation and entrepreneurship practice education platform to accelerate the process of dual-creation construction. The practical ability of students in private undergraduate colleges and universities is poor [2]. Therefore, private colleges and universities should build and apply innovation and entrepreneurship practical education platforms to promote the development of technology-based entrepreneurship and truly implement diversified innovation and entrepreneurship intertwined courses. Private colleges and universities can target the opening of social practice bases based on the different professional characteristics of the practical education platform and provide personalized guidance for students. For example, students are arranged to analyze and study hot social cases, guide students to put forward their views, and optimize students' opinions to arrive at the optimal solution, so that students can fully experience the concept of dual-creation, engage in dual-creation activities, and establish students' initiative in dual-creation practice.

Secondly, carry out online and offline interactive learning modes to achieve the purpose of practical teaching. At the same time as building a dual-creation practice education platform, private colleges and universities need to actively carry out online and offline interactive learning modes in combination with their running characteristics, to organically unify theory and practice. Inspire students to take the initiative to carry out offline practical learning enthusiasm and enthusiasm for innovation and entrepreneurship, cultivate students' ability to independently think about dual-creation knowledge, enrich students' innovation and entrepreneurship cognition, and organically combine practical education with innovation and entrepreneurship talent cultivation. Further integrate innovation and entrepreneurship education curriculum systems in online learning and offline life, continuously update teaching knowledge and methods, and innovate and improve in teaching skills and other aspects.

Finally, cultivate the teamwork spirit of dual-creation students and promote the practice of dual-creation achievements. Private colleges and universities should focus on cultivating the existing on-campus dual-creative student teams, encouraging students to form teams to participate in innovation and entrepreneurship competitions and project design, effectively enhancing the teamwork spirit of students, establishing the team spirit, further improving the practical ability of students, and truly putting dual-creative achievements into practice.

5. Conclusion

The cultivation of innovation and entrepreneurship is a complex systematic project, and the cultivation of high-quality innovation and entrepreneurship talents is an important work of innovation and entrepreneurship education, while the innovation and entrepreneurship education cultivation mode of applied private colleges and universities can help the development of applied talents and enhance the level of innovation and entrepreneurship education of colleges and universities, to make the competitiveness of colleges and universities and students in the society enhanced. In the study, it is found that the single education system of applied private colleges and universities, the lack of teachers ability, and the students' low awareness of innovation and entrepreneurship education have caused the innovation and entrepreneurship education is not able to help the development of colleges and universities and the improvement of students' ability. Therefore, it is necessary to improve the education system of innovation and entrepreneurship in colleges and universities, improve the quality of teachers in applied private colleges and universities, build a practical platform for innovation and entrepreneurship education, etc., and strive to update the concept of dual-creation education, build a reasonable curriculum system, and strengthen the practical ability of colleges and universities to improve the talent cultivation mode of applied private colleges and universities.

This paper provides a research idea and framework applied to the study of dual-creation education-related fields, starting from the importance of dual-creation education, exploring the problems of

dual-creation education in today's applied private colleges and universities, to put forward optimization strategies, and this process proves the feasibility of the research methodology.

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