

Based on the Current Situation of Talent Cultivation of Innovation and Entrepreneurship Education in Xinjiang Vocational Colleges under the New Normal

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Abstract

ZaiZhiJiao under the background of the new normal, based on the innovation of the higher vocational colleges in xinjiang entrepreneurial talent training in education present situation as the research content, discusses main problems of creative education in higher vocational colleges in xinjiang, and on this basis made clear the specific countermeasures, to speed up the construction of creative education in higher vocational colleges in xinjiang, and the "good, fast and steady" to promote the development of innovative entrepreneurship education process.

Keywords

Higher vocational colleges; Innovation and entrepreneurship education; The status quo. Countermeasures.

1. Introduction

Under the new normal of economic development, China has become the second largest economy, and the economy is moving forward from high-speed development stage to high-quality development stage. The technological elements with productivity as the core have been continuously developed, so it is imperative to further improve and carry out the reform of new technology and efficient personnel training. Promoting the development of vocational education to the new normal is closely related to the educational connotation of vocational education and the vitality of running a school.

Under the background of the new normal of vocational education, carrying out innovation and entrepreneurship education in higher vocational colleges can better promote the reform of traditional education system. Under the new normal, traditional education focuses on cultivating students' theoretical basic knowledge, and seriously lacks the cultivation of practical operation level and practical application ability, resulting in a serious disconnection between labor supply and social demand [1]. In order to be able to actively adapt to the new normal society, as the important base of personnel training in higher vocational colleges, dealing with innovative thinking and positioning entrepreneurship education, such not only beneficial to adjust the contradiction between labor supply and demand, but also beneficial to guide students to actively optimistic in the face of fierce market competition and challenges in the future. In order to be able to actively adapt to the new normal society, as the important base of personnel training in higher vocational colleges, dealing with innovative thinking and positioning entrepreneurship education, such not only beneficial to adjust the contradiction between labor supply and demand, but also beneficial to guide students to actively optimistic in the face of fierce market competition and challenges in the future.

Xinjiang -- located in the northwest of China, xinjiang is one of the places where ethnic minorities live in compact communities. However, the economic development of xinjiang is backward and the traffic is blocked, which is obviously different from the central and eastern

regions. In this regard, xinjiang's support for technical talents, especially the "innovative technical talents", plays an important role in regional economic transformation and upgrading. Vocational education plays an irreplaceable role in solving the problem of talent cultivation and employment in xinjiang. Innovation and entrepreneurship education in higher vocational colleges is one of its important components. Therefore, higher vocational colleges in xinjiang shoulder great responsibility and mission for the cultivation of talents in innovation and entrepreneurship education. Promoting the development of innovation and entrepreneurship education in higher vocational colleges in xinjiang is not only of great significance to relieve the current employment pressure, but also a strategic move to solve the shortage of high-skilled talents, which is of great significance to individuals, regions and social subsystems.

Although the innovation and entrepreneurship education in higher vocational colleges is constantly strengthened, there are some outstanding problems. At present, the problems of innovation and entrepreneurship education are mainly regional differences and unbalanced development. In the central and eastern regions with active economy, the education of innovation and entrepreneurship develops rapidly due to the dense population, high demand of enterprises. In the western region, the population is sparse, the demand for enterprises is low, various resources are scarce, and the development of innovation and entrepreneurship education stagnates [3]. The main problems in xinjiang vocational colleges are as follows:

2. Students' Awareness of Innovation and Entrepreneurship is Vague

On the one hand, the education level of xinjiang is relatively weak, and the students' own educational quality is low. On the other hand, under the long-term influence of family environment, parents hold the feudal and conservative idea that "children can have a stable job in the future", which causes students to accept new things slowly. They don't know what innovation is, let alone how to innovate. Even if there is an opportunity to face the rapidly developing cities from the northwest inland to the central and eastern regions, good job opportunities are often missed due to the concept, ability and way of thinking.

3. Weak Teachers in Innovation and Entrepreneurship Education

Due to the unfavorable natural environment and scientific research environment, xinjiang has a large talent flow. The government often USES various favorable conditions to introduce talents to the mainland, but the introduction of young teachers generally do not have entrepreneurial experience, also have not been through the enterprise practice, can not well share with students the true entrepreneurial experience. The shallow educational and cultural atmosphere of innovation and entrepreneurship cannot stimulate students' potential of innovation and entrepreneurship. The weakness of teachers in higher vocational colleges in xinjiang has seriously affected the effect and development process of innovation and entrepreneurship education in the region.

4. Innovation and Entrepreneurship Education Courses are not Perfect

Due to the late start of innovation and entrepreneurship education in western China, most vocational colleges currently carry out innovation and entrepreneurship education courses which are relatively simple, casual and too formal. Courses of innovation and entrepreneurship are usually placed in career guidance education, practical teaching is even less, and students just passively accept knowledge and act as recipients of external stimuli. Due to the lack of guidance on the practice of innovation and entrepreneurship as well as the arrangement of marginalization, vocational students are severely restricted from actively exerting their subjective initiative in innovation and entrepreneurship education. At the same

time, due to the lack of unified curriculum standards, special textbooks and effective evaluation methods in the course of innovation and entrepreneurship, its real value and function cannot be realized. Innovation and entrepreneurship education courses are not perfect.

5. Weak Implementation of Policies Related to "Government, School and Enterprise"

The government fails to timely implement and communicate the relevant national innovation and entrepreneurship system and policies, which hinders the progress of innovation and entrepreneurship education in schools. Some governments and schools do not have clear positioning of the educational philosophy, and enterprises cannot participate in the talent training mode of schools well, which leads to the widespread characteristics of many vocational college graduates, such as poor professional skills, slow entry into the post, and no hardship, which often cannot meet the needs of employers for senior application-oriented talents [4]. The resources of the government, schools and enterprises are too dispersed to form good cooperation advantages. Weak implementation of policies related to "government, school and enterprise"

It is because the graduates of higher vocational colleges lack practical skills, slow to accept new things, poor ability to adapt to the new environment and other characteristics, so the higher vocational colleges in xinjiang should jointly build the training goal of innovation and entrepreneurship education in higher vocational colleges from the three aspects of knowledge, ability and quality.

6. Reshape the Innovative Ideas of Higher Vocational Students

Students themselves should first take the initiative to understand the knowledge and connotation of innovation and entrepreneurship, lay a good foundation for relevant professional knowledge, and actively accept the injection of new things. Secondly, according to their own characteristics and personality differences, make a reasonable and feasible career plan for innovation and entrepreneurship, and establish a correct concept of innovation and entrepreneurship education [5]; Abandon conservative traditional ideas, dare to try and meet new challenges. Once again, I took an active part in various innovation and entrepreneurship associations, and carried out various types of innovation and entrepreneurship themed activities, so as to acquire more information, knowledge and experience. Finally, improve ability and change the way of thinking so that vocational college students have more confidence in the various fields and regions of the society.

7. To Build a Strong Faculty

Firstly, through "introduction", a group of teachers of innovation and entrepreneurship with entrepreneurship experience are brought in from the outside, so as to strengthen the construction of teachers' innovation and entrepreneurship education and teaching ability in higher vocational colleges, and continuously improve the quality standard of talent cultivation. Once again, in order to create diversified "mass entrepreneurship and innovation" teachers, the university actively employs a large number of outstanding talents or alumni from industrial enterprises as part-time teachers. Then on the other hand, through the way of "going out", the outstanding leaders of various disciplines are encouraged to conduct field visits, study and take part-time job training, accumulate experience and increase knowledge in practical activities, and improve teaching effect on the basis of improving teaching and training skills. Finally, the "mass entrepreneurship and innovation education" in higher

vocational colleges should give full play to the exemplary role of typical cases, let successful people come to the school to talk about their own entrepreneurial process and entrepreneurial experience, so that students in higher vocational colleges have a clear understanding of the direction of innovation and entrepreneurship, less detour, greatly stimulate students' entrepreneurial interest and enthusiasm.

8. Improving the Curriculum System of Innovation and Entrepreneurship Education

First of all, innovation and entrepreneurship course is a cross-disciplinary course, which is not limited to the form. Schools should integrate innovation and entrepreneurship course into the professional talent cultivation program, and offer basic courses of general knowledge of innovation and entrepreneurship, courses of professional skills of innovation and entrepreneurship and practical training of innovation and entrepreneurship [6] Secondly, schools should not only focus on classroom knowledge imparting, but also improve students' practical ability. By integrating the relevant concepts of innovation and entrepreneurship education into the classroom, the teaching system of innovation and entrepreneurship education in higher vocational colleges can be improved from the aspects of theory and practice by organically combining classroom learning with practice. Finally, the selection of novel teaching methods and teaching materials is also an important part of the curriculum system construction.

9. Strong Support from the Government, Schools and Enterprises

First of all, on the basis of implementing the national innovation and entrepreneurship policy, the government should make full use of the national support policy to the western region, and further design the relevant system. According to the actual situation of innovation and entrepreneurship education in western China, the corresponding system and policies should be formulated. Secondly, each higher vocational college should make policies that are suitable for innovation and entrepreneurship education according to its own situation and characteristics. In order to enhance the applicability and pertinence of applied talents in the tertiary industry, enterprises should actively participate in the talent cultivation program and innovate the talent cultivation mechanism, so as to meet the needs of talents and promote the benign development of school teaching [7]. Finally, deepen school-enterprise cooperation, especially expand the cooperation with small, medium and micro enterprises. The government, schools and enterprises should integrate resources to maximize the value of resources.

10. Summary

The basic goal of innovation and entrepreneurship education is to cultivate talents with basic qualities of entrepreneurship. It is also an important way to cultivate innovative talents and an urgent requirement for realizing the national innovation-driven strategy. Xinjiang higher vocational colleges make efforts to build an innovation and entrepreneurship education system with the characteristics of each higher vocational college. Meanwhile, the innovation and entrepreneurship education should be closely linked with the talent cultivation programs of various specialties, so as to better combine the external forces of the government, schools and enterprises to maximize the benefits. When realizing the goal of professional training, the cultivation of students' innovation consciousness and innovation and entrepreneurship ability cannot be ignored [8]. Innovation and entrepreneurship education is not accomplished overnight. Only by constantly exploring, practicing and improving various aspects of the

education system of innovation and entrepreneurship talents can innovative talents meet the requirements of The Times be cultivated.

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