

RESEARCH ON INNOVATION AND ENTREPRENEURSHIP CURRICULUM SYSTEM OF COLLEGE STUDENTS IN PRIVATE COLLEGES AND UNIVERSITIES---TAKING YUNNAN DIANCHI COLLEGE AS AN EXAMPLE

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ABSTRACT

At present, colleges and universities have taken innovation and entrepreneurship course development as a breakthrough to promote the overall reform of education and teaching in schools, inquiring and arguing about the value orientation of the course, and analyzing the "lack of interest of the subject of the value of the course practice" are not only the fundamental issues of innovation and entrepreneurship course research in colleges and universities, but also the primary issue of promoting the development and implementation of its development and implementation. This study explores the case of the Yunnan Innovation and Entrepreneurship Program (YIEP). This study explores the construction of innovation and entrepreneurship course system for college students in private colleges and universities in Yunnan Dianchi College as an example as the main research direction. It discusses the development status quo of college students' innovation and entrepreneurship discipline construction, analyzes the reasons for private colleges and universities to create the course and the problems existing in the course system, and puts forward the strategy to optimize and improve the construction of innovation and entrepreneurship course system, so as to promote the advantages of private colleges and universities in the cultivation of social talents by exploring the path of entrepreneurship discipline construction in colleges and universities.

Keywords: Innovation and entrepreneurship Privately operated college Curriculum Development Research paths

INTRODUCTION

Innovation and entrepreneurship refer to the composite force of college students who have both engineering practice ability, technical innovation ability and business entrepreneurship potential. "Cultivation of Innovation and Entrepreneurship Ability" emphasizes on the cultivation of students' basic quality, innovation spirit and creative thinking, and at the same time pays attention to the cultivation of students' theoretical knowledge and practical ability, especially the cultivation of self-entrepreneurial

consciousness and innovative operation ability. Under the cultivation of innovation and entrepreneurship, students have the ability to think independently, to discover, analyze and solve problems independently, and to put forward their own original viewpoints, and at the same time, they have the awareness of commercial entrepreneurship and the ability to pursue entrepreneurship.

Based on the interpretation of the connotation and analysis of the composition of innovation and entrepreneurship ability, we believe that the cultivation of innovation and entrepreneurship ability of college students should include practical hands-on ability, innovative thinking ability, independent thinking ability, independent judgment ability and independent scientific research activity ability, academic communication ability, and entrepreneurial potential ability.

Innovation and entrepreneurship courses in college practice course teaching system is a young discipline and a complex organic whole. In general, the teaching system of practice courses consists of teaching objectives, teaching content, teaching management, teaching evaluation system and other elements. This paper recognizes the experiments, practical training, internships, thesis and other links in the innovation and entrepreneurship courses as practice teaching activities, the management of the practice teaching system, and the conditions and guarantees as the environmental support resources of the practice course teaching system. [2] Specifically, the innovation and entrepreneurship practice teaching system of colleges and universities is an interconnected organic whole with the core premise of practical education and teaching talent cultivation goals, practical education and teaching activities as the main content, and the corresponding internship bases and laboratories and other resources as the support conditions.

As the research object of this paper, the College of Innovation and Entrepreneurship under Yunnan Dianchi College is a new force, which was established in 2015 and started enrolling in 2022, with a total of three majors, which received the first batch of entrepreneurship management majors from the Ministry of Education in 21 years, and then opened the majors of Digital Economy and E-commerce, and now the College of Innovation and Entrepreneurship has a total of two grades, with 71 students currently enrolled in the school. The three professional programs are part of a four-year undergraduate program, which grants degrees: Bachelor of Economics and Bachelor of Management.

The curriculum covers practical courses and core courses: management, statistical methods and statistical software based on big data, digital marketing experiments, innovation and entrepreneurship training, social practice (including social surveys, internships, etc.), market research, scientific research and dissertation writing (including graduation thesis, course thesis, scientific research practice, etc.). Core courses include microeconomics, macroeconomics, finance, accounting fundamentals, finance, money banking, legal fundamentals, economic law, artificial intelligence fundamentals and applications, introduction to digital economy, Internet economics, digital finance, digital trade, economic big data analysis, data visualization, Internet + operation management, database principles, online marketing and management, social network analysis, etc.

Employment prospects: national government departments, colleges and universities, scientific research units, Internet enterprises, financial institutions, trade enterprises, multinational corporations and digital industry departments, etc. engaged in network big data analysis, Internet product design and development, industrial digital construction, platform operation and marketing and promotion, etc., but also can be enrolled in domestic and foreign postgraduate studies, etc. There is a great demand for talents specializing in digital economy, and the employment prospect is good.

In summary: Innovation and entrepreneurship course is a practical and comprehensive course aiming at enabling college students to master the knowledge and ability of innovation and

entrepreneurship, and its value orientation should be diversified, which is categorized as the pursuit of "information" and "wisdom". The value orientation should be diversified, and this "diversified orientation" is summarized in the pursuit of "information" and "wisdom". Specifically speaking, the innovation and entrepreneurship courses in colleges and universities emphasize the unification of information, which means that in the whole process of course development, implementation and evaluation, they insist on the combination of "professional textual knowledge (textual information), modern scientific and technological knowledge (scientific and technological information), professional practice knowledge (industry information), and interpersonal knowledge (communication information)", so that students can comprehensively master the professional textual knowledge and professional practice knowledge. The pursuit of wisdom integration in innovation and entrepreneurship courses in colleges and universities refers to the integration of "innovative thinking ability (rational wisdom), knowledge transformation ability (scientific wisdom), social interaction ability (moral wisdom), and self-creative ability (practical wisdom)".

METHODOLOGY

This study will use a variety of research methods to gain a comprehensive and in-depth understanding of the characteristics and practices of innovative and entrepreneurial curricula based on Dianchi College. The specific research methods are as follows:

Qualitative Research: Through semi-structured interviews, we will be interviewing teaching and learning administrators at Dianchi College, including the Principal, Dean of Faculty and Heads of Department, Course Leaders and students to ensure that the study has a wide range of perspectives and covers a variety of levels of positions and teaching audiences involved in the program.

Quantitative Research: Designing a questionnaire survey, we aim to collect broader and authentic data to quantify the current status of teaching innovative entrepreneurship courses in Dianchi College. The questionnaire may include models related to the teaching system, teaching subjects, teaching equipments, teaching practices, the number of recipients of the program, and the number of students.

Literature Review: By reviewing the literature in related fields, we can systematically understand the application of the pedagogical theories of the new discipline of innovation and entrepreneurship in the field of education, as well as the cutting-edge trends in the development of this discipline in private universities. This will provide a theoretical framework and context for our study.

The combination of these methods will provide multi-level and multi-angle data, making the research results more credible and persuasive. We hope that through the application of these methods, we can deeply excavate and analyze the qualities of innovation and entrepreneurship discipline construction in private universities and provide specific and feasible suggestions for improving the academic level of universities.

RESULTS

《Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities》

The document clearly indicates: deepen the reform of innovation and entrepreneurship education in higher education, is the implementation of the innovation-driven development strategy of higher education, to promote the urgent need for economic upgrading, is to promote the comprehensive reform of higher education, to promote higher quality entrepreneurship and employment of college graduates is

an important initiative [4] Therefore, in order to deepen the reform of innovation and entrepreneurship education in higher education, the local higher education practice teaching reform requires that the behavior of the teacher's lectures Can not simply to "carry knowledge" as the center, more based on social needs to students' basic theory learning and application of practice as the center of gravity, a complete transformation of the traditional practice teaching mode of "path-dependent" behavior, pay attention to the students' "Horizontal knowledge" and "vertical knowledge" compound training, around the new situation of innovation and entrepreneurship talent cultivation goals, in the experimental internship training environment under the support of the resources to build adapt to the needs of the times for innovation and entrepreneurship ability training of local universities practice teaching system.

On the basis of investigation and research on innovation and entrepreneurship professional program of Dianchi College, the authors of this paper believe that the innovation and entrepreneurship program of colleges and universities in attaches great importance to the developmental and holistic nature of the operation and practice of the curriculum, so that students can generate both basic knowledge and practical ability, and their generative wisdom is diversified. Focusing on the compound cultivation of students' "horizontal knowledge" and "vertical knowledge", centering on the cultivation goal of innovation and entrepreneurship talents under the new situation and constructing the practice system of local colleges and universities adapting to the needs of the times and oriented to the cultivation of innovation and entrepreneurship with the support of experimental internship and practical training resources Teaching System.

To carry out cognitive innovation and entrepreneurship practice for college students, firstly, the university organizes students to participate in social practice and investigation activities in relevant enterprises and companies, to understand the operation process of relevant technologies and processes in depth in the production site, and to improve students' cognitive ability and value judgment based on the basic theories combined with engineering practice. Secondly, the school guides students to make full use of many internship bases for joint training of thesis (design), linking theory with practice and improving students' professional innovation and entrepreneurial ability. In addition, the school guides students to experience the "soft power (entrepreneurship, enterprise culture and brand operation, etc.)" in the process control and information management of enterprise production and operation [6] management in the internship training bases, so as to improve students' management ability.

The curriculum of innovation and entrepreneurship should fit the talent cultivation program and overall teaching planning of Dianchi College and meet the scientific and rationality of the curriculum. Therefore, "[7] curriculum objective" is the main basis for curriculum content, implementation and evaluation, and it is the expected result of students' physical and mental development to be achieved by the school curriculum, and it is the specific requirement to be realized by the curriculum itself during the process of curriculum design and development. The degree to be achieved.

According to the purpose of talent cultivation in private colleges and universities and the nature and characteristics of innovation and entrepreneurship education courses, innovation and entrepreneurship education courses in private colleges and universities are targeted in the following three aspects.

1. Enhancing the connotation of self-realization of college students

Reflective Innovation and Entrepreneurship Practice Based on Innovation and Entrepreneurship Program-Related Competitions By organizing innovation and entrepreneurship program-related competitions on a continuous basis, students are guided to participate in a variety of innovation and entrepreneurship scientific research and training activities, which inculcate innovation and entrepreneurship education. [8] So that in the project training and scientific research competitions,

students can stimulate their innovation and entrepreneurship awareness, experience innovation and entrepreneurship experience, enhance interpersonal communication and exchange, and cultivate teamwork spirit.

2、Improve the industry literacy of college students' self-realization

Simulated Innovation and Entrepreneurship Practice through Business Incubation and Entrepreneurship Practice Bases Dalian Jiaotong University conducts simulated innovation and entrepreneurship practice and creates business incubation and entrepreneurship practice bases. On the one hand, it guides students to participate in training activities related to improving professional innovation and entrepreneurship; on the other hand, it relies on the innovation and entrepreneurship practice bases of Dalian Jiaotong University and Dalian Jiaotong University Science and Technology Park, which allow students to come out from the theoretical level through practice, and bring together the intelligence, knowledge, technology, and capital required for innovation and entrepreneurship, so that its program can become a platform for students' scientific and technological cooperation and exchange and innovation and entrepreneurship services. Let college students feel the development and evolution of the enterprise, and actually participate in the specific production and operation of the enterprise and the operation and management links.[9]

3、Countermeasures to Improve the Construction of Innovation and Entrepreneurship Disciplines

In summary, innovation and entrepreneurship discipline construction system, combined with Dianchi College of innovation and entrepreneurship courses practice teaching reform practice and related experience, visible in some local institutions practice teaching reform implementation process to involve a number of factors, put forward two countermeasures:[10]

3.1 Integrate resources for the society and establish a good support system for practical teaching. For the full-time teachers who are responsible for teaching in practical teaching activities, they not only need to have the keen insight ability required for innovation and entrepreneurship, but also need to have the organization ability, both economic management and business operation and other related theoretical knowledge, have the teaching ability to provide students with innovation and entrepreneurship related courses, but also need to have good theoretical foundation of modern enterprise production and operation management, and must have rich practical experience, so the full-time teachers of innovation and entrepreneurship education should not only continuously improve their knowledge and teaching ability, but also continuously go into the relevant companies and enterprises to cooperate with the entrepreneurs. Therefore, full-time teachers of innovation and entrepreneurship education should not only improve their knowledge and teaching ability, but also go into relevant companies and enterprises to conduct field research and interviews with entrepreneurs and carry out training activities for teachers' engineering practice and innovation and entrepreneurship ability. Facing the society, with the efforts and help of many parties, we will integrate resources and establish a good practical teaching support system for innovation and entrepreneurship training in the practical teaching system, so as to promote the comprehensive and sustainable development of in-service teachers, individual students and social enterprises.

3.2 To enrich the content of innovation and entrepreneurship teaching, the practical teaching system should gradually penetrate the content of innovation and entrepreneurship teaching into the practical teaching system of some local universities. Clearly define the curriculum content and educational objectives of innovation and entrepreneurship teaching, that is, what kind of expected purpose should be

achieved by students in the development of innovation and entrepreneurship teaching. After the goal of innovation and entrepreneurship teaching is determined, what kind of teaching content should be selected according to the goal of innovation and entrepreneurship teaching. The goal of innovation and entrepreneurship teaching is to cultivate college students to form the consciousness, quality and other basic qualities needed for innovation and entrepreneurship [8]. The purpose of innovation and entrepreneurship teaching is to enable students and even the public to have a correct understanding of innovation and entrepreneurship education in colleges and universities, and to enrich the content of the traditional practical teaching system. At the same time, it is also necessary to strengthen the industry-university-research collaborative education, so that theoretical teaching and practical teaching are symbiotic in the process of teaching in higher education, and jointly construct a complete teaching system in Chinese universities.

CONCLUSION AND FUTURE WORK

The value and goal of innovation and entrepreneurship courses in private colleges and universities [8]

1. Focus on Innovation and Entrepreneurship Education and Applied Talent Cultivation

1.1 Of all, innovation and entrepreneurship education emphasize the subjective and practical status of students. Through personality development, students are encouraged to "rediscover" and construct knowledge and ability systems from a broader perspective, and to develop "inquisitive" thinking habits and "critical" thinking abilities in a "real" environment. In the "real" environment, they will develop the habit of "inquisitive" thinking and the ability of "critical" thinking, so that their application and creativity will be continuously improved. [11]

1.2 Innovation and entrepreneurship education emphasizes the practical path of integration of industry and education. The establishment of an industry-university-research educational community is the key to innovation and entrepreneurship education, and innovation and entrepreneurship training projects often come from special activities organized by the community inside and outside the university, as well as a series of activities carried out to cultivate students' innovative awareness and entrepreneurial literacy.

1.3 innovation and entrepreneurship education advocate the practical principle of "learning by using". "Learning by using" is a learning concept that "starts with the end" and "uses as the basis", and is a goal-oriented guiding principle that triggers and leads to effective learning.

2. One of the goals of cultivating applied talents in private colleges and universities is that students should have innovative and entrepreneurial abilities.

2.1 Yunnan Dianchi College is an applied undergraduate college, which trains undergraduates to meet the demand for innovative and entrepreneurial talents for social development and regional economic transformation, and to meet the ability requirement of "employment, entrepreneurship and development", that is to say, to have technical skills that meet the needs of jobs, entrepreneurial qualities in search of market demand, and innovative application and improvement abilities based on specialized knowledge. In other words, they have technical skills that meet the needs of jobs, entrepreneurial qualities that seek market demand, and the ability to apply and improve innovation based on specialized knowledge. Carrying out innovation education and cultivating high-quality talents with professional background, critical thinking ability and creativity are in line with the cultivation goal of applied education; at the same time, the applied talents should be closely integrated with the social and economic development of active employment and independent entrepreneurship; if the employment of the

corresponding profession is the employment orientation that should be advocated, then entrepreneurship of college students relying on the results of professional innovations and experience is the high-quality entrepreneurial practice. The fundamental purpose of entrepreneurship education is to cultivate students' awareness of applying professional knowledge and the quality and ability of using professional skills to find market demand and develop entrepreneurial space. Therefore, to carry out innovation and entrepreneurship education is the proper meaning of the proposition of training applied talents.

2.2 Most of the applied colleges and universities are new majors of local undergraduate colleges and universities, with a thin base and poor foundation, and there are "inherent deficiencies" in the accumulation of disciplines, deployment of resources and faculty, so the implementation of innovation and entrepreneurship education reform is bound to face a lot of problems that need to be solved urgently. It is highlighted that the protection system of innovation and entrepreneurship for college students, which integrates all kinds of resources inside and outside the university and provides assistance and incentives in the whole process, needs to be strengthened; a high-quality curriculum system with close integration with majors and complete structure for the characteristics of students in local colleges and universities needs to be built; a team of teachers with theoretical qualities and practical experience in innovation and entrepreneurship education needs to be formed; and a team of teachers with the qualities of "double teachers" needs to be formed. A team of teachers with both theoretical and practical experience in innovation and entrepreneurship education needs to be formed; the formative evaluation system and quality assurance system of innovation and entrepreneurship education performance need to be established and improved. In view of these problems, we should analyze and solve them from the following aspects based on the positioning of applied talent cultivation and the characteristics of innovation and entrepreneurship education.[12]

2.2.1 Building a "Learning by Doing" Innovation and Entrepreneurship Education Program System.

According to the demand of the society and enterprises for the innovation and entrepreneurship ability of college students, combined with the positioning of the school, the general goal of the curriculum system is formulated, and then the specific ability and skill index points are decomposed, and the content of the innovation and entrepreneurship teaching (courses) is pushed backwards. The innovation and entrepreneurship curriculum should break the barriers of disciplines and specialties, pay attention to the principle of gradual progression from understanding to practice, the principle of dual-competence synergy from general knowledge to specialization, and the principle of credit hour integration from inside to outside the classroom, and should be organically integrated with the talent cultivation program to realize the in-depth fusion with professional education.

2.2.2 From the point of view of the scale of student learning, the innovation and entrepreneurship course system is characterized by a "funnel-type", which is now transitioning from general education for all students to "individualized" education for a small number of college students in need, combining voluntarism and meritocracy.

The first-year university program is open to all university students, mainly cultivating critical thinking skills and innovative entrepreneurial awareness, with the goal of forming a knowledge precursor for innovation and entrepreneurship education.

It aims to form the knowledge precursor of innovation and entrepreneurship education. The teaching content can be self-developed or directly selected from innovation and entrepreneurship enlightenment materials. In the second and third years of university, the courses mainly combine with specialized study to cultivate innovation ability and entrepreneurial skills of university students and aim at forming the knowledge application of innovation and entrepreneurship education.

The fourth year of university is oriented to a small number of students with entrepreneurial intention, entrepreneurial ability and entrepreneurial background, focusing on the strengthening of entrepreneurial skills and aiming at the formation of comprehensive practical and real-world abilities in innovation and entrepreneurship education.

In summary, innovation and entrepreneurship education focuses on cultivating undergraduates' ability to possess the innovative application of specialized knowledge and the power of action that is not afraid of failure and dare to practice and practice for a long time, and its teaching process is based on the main line of practical training. This coincides with the practical characteristics of applied talent training, so it is necessary to integrate and synergize the resources of schools and enterprises, and to form an educational system and mechanism for school-enterprise cooperation in innovation and entrepreneurship education. On the one hand, we should build a training platform for innovation and entrepreneurship education with the integration of industry and education. School-enterprise cooperation to build "Innovation and Entrepreneurship College", oriented to the local leading industries to create innovation and entrepreneurship education and incubation base. Through the creation of "college students' innovation and entrepreneurship education program management and information services" website linking government, schools and enterprises to serve college students and society, enterprise vocational ability training, for college students to learn and accumulate experience in the industry, looking for partners and venture capitalists to create good conditions. Correspondingly, the innovation laboratories and entrepreneurship bases for university students originally built according to the distribution of disciplines and specialties on campus are classified and integrated according to the needs of the industrial chain, and a one-stop maker space of "innovation + entrepreneurship" is built to realize the integration of the functions of the innovation and entrepreneurship education and practice platforms and the systematization of the training; and through the disciplinary competitions, "one brand for one faculty" and "one brand for one faculty" are built. Through the project of "one brand for one institute" and the four-level cultivation system of "institute-school-province-nation" for college students' innovation training programs, we have promoted the development of "classroom + classroom" and "innovation + entrepreneurship". "At the same time, we will improve the content of students' innovation and entrepreneurship practice characterized by comprehensiveness and authenticity, explore the implementation of the innovation and entrepreneurship enterprise project plan for college students, and exercise students' talents of "converting theories into technologies, and technologies into productivity and products".

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This paper analyzes the construction and research of the current innovation and entrepreneurship curriculum system in private colleges and universities, and points out the countermeasures to solve the problem in a targeted manner, which is just a little bit of the author's personal opinion, and I hope that it can provide references for the innovation and entrepreneurship teaching curriculum in private colleges and universities, improve the teaching ability and disciplinary advantages, academic level, and promote the sustained development of private colleges and universities.

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