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Construction and Practice of Integrated Innovation and Entrepreneurship Teaching Model for "Course Training Competition" in Vocational Colleges

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Abstract

In the context of high-quality education reform, the cultivation of students should pay more attention to their comprehensive development and cultivate their innovative spirit and ability. China's vocational colleges have made significant achievements in innovation and entrepreneurship education, but there are still problems such as educational orientation deviation and Insufficient teaching staff and unclear implementation path. On the basis of analyzing the connotation of the integrated teaching mode of "course training competition", this article aims to organically combine innovation and entrepreneurship education with professional education. By integrating educational resources, optimizing the integrated curriculum system, and expanding and improving the practical platform, an innovation and entrepreneurship teaching mode is constructed to explore the teaching ideas and designs of the organic integration of the two. More emphasis is placed on cultivating students' practical operation ability and problem-solving ability, and promoting the reform and innovation of talent training mode in higher vocational colleges.

Keywords

Innovation and entrepreneurship education, professional education, practical training competitions.

1. Introduction

Higher education institutions aim to impart knowledge and cultivate students' abilities. In terms of innovation and entrepreneurship, most of them still focus on providing innovation and entrepreneurship courses, emphasizing the imparting of theoretical knowledge, supplemented by teachers guiding students to participate in various national, provincial, and municipal innovation and entrepreneurship competitions. In these competitions, the "Internet plus" China International Undergraduate Innovation and Entrepreneurship Competition and the "Challenge Cup" Undergraduate Entrepreneurship Plan were the main competitions, which were mostly attended. In terms of curriculum design, there is a serious disconnect between innovation and entrepreneurship education and professional courses. Students find it difficult to combine their knowledge with professional skills during the learning process, nor can they integrate professional knowledge into innovation and entrepreneurship courses, which cannot stimulate students' interest in this course. Teachers who teach innovation and entrepreneurship courses need to have a solid theoretical foundation and rich business experience. In the recruitment of vocational college teachers in the past few years, many of them were directly graduate students from universities, lacking experience in developing enterprise projects. In the teaching process, they inevitably follow the textbook. Due to time constraints, hiring corporate mentors may also be difficult to meet students' after-school needs, and the availability of faculty and staff is also an urgent issue that needs to be addressed in this course. The above issues may lead students to feel confused about their future career

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development, lack enthusiasm for innovation and entrepreneurship, and fear the risks and challenges of entrepreneurship. Therefore, in the context of high-quality development of education, the reform of innovation and entrepreneurship education is urgently needed. Based on this, this article proposes a comprehensive teaching model of "course training competition", which deeply integrates innovation and entrepreneurship education with professional courses. The teaching content lays a theoretical foundation for students, practical training operations improve students' problem-solving abilities, and team collaboration in competitions enables students to cultivate innovation and entrepreneurship abilities while mastering professional skills.

2. The Connotation of The Integrated Teaching Mode of "Course Training Competition"

The integrated teaching mode of "course training competition" is a teaching mode that organically combines course teaching, practical training, and subject competitions. The core goal is to cultivate students' innovation and entrepreneurship abilities, enabling them to achieve a deep integration of theory and practice in the learning process, and building confidence for their future employment.

The course teaching aims to provide students with systematic theoretical knowledge of innovation and entrepreneurship, which is the foundation of the integrated teaching mode of "course training competition". Students learn about project search, team building, financial analysis, risk analysis, and other related topics through innovation and entrepreneurship education courses. In professional teaching, learn professional skills and better integrate professional knowledge into projects. Practical training provides students with a platform to transform theoretical knowledge into practical operational skills, which is a key component of the integrated teaching model of "course training competition". In practical training, students apply the theoretical knowledge they have learned to practical operations. By participating in practical innovation and entrepreneurship projects, project planning, market research, product development, team management, and other aspects, communication skills are exercised, practical experience is accumulated, and market sensitivity and grip are enhanced. Subject competitions are an important component of the integrated teaching model of "classroom training competitions", providing students with a stage to showcase themselves, stimulate competitive awareness and innovative spirit. Through competitions, students can propose new insights, explore new fields, solve new problems, apply theoretical knowledge to solve practical problems, and enhance their hands-on and innovative abilities.

3. Implementation Strategy of Integrated Teaching Mode for "Course Training Competition"

3.1. Integrate Educational Resources

3.1.1. Update The Concept and Consolidate Consensus

The cultivation of innovation and entrepreneurship spirit should be reflected in the entire process of talent cultivation in universities, and the concept of innovation and entrepreneurship education should be integrated into various aspects such as enrollment promotion, curriculum design, teaching methods, practical teaching, and employment guidance. In the enrollment promotion, highlight the characteristics and advantages of the school's innovation and entrepreneurship education, and attract students with innovative consciousness and entrepreneurial potential to apply[2]; In terms of curriculum design, innovation and entrepreneurship education courses should be organically integrated with professional courses, and course content should be planned according to the characteristics of

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different majors. In terms of teaching methods, adopting diverse teaching methods to stimulate students' interest in learning. In practical teaching, strengthen the practical teaching process and provide students with more opportunities for practical exercise. In employment guidance, provide students with entrepreneurial policy consultation, entrepreneurial project recommendations, entrepreneurial funding support and other services to encourage them to start their own businesses.

3.1.2. Optimize the integrated curriculum system

A key link in achieving deep integration between innovation and entrepreneurship education and professional education is to construct an integrated curriculum system[3]. In terms of curriculum construction, higher education institutions should include innovation and entrepreneurship education in their professional talent training programs, and clarify the important position of innovative entrepreneurship education in talent cultivation. Full time teachers should excavate innovative elements with creativity in professional courses, organically integrate them into teaching content, and enable students to learn professional knowledge while cultivating innovative consciousness and entrepreneurial ability.

3.1.3. Building and improving the teaching staff

Another key link in the integration of innovation and entrepreneurship education with professional education is to strengthen teacher training[4]. Each university should attach great importance to teacher training and provide high-quality educational and teaching services to students through various channels and approaches, enhancing teachers' innovation and entrepreneurship education abilities and professional qualities. Regularly organize teachers to participate in innovation and entrepreneurship education training, so that teachers can receive systematic learning of knowledge and skills in innovation and entrepreneurship education. At the same time, teachers are encouraged to actively participate in enterprise practice. Universities should establish a teacher enterprise practice system, regularly send teachers to enterprises for on-the-job training, participate in actual projects and management work of enterprises, and teachers should go to enterprises for on-the-job training to enhance practical experience[5].

3.1.4. xpand and improve the practical platform

Expanding practical platforms and integrating innovation and entrepreneurship education with professional education resources is an important way to deepen school enterprise cooperation[6]. Through close cooperation with enterprises, universities enable students to better integrate professional knowledge with innovation and entrepreneurship abilities in practice, promote the improvement of comprehensive quality and employment competitiveness, and provide students with a more authentic practical environment and project resources. Universities should actively establish cooperative relationships with various enterprises based on the characteristics and needs of different majors, and choose enterprises that match them as internship bases. Universities and enterprises can carry out industry university research cooperation projects, mainly focusing on research topics or technical difficulties. Students participate in scientific research and practical production processes through industry university cooperation projects, while solving practical problems and achieving mutual benefit and win-win results in enterprises, cultivating innovation ability and scientific research literacy.

3.2. Design Innovation and Entrepreneurship Curriculum System

3.2.1. Refactoring the structure of the innovation and entrepreneurship curriculum group

Build a scientifically reasonable innovation and entrepreneurship curriculum group, following the "integrated" design concept of "curriculum+practice+practical training+competition".

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Firstly, it is necessary to clarify the course objectives, which are to cultivate students' innovative consciousness, entrepreneurial spirit, and hands-on ability. Secondly, optimize the course structure to ensure that the course content is both systematic and practical, and both are equally important. Specifically, innovation and entrepreneurship courses can be divided into four categories: basic theoretical courses, practical skills courses, practical operation courses, and competition participation courses. Each category of courses is interconnected and mutually supportive, forming a complete curriculum system.

3.2.2. Integration of Literacy and Professional Courses

An important way to enhance students' comprehensive quality and professional application ability is to integrate literacy courses and professional courses into the innovation and entrepreneurship curriculum group. Literacy courses can include cultivating students' basic literacy and comprehensive abilities in innovative thinking, teamwork, leadership, etc., providing strong support for innovation and entrepreneurship. Professional courses can be developed based on students' professional characteristics to create innovative and entrepreneurial courses with distinctive features. These courses can lay a solid foundation for future career development, thereby enhancing students' professional application and innovation abilities.

3.3. Exploring the Teaching Approach and Design of Organic Integration

3.3.1. Integration of curriculum construction and practical training

The key to improving the effectiveness of innovation and entrepreneurship education is to closely integrate curriculum development with practical training. Through practical training, the course content has been tested and improved, enabling students to apply the knowledge they have learned in practical and actionable ways. Applying the knowledge to real-life situations can enhance students' hands-on and innovative abilities. Meanwhile, encourage students to participate in real-life or simulated innovation and entrepreneurship projects. For example, organizing students to participate in innovation entrepreneurship competitions, entrepreneurial incubation projects, etc., so that students can exercise and improve through practice.

3.3.2. Organic integration of courses and competitions

Organizing innovation and entrepreneurship competitions as an important part of curriculum teaching can greatly inspire students' innovation potential and competitiveness. Testing students' learning outcomes and innovation abilities through competitions can provide them with a platform to showcase themselves. At the same time, establish a feedback mechanism between competitions and courses, so that competition results can be transformed into course teaching content or cases, enriching course content and improving teaching effectiveness. For example, the award-winning works of innovation and entrepreneurship competitions can be analyzed and discussed as teaching cases, so that students can learn from them and draw lessons, thereby achieving the goal of teaching effectiveness.

3.3.3. Strengthening practical teaching

An important method to enhance the practical activity of innovation and entrepreneurship education is to strengthen the design and management of actual teaching processes. Provide students with more practical opportunities and time, and achieve this through introducing enterprise mentorship systems, establishing school enterprise cooperation bases, and other means. Encourage students to participate in social practice, volunteer service, and other activities to enhance their sense of social responsibility and mission.

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4. Conclusion

By integrating innovation and entrepreneurship education resources, designing an "integrated" approach based on "curriculum+practice+training+competition", optimizing the structure of innovation and entrepreneurship curriculum groups, and attempting to integrate literacy and professional courses into innovation and entrepreneurship education, the quality and effectiveness of innovation and entrepreneurship education in vocational colleges can be effectively improved. This teaching model not only helps cultivate students' innovative consciousness, entrepreneurial spirit, and practical ability, but also promotes the high-quality and sustainable development of innovation and entrepreneurship education. In the future, we will continue to explore and practice this teaching model, making greater contributions to cultivating more high-quality talents with innovative spirit and practical ability.

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