

# Research on the Reform of Entrepreneurship Education Mode in Universities from the Perspective of Stakeholders

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## Abstract

*Nowadays, entrepreneurship education is gradually moving from the edge of higher education to the center, and from closed to open, which is playing an increasingly important role in reforming the mode of cultivating innovative talents in colleges and universities, cultivating and upgrading college students' entrepreneurial spirit and skills. The basis of the prosperity and development of entrepreneurship education in colleges and universities lies in the extensive participation of the whole society, the interactive development of stakeholders and inter-organizational learning, and the organizational innovation and a series of behavior adjustment strategies of entrepreneurship education in colleges and universities formed from this. When the educational model and educational focus are changing in line with the trend of the times, all kinds of colleges and universities are making various behavioral adjustments to adapt to innovation and entrepreneurship education. They are trying to adopt three strategies to promote innovation and entrepreneurship education: adhering to basic principles, following objective laws and optimizing educational paths.*

## Keywords

*Entrepreneurship education; Action adjustment; Strategy.*

## 1. Introduction

Global progress and development are inseparable from the promotion of innovation. Therefore, when cultivating students' entrepreneurial ability, higher education institutions should take stimulating students' innovative consciousness as their core task. Innovation not only involves the inheritance and development of existing knowledge, but also means surpassing the status quo, which symbolizes the leap of science and technology and the remarkable improvement of efficiency (Luo Zhengye, 2021). China began to attach importance to entrepreneurship education in colleges and universities in the early 21st century. Compared with developed countries that have established mature systems, there is still much room for improvement, which requires continuous efforts. We must clearly understand the current situation and challenges of entrepreneurship education in colleges and universities, and make in-depth analysis and accurate diagnosis. From the strategic level, we should attach importance to the development of entrepreneurship education, and carry out structural reform and behavior adjustment from three operational levels: adhering to principles, following educational laws and optimizing implementation paths, so as to promote the continuous progress of entrepreneurship education in colleges and universities. Specifically, entrepreneurship education in colleges and universities should start from the following aspects: first, clarify the educational objectives and persist in cultivating students' innovative consciousness and practical ability; Secondly, follow the law of education and design a reasonable curriculum system according to the actual situation and needs of students; Finally, optimize the educational path and provide students with practical opportunities through

school-enterprise cooperation and practical projects. Through these measures, we can effectively promote the development of entrepreneurship education in colleges and universities, narrow the gap with the international advanced level, and cultivate more talents with innovative spirit and practical ability for the society.

## **2. Adhere to the basic principles of entrepreneurship education in colleges**

Cultivating college students' correct concept of entrepreneurship and innovation is the fundamental criterion that higher education institutions must follow in entrepreneurship education. This correct concept can promote colleges and universities to actively adjust their behaviors and strategies in entrepreneurship education to meet the needs of economic development for innovative talents. Colleges and universities should guide students to establish a correct concept of entrepreneurship and innovation through curriculum setting, practical activities and campus culture construction, so as to occupy a favorable position in the fierce social competition. Through such educational practice, colleges and universities can cultivate more outstanding talents with innovative thinking and entrepreneurial spirit for the society and make contributions to the country's economic development and social progress.

### **2.1. Combination of moral education and collaborative education**

General Secretary Xi Jinping has repeatedly stressed that moral education is the fundamental task of education and the core work of school education at all levels. Therefore, when carrying out entrepreneurship education, higher education institutions need to actively adjust their teaching behaviors and strategies, deepen the reform of the education system, eliminate the four negative attitudes of college students (pursuing scores, diplomas, graduation and awards), correct the unscientific education evaluation system, change the flawed evaluation orientation, take moral education as the primary goal of talent training, and build a reasonable and effective concept of innovation and entrepreneurship for college students. To cultivate college students' concept of innovation and entrepreneurship, we need to start from professional education, ideological education, social guidance, family edification and other aspects to create a good environment for entrepreneurship education in colleges and universities.

Entrepreneurship education in colleges and universities adheres to the principle of putting moral education first, and should begin to strengthen the cultivation of students' innovative spirit and entrepreneurial consciousness in the lower grades of colleges and universities. From the beginning of freshmen's enrollment, we should pay attention to cultivating students' critical thinking, team spirit and cooperation ability, and lay a solid foundation for the cultivation of innovation and entrepreneurship ability; The government should provide sufficient educational resources, encourage colleges and universities to actively carry out various simulated entrepreneurial competitions and scientific and technological education activities, stimulate students' entrepreneurial awareness and scientific spirit, and create a campus culture and environment for innovation and entrepreneurship.

In a word, entrepreneurship education in colleges and universities is a systematic project, which needs the joint efforts of the government, universities, enterprises and society. Only through all-round, multi-level and wide-ranging cooperation can we cultivate high-quality talents with innovative spirit, entrepreneurial ability and international vision and make contributions to the country's economic development and social progress. The connotation development and sustainable development of entrepreneurship education in colleges and universities are not only the important direction of education reform, but also the key to realize the national strategic goal. By adhering to the principle of moral education first and

collaborative education, entrepreneurship education in colleges and universities will surely cultivate more outstanding innovative and entrepreneurial talents for the country and contribute to the great rejuvenation of the Chinese nation.

## **2.2. The combination of broad-spectrum education and characteristic education**

The theoretical discussion of entrepreneurship education originated in Europe, however, the practical exploration of innovation and entrepreneurship education rose in the United States. In 1947, Harvard University opened the course "Management of New Enterprises", which marked the beginning of innovation and entrepreneurship education. In contrast, China's innovation and entrepreneurship education started late, and it didn't begin to develop until the 1990s, far behind European and American countries. Therefore, higher education institutions in China need to pay special attention to the research of entrepreneurship education strategy and the adjustment of educational behavior in innovation and entrepreneurship education, so as to ensure the close combination of entrepreneurship education practice and economic and social development (Luo Zhengye, 2021).

Entrepreneurship education emphasizes its practical effect and effectively combines the core concept of quality education with the specific methods of professional education. Doing so can not only prevent entrepreneurship education from being simplified into vocational education or employment education, but also lose its universality; It can also prevent entrepreneurship education from being excessively generalized into an extreme form of quality education, thus losing its uniqueness. Every university should cultivate "entrepreneurial" characteristics in the development process according to its own educational orientation, thus forming a unique campus culture; Taking students as the center, renewing educational concepts, strengthening entrepreneurial practice training and forming students' characteristics; According to the different characteristics of students, differentiated teaching is implemented to form hierarchical characteristics. Through these measures, colleges and universities can better meet the needs of economic and social development, cultivate talents with innovative spirit and entrepreneurial ability, and make contributions to social progress and prosperity.

## **3. Follow the objective principles of entrepreneurship education in colleges**

After conducting a questionnaire survey of college students and analyzing the data, we found that college students' interest and understanding of entrepreneurship and innovation theory showed a cyclical fluctuation trend. This fluctuation is regular, which provides an important basis for the design of entrepreneurship education courses, the arrangement of class hours and the choice of teaching methods in colleges and universities. Specifically, among freshmen and sophomores, we should focus on the basic theory courses of entrepreneurship education, popularize the basic knowledge and theory of entrepreneurship education, and cultivate students' entrepreneurial spirit and innovative consciousness.

This periodic fluctuation law reminds us that college students' cognition and interest in entrepreneurship and innovation are not static, but change with the change of time and environment. Therefore, when designing entrepreneurship education courses, colleges and universities should fully consider students' cognitive development stages and interest changes, and adopt flexible teaching strategies. For example, in the freshman and sophomore stages, through the setting of basic theory courses, we should not only impart knowledge, but also stimulate students' curiosity and desire to explore, and cultivate their initial understanding and interest in entrepreneurship and innovation. In the third year, through the opening of entrepreneurship training courses, students have the opportunity to apply

theoretical knowledge to practice and enhance their in-depth understanding and sustained interest in entrepreneurship and innovation.

To sum up, the curriculum design and teaching methods of entrepreneurship education in colleges and universities should closely combine the cognitive development and interest changes of college students, and at the same time adapt to the requirements of the new socialist era, so as to cultivate entrepreneurial talents with innovative spirit and social responsibility. Through such educational practice, we can not only improve the success rate of students' entrepreneurship, but also cultivate more innovative talents for socialist modernization.

#### **4. Path optimization of entrepreneurship education in colleges**

Entrepreneurship education in higher education institutions is a continuous collaborative activity involving multiple stakeholders. This requires not only the overall planning and policy guidance at the national level, but also the efforts of universities and other relevant organizations in specific operation and implementation. At present, the ways to optimize entrepreneurship education in colleges and universities mainly focus on three key levels: national development strategy, university management system and social institutional framework (Luo Zhengye, 2021).

##### **4.1. Macro-view level : national construction**

Innovative talents are the core driving force to promote the process of national modernization. Innovation and entrepreneurship education in higher education institutions aims to cultivate new talents with innovative thinking and practical ability, which is very important for the all-round and sustainable development of economy and society. By developing innovation and entrepreneurship education, we can lay a solid talent foundation for building an innovative country. The country regards the cultivation of innovative talents as a key force to promote the sustainable development of economy and society, and maintains economic growth through scientific and technological innovation and talent innovation, enhances the country's core competitiveness and comprehensive national strength, and ensures a favorable position in global economic competition.

In order to make innovation and entrepreneurship education in colleges and universities produce practical results quickly, the state needs to improve public policy support and build a complete innovation and entrepreneurship policy system. At the same time, it is necessary to strengthen the strategic strength of science and technology, establish a perfect service platform for college students' innovation and entrepreneurship education, strengthen the support for school-enterprise cooperation and innovation, and promote the transformation of knowledge output and scientific and technological achievements in colleges and universities. In addition, the state media should give full play to its advantages, correctly guide public opinion, actively publicize the policies and information of college students' innovation and entrepreneurship, stimulate their innovative spirit, commend their achievements in innovation and entrepreneurship, and guide them to establish correct values of innovation, entrepreneurship and employment.

Through these measures, we can cultivate a group of new talents with international vision, innovative spirit and practical ability, and provide a steady stream of power for the long-term development of the country. These talents will become the backbone of promoting social progress, scientific and technological innovation and economic development, and make important contributions to realizing the goal of national modernization. Through the in-depth development of innovation and entrepreneurship education in colleges and universities, we

can not only enhance the individual ability of college students, but also promote the innovative atmosphere of the whole society and lay a solid foundation for the prosperity and strength of the country.

#### **4.2. Meso-view level: social culture and system**

Entrepreneurship education in colleges and universities should be an activity of continuing human resources education and social value education in the social, economic, cultural and political environment. This kind of educational activity must be forward-looking and social strategic, and spread social value and realize the strategic purpose of social education by constantly discovering and using new opportunities and new methods. Entrepreneurship education in colleges and universities should strive to innovate educational strategies and adjust educational behavior to meet the needs of society: (1) Take social responsibility as the orientation of entrepreneurship education in colleges and universities; (2) Entrepreneurship education in colleges and universities should adopt market operation mode, so that college students can know and get in touch with the big social market in advance; (3) Entrepreneurship education in colleges and universities should carry out social values to college students, that is, any entrepreneurial activity should give consideration to social benefits while pursuing economic benefits, and the primary purpose of entrepreneurship should be to create value for society and solve social problems.

Therefore, creating a suitable social and cultural atmosphere and constructing a reasonable social system are the barrier guarantee for the orderly development and efficient growth of entrepreneurship education in colleges and universities, and also the social foundation for the formation and growth of college students' innovative and entrepreneurial values. Social culture and social system can promote the procedural, standardized and sustainable values of college students' innovation and entrepreneurship. Only through the harmony of traditional social culture and the construction of systematic social system can college students' innovative and entrepreneurial values be hidden in their hearts, manifested in their actions and solidified in their systems; Through cultural incentives and institutional regulations, college students can be promoted to learn and practice the values of innovation and entrepreneurship.

#### **4.3. Micro-view level: university management**

As the main body of innovation and entrepreneurship education, higher education institutions play an important role in promoting education reform, and need to cooperate with relevant stakeholders in entrepreneurship education (Luo Zhengye, 2021) to jointly create an environment conducive to college students' entrepreneurship. This kind of cooperation aims to stimulate students to actively learn innovation and entrepreneurship knowledge, internalize this knowledge, actively understand innovation and entrepreneurship education, improve their entrepreneurial ability, and at the same time establish correct values of innovation and entrepreneurship and put them into practice. The behavior adjustment strategy of colleges and universities in innovation and entrepreneurship education will eventually be reflected in the optimization of the path of innovation and entrepreneurship education.

First of all, it is very important to establish a reasonable target system. General Secretary Xi Jinping has repeatedly stressed that it is necessary to start with the supply-side structural reform, increase the training of talents, improve people's comprehensive quality, enhance the innovative ability of enterprises, and accelerate the construction of an innovative "intellectual" power. Full of ideals and vitality, college students must shoulder the heavy responsibility of innovation and fully promote mass entrepreneurship. Colleges and universities should pay attention to the cultivation of innovative ability and comprehensive

quality, abandon outdated quantitative concepts, pay attention to quality construction, and promote the innovation and path optimization of entrepreneurship education mode in colleges and universities with supply-side reform as the driving force. This is not only the embodiment of implementing the spirit of the 19th Congress of the Communist Party of China, but also the actual needs of college students to reshape their employment and career choice values and expand their careers. On the one hand, through the classroom teaching of "general" entrepreneurship courses, the knowledge of innovation and entrepreneurship is popularized to college students, and the innovative spirit and entrepreneurial consciousness of students are stimulated through social success and failure cases. On the other hand, through school-enterprise cooperation, college students' practical ability can be improved and their entrepreneurial interest can be stimulated; Encourage college students to participate in simulated entrepreneurship on campus, and help fresh graduates to be more familiar with entrepreneurial processes and management skills through rich entrepreneurial internship process and entrepreneurial management experience, so as to better adapt to market competition in the future and better meet social needs.

Secondly, optimize the teaching staff of entrepreneurship education in colleges and universities. The combination of full-time theoretical teachers in schools and part-time training instructors in enterprises is the key to the success of entrepreneurship education in colleges and universities in the initial stage. Hiring successful entrepreneurs and experienced corporate executives as part-time entrepreneurial tutors can make up for the lack of entrepreneurial experience of full-time teachers in our school, and at the same time improve their entrepreneurial theory level through practical influence, thus improving the overall level of innovation and entrepreneurship education. In addition, through talent introduction and resource sharing, that is, sharing entrepreneurship education teachers among colleges and universities, a resource sharing model of "mutual help and mutual assistance" can be formed, which is helpful to save educational resources, realize the overall development of entrepreneurship education and improve the resource utilization rate of entrepreneurship education. Further, colleges and universities should strengthen the contact with the industry, and let industry experts participate in curriculum design and teaching by establishing industry advisory committees, so as to ensure the close connection between educational content and industry needs. At the same time, colleges and universities should also pay attention to cultivating students' international vision, let students understand the global entrepreneurial trend through international exchange projects and cooperation, and cultivate internationally competitive entrepreneurial talents. In addition, colleges and universities should also attach importance to the construction of entrepreneurial culture, and create a campus atmosphere that encourages innovation and entrepreneurship by holding entrepreneurial lectures, entrepreneurial competitions and other activities. Through these activities, students can not only learn the knowledge and skills of entrepreneurship, but also stimulate their entrepreneurial enthusiasm and enhance their entrepreneurial confidence.

In a word, colleges and universities play a vital role in innovation and entrepreneurship education. By optimizing the educational path, strengthening the construction of teaching staff, deepening the cooperation between schools and enterprises, and cultivating students' international vision and entrepreneurial culture, colleges and universities can provide students with comprehensive and in-depth entrepreneurial education and cultivate innovative and entrepreneurial talents who can meet the needs of the future market.

## **5. Conclusion**

At present, the new higher education institutions in China are in a critical period of development and breakthrough. Facing the new situation of building an innovative country

and cultivating innovative talents, universities need to seize the opportunity, actively find and implement effective strategies for innovation and entrepreneurship education, and build a lasting and effective entrepreneurship education mechanism to promote the positive development of China's new university innovation and entrepreneurship education system. Colleges and universities of different levels and types are making corresponding adjustments to meet the new requirements of innovation and entrepreneurship education. While adhering to the basic educational principles and laws, they are committed to optimizing the ways of talent training, reforming the educational model and teaching focus, so as to adapt to the development of the times and promote the efficient, high-quality and sustainable development of innovation and entrepreneurship education.

Colleges and universities are adjusting their educational strategies and teaching contents to adapt to the rapidly changing social needs and economic environment. They have made active efforts in innovating teaching methods, strengthening practical links and promoting the combination of Industry-University-Research, aiming at cultivating students' innovative consciousness and entrepreneurial ability. Through these measures, colleges and universities aim to provide students with a comprehensive development platform, so that they can be prepared in knowledge, skills and attitudes to meet future challenges. In addition, colleges and universities are also strengthening cooperation with enterprises, providing students with real entrepreneurial environment and practical experience through school-enterprise cooperation projects and the construction of internship training bases. This kind of cooperation not only helps students to turn theoretical knowledge into practical ability, but also provides fresh blood and innovative thinking for enterprises, achieving a win-win situation. China's universities are showing unprecedented vitality and potential in innovation and entrepreneurship education. Through continuous exploration and practice, colleges and universities are striving to cultivate a group of innovative talents who can adapt to the requirements of the new era and contribute to the innovation and development of the country.

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