



# Strategies for promoting innovation and entrepreneurship education in undergraduate vocational colleges

Zhongkang GAO, Junjie CAO\*, Xuejiao SUN

Shenzhen Polytechnic University, Shenzhen 518055, China

\* Corresponding author

E-mail address: [cjj568288658@szpu.edu.cn](mailto:cjj568288658@szpu.edu.cn)

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**Abstract:** Economic and social development requires more and more innovative talents, so innovation and entrepreneurship education is an indispensable part of undergraduate vocational colleges. This article briefly analyzes the current situation of innovation and entrepreneurship education in undergraduate vocational colleges, and proposes corresponding measures for the existing problems in terms of education concept, curriculum, faculty, school-enterprise cooperation and construction, including reforming the curriculum teaching content and methods, strengthening the integration of school-enterprise resources, students' independent learning, and cultivating innovation and entrepreneurship awareness. This provides a certain reference for improving the quality and effectiveness of innovation and entrepreneurship education in colleges and universities.

**Keywords:** innovation and entrepreneurship education; undergraduate vocational colleges; educational philosophy; school-enterprise cooperation; student ability

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## 1 Basic overview of innovation and entrepreneurship education in undergraduate vocational colleges

Innovation and entrepreneurship education in higher vocational education is an applied talent education that cultivates students' entrepreneurial practical ability, innovative thinking ability, and innovative literacy. Innovation and entrepreneurship education has gradually become an integral part of the teaching and education project in higher vocational education universities. Higher vocational education enables vocational students to learn knowledge and skills related to innovation and entrepreneurship in curriculum design, practical teaching, and industry university research cooperation, enhancing their ability to creatively solve problems in practical work environments [1]. At present, there are still problems in the practice of innovation and entrepreneurship education, such as outdated educational concepts, incomplete curriculum systems, and insufficient teaching staff. Innovation and entrepreneurship education needs further improvement and innovation.

## 2 Challenges in promoting innovation and entrepreneurship education in undergraduate vocational colleges

## 2.1 The lag in educational philosophy and curriculum design

From the current situation of innovation and entrepreneurship education in undergraduate vocational colleges in China, there are still significant problems with the traditional education model. The innovation and entrepreneurship education model lacks certain innovation, and the educational philosophy is not avant-garde. Most undergraduate vocational colleges tend to focus more on imparting disciplinary and professional knowledge, but neglect the cultivation of students' innovative ideas and entrepreneurial abilities. Innovation and entrepreneurship education lacks relevant courses that are in line with social and market demands, and the content of these courses is not targeted. The content and updates of innovative courses are slow, and they cannot adapt to changes in society and the market. Currently, most of the courses that can be provided are theoretical courses, which lack practical training for students' operational abilities and cannot effectively stimulate the development of their innovative thinking and practical skills.

## 2.2 Shortage of teaching staff and resources

Firstly, there are shortcomings in the construction of teaching staff and resources for innovation and entrepreneurship education for vocational college students. On the one hand, most of the teachers in vocational colleges without practical experience are engaged in full-time innovation and entrepreneurship education, and there are also a few teachers whose innovation and entrepreneurship education concepts are relatively backward. The innovation and entrepreneurship education methods are still relatively outdated and cannot effectively guide students to carry out entrepreneurial projects [2]. On the other hand, vocational colleges lack teaching resources for innovation and entrepreneurship education, such as practical venues, practical guidance teachers, and funding. Lack of teaching resources that are compatible with the development of enterprises and industries makes it difficult to provide a truly entrepreneurial environment and opportunities for vocational education students, which is not conducive to the improvement of students' innovation and entrepreneurship awareness and skills.

# **3 Promotion strategies for innovation and entrepreneurship education in undergraduate vocational colleges**

## 3.1 Optimize the content and teaching methods of innovation and entrepreneurship courses

To achieve the curriculum reform of innovation and entrepreneurship education in undergraduate vocational colleges, the first step is to improve the content of innovation and entrepreneurship courses, timely update the new technologies and knowledge in the field of innovation and entrepreneurship that have emerged in society, so that students can keep up with the pace of the times in terms of innovation and entrepreneurship related knowledge they are exposed to. The innovation and entrepreneurship classroom model should be reformed. The traditional mode of rote learning is not suitable for the teaching requirements of college students' innovation and entrepreneurship education. More interactive, case-based, project-based and other teaching forms should be introduced in the innovation and entrepreneurship classroom, allowing students to experience innovation and entrepreneurship in the process of participation, exercise their teamwork and problem-solving abilities, and combine various educational and teaching methods such as project driven/team collaboration to solve problems [3]. Schools should integrate classroom teaching and modern information technology to improve students' learning and training opportunities with the help of Internet learning platform, simulation platform, etc.

## 3.2 Enhance school-enterprise cooperation and integrate social resources

To improve the practicality and pertinence of innovation and entrepreneurship education for college students, vocational colleges should actively cooperate with enterprises and industry associations in innovation and entrepreneurship. On the one hand, by working together with enterprises to carry out innovation and entrepreneurship activities, schools can help students truly participate in innovation and entrepreneurship, understand real industry needs and problems, etc. It is

necessary to strengthen the cooperation between enterprises and schools, organize entrepreneurial activities such as enterprise mentors entering universities, the construction of innovation and entrepreneurship training bases, and carrying out innovation and entrepreneurship competitions and other school enterprise activities. On the other hand, vocational colleges should actively establish more connections with the government and industry associations, integrate social resources such as government innovation and entrepreneurship support policies, and professional guidance from industry associations. Vocational colleges can establish school-government linkage, jointly cultivate talents with the government, put forward higher requirements for students' comprehensive practical abilities and training methods, understand social needs, and grasp the pace of social development. Enterprises can also obtain more labor resources through school-enterprise cooperation, gradually forming a sustainable development model of industry-university-research cooperation.

### 3.3 Enhance students' ability for self-directed learning and entrepreneurship

The focus of innovation and entrepreneurship education is on students' self-learning and entrepreneurial abilities. Vocational colleges can stimulate students' self-learning and entrepreneurial abilities through various means, and encourage independent learning and exploration [4]. Vocational colleges should also strengthen the development of extracurricular entrepreneurial activities, increase students' practical activities and ability exercises, help enhance students' innovation and practical abilities, and gradually strengthen their ability to think independently and solve problems. At the same time, vocational colleges should also strengthen the cultivation of students' entrepreneurial abilities, carry out entrepreneurship lectures, share successful cases of entrepreneurs' experiences, entrepreneurship courses, etc., to help students establish correct entrepreneurial thinking, correctly understand the difficulties and opportunities in entrepreneurship. Colleges can also establish entrepreneurship incubation platforms to help students turn their ideas into practical actions, and implement resource links and practical projects to promote the improvement of students' entrepreneurial abilities [5]. Colleges should pay attention to student teamwork and leadership development, providing them with various practical opportunities and platforms, helping them gain experience and develop their abilities from entrepreneurship, and enhancing their independence and sense of responsibility.

## 4 Conclusion

Guided by the reform of innovation and entrepreneurship education curriculum, the establishment of school-enterprise cooperation, and the cultivation of students' innovation and entrepreneurship autonomy, we continuously cultivate the innovation and entrepreneurship awareness and abilities of undergraduate vocational college students. This can stimulate students' interest and vitality in independent learning and innovation and entrepreneurship, encourage students to be brave in innovation and entrepreneurship, promote their career development and enable them to succeed in future work, playing a positive role in the cultivation of undergraduate innovation and entrepreneurship talents in social and economic development.

### Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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