A Study on the Training Mode of Discipline-oriented Innovative and Entrepreneurial Talents——Taking Agricultural, Forestry and Normal Universities as an Example

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Abstract With the gradual expansion of the scale and enrollment of colleges and universities in China, the university education has changed from the elite education to the mass education. The decline of students’ quality and the backwardness of the mode of cultivating talents in colleges and universities have resulted in the general low employability of college students and the prominent phenomenon of structural unemployment. Against a background of mass innovation and mass entrepreneurship, colleges and universities should make timely adjustments to the major structure according to social development, cultivate innovative and entrepreneurial talents, and make the objectives and quality of talent training meet the needs of social development. Based on the analysis of the status quo of innovation and entrepreneurship in colleges and universities, especially in agricultural and forestry, normal universities, this paper explores the training model of innovative and entrepreneurial talents in colleges and universities to provide a reference for the training of specialized talents in different disciplines.

Key words Innovation and entrepreneurship, Talent training, Discipline

1 Introduction
Since the last century, the extensive application of modern information technology, represented by computer technology and communication technology, has brought profound influence on people’s life and working style. With the further development of globalization and the rapid changes of science and technology, how to train high-quality talents who can cope with the rapid development of industry, economy and society, and grasp the future direction of scientific and technological development has become a common topic for the global colleges and universities. With the expansion of the scale of higher education and the increasingly fierce competition in the employment market, there is a phenomenon that the supply of college students exceeds the demand for employment. To this end, this paper analyzes the innovation and entrepreneurship in colleges and universities, summarizes the reform and trends of "mass entrepreneurship and innovation" education in colleges and universities, and explores the training model of innovative and entrepreneurial talents to adapt to professional development. A kind of innovative and entrepreneurial talents training model including specialized education is put forward in this paper. Based on the analysis of agricultural and forestry universities and normal universities, this paper explores the reasons why few of students of these two types of universities choose to start their own business. Exploring the cultivation of innovative and entrepreneurial talents in colleges and universities is a solution to the employment problems faced by college graduates at present. Through the integration of innovation and entrepreneurship education into professional teaching, innovation to promote entrepreneurship, entrepreneurship to achieve innovation, it can comprehensively improve the comprehensive quality and ability of students, and further enhance the employment competitiveness of students in society.

2 Problems in the training of innovative and entrepreneurial talents
2.1 Inadequate theoretical research The research on innovative and entrepreneurial talents in China started relatively late. Although domestic scholars have conducted a lot of research on college students’ innovation and entrepreneurship, there are still the following problems. First, the depth of research is not enough, researchers began to pay attention to the problem of innovation and entrepreneurship slowly because of the current employment problem of college students. Part of the study is limited to exploring the significance of innovation and entrepreneurship. Second, the research direction is narrow, the current research is too concentrated in the field of entrepreneurship education, but little attention is paid to the cultivation model of innovation and entrepreneurship. Third, the research method is simple, qualitative analysis is the most important research method. A few used questionnaire survey method and simple descriptive statistical analysis. Fourth, there is a lack of empirical case research, and the research object is relatively broad. Fifth, there is a lack of special research on special majors in special colleges and universities[1-2].

2.2 Existing problems
2.2.1 The idea of cultivating discipline-oriented innovative and entrepreneurial talents needs to be strengthened. At present, the major set up by some colleges and universities has been divorced
from the market demand. In the case of increasingly declining employment, there is still no adjustment of the training system, only focusing on teaching the basic theory of professional knowledge. The cultivation of students’ practical ability and the establishment of innovative and entrepreneurial ideas are neglected, resulting in a series of problems such as narrow scope of knowledge, poor practical ability, and lack of innovative ability\(^4\). For agricultural and forestry, normal universities, the training mode of innovation and entrepreneurship education is relatively simple. In its innovation and entrepreneurship education, there is only one common required course. The teachers are composed of full-time teachers of employment guidance center, teachers of school of business and counselors. They have the knowledge of innovation and entrepreneurship, but lack practical experience. In the process of cultivating innovative and entrepreneurial talents, colleges and universities should take the market demand as the orientation, carry out the principle of applying what they have learned, adhere to the teaching method of combining "theory and practice", and cultivate the applied talents. The practical teaching system should fully reflect the training of students' professional skills and the ability to innovate and start an undertaking, so that the professionals can better adapt to the development of the industry and the society.

2.2.2 Discipline-oriented innovation and entrepreneurship education system is not perfect enough. At present, the education of innovation and entrepreneurship is a systematic theoretical education, which lacks the targeted analysis of different majors. The curriculum of various disciplines involves a wide range, and the talent training has not yet formed a sound education and teaching system. Colleges and universities should pay more attention to the cultivation of students' practical operation and application ability while paying attention to the theoretical study of the basic knowledge of innovation and entrepreneurship. According to the characteristics of the major, different practical courses of innovation and entrepreneurship education are set up to make the students' ability of innovation and entrepreneurship more diversified and more in line with the market demand. There is a need to give full play to the comprehensive ability of students, so that innovation is implemented, and entrepreneurship can be realized\(^4\). We should strengthen the construction of undergraduate education and teaching system, train high quality professional all-around applied talents, and enlarge the reserve of professional talents, so as to adapt to the adjustment and change of the uncertain factors of production, market and policy.

2.2.3 Innovation and entrepreneurship education program needs to be optimized in agricultural, forestry and normal universities. At present, the innovation and entrepreneurship education in colleges and universities generally adopts the credit system management. It is necessary to increase the credit for innovation and entrepreneurship in the talent training program. In general, 1–2 courses of innovation and entrepreneurship education should be offered in the way of "compulsory courses + elective courses". Nanjing Agricultural University offers innovative and entrepreneurial education with 2 credits of required courses and 2 credits of elective courses. Huazhong Agricultural University offers innovation and entrepreneurship education with 3 credits of a required course. In the elective course of general education, Northeast Forestry University offers an elective module of innovation and entrepreneurship, in which the students take at least 2 credits. Jiangxi Normal University adds innovation and entrepreneurship courses in the talent training program with 2 credits of a required course. Human Normal University offers a career guidance course in the public foundation course, with 2 credits. There is a general lack of perfect mechanism in innovation and entrepreneurship education in agricultural, forestry and normal universities of China. Only theoretical courses are offered, and the course hours are relatively short. There are no corresponding concrete measures for how to enhance students' awareness of innovation and entrepreneurship and improve students' enthusiasm for innovation and entrepreneurship.

3 Recommendations and entrepreneurial talents

3.1 Focusing on specialization of innovative and entrepreneurial education The special education of innovation and entrepreneurship should be added in the curriculum education of colleges and universities, and the idea of innovation and entrepreneurship should be established on the basis of professional knowledge and skills so as to improve the specialization of innovative ideas and the transformation of entrepreneurship theory into practice. Teaching experience can be strengthened by employing a small number of successful entrepreneurs graduating in the corresponding major as guest professors of innovative and entrepreneurial education in schools. We should make use of practice to break through the traditional classroom teaching mode. The direct contact between students and different positions in the professional field can be realized by means of school-to-enterprise contact, alumni platform and enterprise cognitive learning, so as to consolidate theoretical knowledge, train vocational skills and comprehensively improve comprehensive quality.

3.2 Sticking to social demand orientation With the rapid development of social economy in China, the requirements for professionals in various industries continue to increase. Today’s society needs advanced application-oriented management talent with both technical skills and management capabilities. Therefore, setting up the idea of cultivating innovative and entrepreneurial talents, integrating the innovative and entrepreneurial essence into the teaching process of the discipline, and cultivating all-around applied management talent will become the inevitable choice for professionals to meet the needs of social development. Colleges and universities should orient their talent training objectives individually according to the different requirements of the future industry. According to practical experience, we should combine the objectives of professional training with the actual needs of the enter-
3.3 Setting up the idea of cultivating all-around applied talents

The cultivation of all-around applied talents focus on not only the cross fusion of multi-disciplinary professional knowledge, the combination of skills and abilities and the integration of thinking, but also the application of professional knowledge. That is, the multidisciplinary scientific principles are applied to the practice of social production. The major characteristics of today's society are interdisciplinary, knowledge integration, and technology integration. This characteristic determines that the cultivation of all-around applied talents should not only expand the professional knowledge of talents, but also improve the comprehensive quality and application ability of talents. At the same time, we should also pay attention to the thinking training of talents, so as to establish the concept of innovation and entrepreneurship, and provide a favorable guarantee for students' follow-up employment and entrepreneurship.

4 Conclusions and discussions

In the era of economic globalization, the progress of China can not be separated from the support of scientific and technological talent, and the talent education of colleges and universities is particularly important to the development of the times. However, there is a lack of perfect teaching system in the cultivation of innovative and entrepreneurial talents, and the orientation of social demand is insufficient. This kind of question is particularly prominent in the agricultural, forestry, and normal universities. Therefore, for colleges and universities represented by agricultural, forestry and normal colleges and universities, it is necessary to be oriented by the social needs in the future reform of talent training. It is necessary to attach importance to interdisciplinary knowledge crossing and fusion, turn theory into practice, integrate knowledge and practice for the cultivation of all-around applied talents. In order to adapt to the development of the times and establish an effective mechanism for cultivating innovative and entrepreneurial talents, special innovative and entrepreneurial education should be integrated into the teaching process of various majors, and the reserve of professional talents should be improved.

References


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