

Optimization strategies of Innovation and Entrepreneurship Education of Hezhou University in Guangxi province

Li Simin¹

¹*Educational Management and Learning Management Innovation Program,
Bansomdejchaopraya Rajabhat University, Thailand*

²*Faculty of Education, Bansomdejchaopraya Rajabhat University, Thailand*

³*Faculty of Science and Technology, Bansomdejchaopraya Rajabhat University, Thailand*

Abstract: Colleges and universities can cultivate innovative spirit, entrepreneurial consciousness, the innovation of entrepreneurship education plays an important role, university innovation entrepreneurship education can promote the construction of an innovative country, promote local development, so has a far-reaching significance, In this study, Hezhou University in Guangxi was chosen as the research object. An analysis and investigation were conducted on the actual situation of innovation and entrepreneurship at the university, providing a research on the current state and proposing optimization strategies.

First, the article provides a literature review analysis method, Summarize the research on innovation and entrepreneurship education in China and countries outside China, It clearly defines the core concepts of "Guangxi University", "innovation and entrepreneurship education", "optimization strategy", "students' innovation and entrepreneurship intention", "school innovation and entrepreneurship environment", "innovation and entrepreneurship external support" and so on, And innovative economic theory as the research basis in this study, Secondly, questionnaire and data analysis were used to carry out relevant investigation and research on the status quo of innovation and entrepreneurship education in Guangxi Hezhou University, This paper deeply analyzes the existing problems of innovation and entrepreneurship education in Guangxi Hezhou University and analyzes the causes of the problems; Then use the form of expert interviews to discuss the current situation, And proposed optimization strategies for the existing problems, Finally, by evaluating the optimization strategy, Confirm the feasibility of the optimization strategy.

Keywords: Innovation and entrepreneurship education, optimizing strategy, Guangxi universities

1. Introduction

Recent years, With the expansion of the enrollment in colleges and universities, Chinese college graduates have repeatedly reached new highs, The Ministry of Education (2023) "The Ministry of Human Resources and Social Security of the Ministry of Education jointly deployed to do a good job in 2024" mentioned, The number of college graduates in China in 2023 was 11.58 million, 11 to 87 million graduates in 2024, An increase of 290,000, The ensuing employment problems make many college graduates confused and anxious, The extremely severe employment situation is also a major challenge facing universities, The employment situation of college students is not optimistic, According to the "2023 Research Report on College Students' Employment Power" released by Zhaopin (2023), Only 0.7 percent of the graduates of 2023 chose to start their own businesses, Compared with the entrepreneurship rate of college graduates in 2022, There is a certain gap with the proportion of "China Continuing learning" (4.9%), Compared with the European and American college graduates, there is a larger gap. Therefore, according to the current situation and actual results of innovation and entrepreneurship education in local universities, there are still many problems and deficiencies in innovation and entrepreneurship education in Chinese universities.

Guangxi as southwest national frontier areas, belongs to the education of less developed provinces and regions, Guangxi universities restricted by local financial level is more, in educational resources, basic conditions, teachers there is a larger regional gap, although the innovation entrepreneurship education in Guangxi under the state and the local government support achieved good results, but due to the innovation entrepreneurship education late and is still in its infancy, there are still some problems, such as the lack of scientific understanding, innovation entrepreneurship education curriculum construction is not perfect, single course teaching method, the teaching staff teaching level is not high. Therefore, deepening the reform of innovation and entrepreneurship education, improving the curriculum system of innovation and entrepreneurship education, and enhancing the actual ability of innovation and entrepreneurship are the key to the development of innovation and entrepreneurship in absolute Guangxi universities.

Therefore, this study will take congratulation state college, for example, through the questionnaire data of empirical analysis, combined with the regional characteristics of Guangxi zhuang autonomous region, research, analysis of the present situation of university innovation entrepreneurship education, reveals the problems in

innovation entrepreneurship education, and try to on the basis from the individual students, colleges and universities and social aspects to explore the reasons, put forward the crack path, to promote the development of local university innovation entrepreneurship education.

2. Literature Review

2.1 Students' willingness to innovate and start

Entrepreneurial willingness is a subjective attitude or subjective consciousness of potential entrepreneurs on whether to engage in entrepreneurial activities in the future. It is a general description of people's situation similar to the characteristics of entrepreneurs and people's entrepreneurial spirit, attitude, ability and quality. Qi Feng (2021) et al. in a Study on the Impact of College Entrepreneurship Education on Students' Entrepreneurship tendency, from the perspective of entrepreneurship education teaching content, and based on the theoretical model of entrepreneurship education "EGS" constructed by others, proposed a new model of entrepreneurship tendency factors. Duan Limin (2012) et al. 's article "The impact of entrepreneurial Environment on College Students' Entrepreneurial willingness: and the re-test of the GEM Model" is mainly an existing research on the impact of domestic and foreign entrepreneurial environment on entrepreneurial willingness, The entrepreneurial environment model of college students based on GEM model is constructed, It is concluded that the degree of financial support, government policy implementation, education and training participation, science and technology transformation and domestic market openness have a significant impact on college students' willingness to start businesses, Government project guidance and entrepreneurial culture and social atmosphere have a certain impact on college students' entrepreneurial willingness, However, the influence of social and commercial environment and the availability of school professional infrastructure and tangible infrastructure on college students' entrepreneurial willingness is not significant.

Research on students' innovation and entrepreneurship willingness, through the accurate query of CNKI China Journal full-text database, after 2014, a total of 58 papers and 6 clock master papers. The research objects of these papers are mostly from universities in developed regions, or students from "985", "211" and "double first-class" universities.

2.2 Innovation and entrepreneurship education environment

Curriculum system of innovation and entrepreneurship education: Compared with China, the practice and academic research on entrepreneurship education for college students in other countries are conducted relatively early. In particular, in the United States, in JeffreyTimmons1968, Berson Business School first offered a course on entrepreneurship for undergraduates. Jeffrey Timmons and Stephen Spinelli Jr (2005), the father of entrepreneurship education, pointed out that entrepreneurship education is not employment training. Entrepreneurship is a learning, not only has good ideas, but also involves management skills and business understanding. Since 2005, some schools in the United States have begun to offer innovation and entrepreneurship courses according to the characteristics of different majors, and have provided targeted entrepreneurship education courses in professional education, so as to popularize entrepreneurship education. Burton Clark (2007) advice, entrepreneurial university can balance the relationship between academic mission and innovation, adjust the operation of university organization, adjust the specific operation mechanism, let the school initiative to adapt to the needs of the environment and society, entrepreneurial university for Chinese university innovation entrepreneurship reform has a strong guiding significance. McKeweng (2006) and others proposed to divide the types of innovation and entrepreneurship courses, namely entrepreneurship, innovation, innovation management and technology transfer management, and conducted a deeper analysis and research on innovation and entrepreneurship education. Entrepreneurship education in Japan began in the 20th century. With the support of the government, universities and the society, entrepreneurship education has developed rapidly. According to the survey data, many Japanese universities have promoted the rapid development of entrepreneurship education by building an innovation and entrepreneurship practice system. In 1994, Japanese universities opened a compulsory course for entrepreneurship, called Industrial Society and People, which linked the situation of entrepreneurship and industrial society, so as to think about the relationship between career and life.

2.3 External support for innovation and entrepreneurship education

Entrepreneurship education policy is an important factor affecting college students' entrepreneurship. Most of the studies on entrepreneurship education policy in China focus on entrepreneurship policy evaluation and policy reflection, focusing on the evaluation of entrepreneurship education policy.

In terms of policy evaluation, as for entrepreneurship education policies, different scholars have discussed the current policy shortcomings of entrepreneurship education in China from many perspectives. Such as the lack of financial support, policy implementation is not strong, innovative education management system

and mechanism is not perfect. Lin Song (2010), think from the perspective of the content of the policy support, policy support is concentrated but insufficient diversity, FanPeng, Li Zhongyun (2014), that our country college students entrepreneurship policy is development, but there are still less self-employed students, low success rate, distinct pertinence to be strengthened, complete systematic to adjust, the rationality of science needs to be strengthened. Guo Dexia and Chu Jiangting (2013), believe that the current entrepreneurship policy of Chinese college students makes more and more college students enter the entrepreneurial industry, but the operation effect is not satisfied. There are also problems such as less government special fund investment, insufficient tax reduction and exemption, difficult to implement preferential loan policies, and imperfect supporting service measures for entrepreneurship. Due to a long time the Chinese government for engaged in self-employed, self-employed laws and regulations are not sound, in financial taxation, bank credit, venture investment, intellectual property policy there are many imperfect even have loopholes, promote college students' entrepreneurial credit policy and financing policy is not really established. In addition, the relevant policies of education and training system for carrying out college students 'entrepreneurship education and improving college students' entrepreneurial ability are still not perfect, and the lack of funds invested in entrepreneurship education and training leads to the lack of creating a social and cultural environment conducive to college students' entrepreneurship.

3. Research Methodology

3.1 To study the current situation of innovation and entrepreneurship education at Hezhou University in Guangxi Province.

Questionnaire survey refers to collect the data for objective one, to study the current situation of A questionnaire survey was conducted on the innovation and entrepreneurship status in Guangxi Hezhou University was a questionnaire. The basic information of local college students, including the gender, grade, disciplines and origin of the surveyed students, Setting questions based on the three dimensions of factors influencing entrepreneurship education among students at Hezhou University, including 8 questions for student innovation and entrepreneurship intention , 18 questions about the school for innovation and entrepreneurship education environment , and 4 questions for external support for innovation and entrepreneurship education.

Data Collection refers to the researcher distributed the questionnaire to 327 students from different grades. A total of 327 questionnaires. Data Analysis refers to the personal information of the respondents was analyzed by frequency and percentage, classified by gender and different grades. The current situation of innovation and entrepreneurship education in Hezhou University in Guangxi in three following aspects:

- 1) Student innovation and entrepreneurship intention
- 2) University innovation and entrepreneurship environment
- 3) External support for innovation and entrepreneurship education was analyzed by Mean and standard deviation.

3.2 Develop optimization strategies for innovation and entrepreneurship education at Hezhou University in Guangxi and create an evaluation questionnaire for assessing the effectiveness of these strategies.

Structured Interview refers to the structured interview designed based on The instrument to collect the data for objective two, to develop optimization strategies for innovation and entrepreneurship education at Hezhou University in Guangxi, the current situation of innovation and entrepreneurship education in Guangxi Hezhou University lies in the following three aspects:

- 1) Student innovation and entrepreneurship intention
- 2) University innovation and entrepreneurship environment
- 3) External support for innovation and entrepreneurship education.

Data Collection refers to develop optimization strategies for innovation and entrepreneurship education at Hezhou University in Guangxi and design an evaluation questionnaire, the researcher interviews the innovation and entrepreneurship education expert one-by-one through online platform or by face-to-face depending on the interviewee convenience. based on the current status of innovation and entrepreneurship education among students at Hezhou University and the results of interviews with innovation and entrepreneurship education experts, propose optimization strategies for innovation and entrepreneurship education at Hezhou University in Guangxi, and design an evaluation questionnaire.

Data Analysis the structured interview about Innovation and entrepreneurship education optimization strategy in Hezhou University in Guangxi, was analyzed by content analysis.

3.3 To evaluate optimization strategies for innovation and entrepreneurship education at Hezhou University in Guangxi Province.

Assess the exam papers refers to the evaluation form designed based on the optimization strategy of innovation and entrepreneurship ability of Hezhou University in Guangxi in three following aspects: 1) student innovation and entrepreneurship intention optimization strategy 2) university innovation and entrepreneurship environment optimization strategy 3) external support for innovation and entrepreneurship education optimization strategy.

Data Collection refers to the researchers distributed a total of 50 survey questionnaires to students from different majors who have undergone innovation and entrepreneurship education using the optimization strategies.

Data Analysis refers to in the data analysis of this study, the researchers employed the following procedures using statistical software, conducted frequency and percentage analysis on respondents' personal information, categorized by gender and major analyzed the adaptability and feasibility of the optimization strategies for innovation and entrepreneurship education at Hezhou University in Guangxi.

4. Result

The data analysis of the survey on the current status of innovation and entrepreneurship education at Hezhou University indicates that a total of 327 questionnaires were distributed, and 327 valid questionnaires were collected. The collected data was then subjected to detailed and purposeful statistical analysis using descriptive statistics methods.

4.1 Data analysis of the current situation of innovation and entrepreneurship education among college students at Hezhou University.

The causes of the problems in innovation and entrepreneurship education in Hezhou University are deeply analyzed. The primary factors are college students' weak awareness of entrepreneurship, students' lack of in-depth understanding of the substantive connotation and advantages of innovation and entrepreneurship education in the process of learning, and relatively low attention to them. The survey shows that many students choose the current business outlook on the view of the "very difficult" option, which shows that local college students' entrepreneurial concept, lack of confidence in entrepreneurship, fear of entrepreneurial prospects, which also leads to college students' innovation entrepreneurship education activity participation is not high, the main reason of the lack of drive. Secondly, in recent years, due to the impact of the novel coronavirus pneumonia epidemic, entrepreneurship faces relatively many risks. Many parents of college graduates hope that their children can have a stable job after graduation, while most parents do not support and encourage students to start their own businesses.

At the curriculum level, the Ministry of Education has issued the policy document on innovation and entrepreneurship education of colleges and universities, which has greatly promoted the implementation of innovation and entrepreneurship education and teaching activities in local colleges and universities. However, because the current innovation and entrepreneurship education has not been substantially included in the talent training system of colleges and universities, there is a lack of clear subject attributes, leading to the innovation and entrepreneurship curriculum system of local colleges and universities is extremely imperfect, and there are generally problems of imperfect teaching material construction, few practical courses, and low degree of integration with professional education.

At the teacher level, the school does not pay enough attention to the overall construction of innovation and entrepreneurship education teachers, and the structure of the teachers is unreasonable and their quality cannot meet the teaching needs. The structure of the innovation and entrepreneurship education team is unreasonable, the full-time teachers are insufficient, and the part-time teachers are also very limited, especially the "double-qualified" teachers with both theoretical expertise and practical experience.

External support factors from the government and society also restrict the effectiveness of innovation and entrepreneurship education. The problems mainly focus on innovation and entrepreneurship resources and capital channels. Most students believe that the current entrepreneurship is lack of further support from the government and social enterprises. In the government, the amount of venture capital support for college students is limited, and the approval process is complicated, which affects the smooth progress of innovation and entrepreneurship activities. At the same time, enterprises lack initiative in mass entrepreneurship education in colleges and universities, and in fact, their support is minimal, which is also an important factor restricting students' innovation and entrepreneurship education.

4.2 Structural interview data analysis of the optimization strategy of Innovation and Entrepreneurship Education in Guangxi Hezhou University

1. To deepen students' understanding of innovation and entrepreneurship education

Colleges and universities should correctly understand the connotation of talent training. In the background of economic and social development, the main task of universities is not only to provide high quality education resources for college students, and through years of learning and training, make them grow to have higher professional quality and innovative entrepreneurial ability, only in this way, to meet the needs of the development of economic and social transformation. Secondly, the concept of innovation and entrepreneurship should be implemented in the whole process of university education.

2. We will improve the teaching system for innovation and entrepreneurship in colleges and universities

- 1) Improve the quality of innovative entrepreneurship education course, to reform the teaching methods, to cultivate ideological quality as the center, strengthen the innovation of classroom teaching, take discussion teaching, case teaching, rich teaching content, attaches great importance to the situational project teaching, by creating realistic situation to stimulate students 'thinking, enable them to actively find and solve problems, enhance the students' innovative spirit and ability.
- 2) Promote the construction of teachers in innovation and entrepreneurship education. The weak faculty is the key weakness restricting the development of innovation and entrepreneurship education in colleges and universities, which is highlighted in the lack of practical ability and low professional level of teachers. Colleges and universities should build a professional and high-level teacher team with a combination of specialized and part-time education. On the one hand, we will strengthen the construction of full-time teachers in the school. On the other hand, we can hire a group of teachers with certain theories and practice, experience and enthusiasm in innovation and entrepreneurship education to do part-time jobs, and invite enterprise managers and outstanding alumni to be part-time lecturers in innovation and entrepreneurship education. At the same time, we will strengthen the training of innovation and entrepreneurship teachers, support and encourage teacher teams to take temporary posts in enterprises for training, carry out innovation and entrepreneurship education practices, and enhance their education and teaching capabilities.
- 3) to promote innovation entrepreneurship education and professional education integration, realize the organic integration of the two, can better promote college students in their own professional category, in the professional course teaching to improve the proportion of comprehensive, design and innovative practice teaching, improve professional course practice teaching content, give students more, the choice and practice, establish and improve the "professional" and "characteristic" training mode, close knot, the advantage of professional practice teaching, fusion of college students 'innovative entrepreneurship education concept, cultivate students' innovation ability and practice ability. To organize students to participate in various innovation and entrepreneurship related competitions, colleges and universities should take advantage of the opportunities of various innovation and entrepreneurship competitions to cultivate the training projects, so as to enhance students' enthusiasm for innovation and entrepreneurship, improve the innovation and entrepreneurship teaching activities, and realize the purpose of cultivating students' innovative spirit and entrepreneurial ability.
- 4) build university innovation entrepreneurship education practice platform, first of all, within the local colleges and universities established a variety of courses, excellent teachers of diversified innovation entrepreneurship education platform, secondly, promote innovation between universities and entrepreneurship education resources sharing, through the Internet technology platform to strengthen cooperation, realize innovation entrepreneurship education teaching data open, school resource sharing, teacher exchange, gradually improve the innovation entrepreneurship education online platform linkage operation, make good innovation entrepreneurship education results spread and realize sharing. Finally, colleges and universities should strengthen close cooperation with social enterprises and conduct effective resource and information sharing.

3. Optimize the external environment of college students' entrepreneurship education

- 1) The government takes the lead to build a complete social environment, and the government should realize that the success of college students' entrepreneurship education cannot be separated from the promotion of a good social environment. The social environment of college students' entrepreneurship education includes geography, culture, market, economy, politics and other aspects. Specifically, the perfect social security system, reasonable government assistance policy and abundant venture capital are very necessary for the entrepreneurship education of colleges and universities, and even the entrepreneurship practice activities of college students.

- 2) The government should take the lead and collaborate with social enterprises to foster a culture of innovation and creativity. The government should play its leading role, cooperate with enterprises from all walks of life, encourage enterprises to set up internship and training positions for students, encourage enterprise experts to cooperate with schools in professional exchanges, and encourage enterprises to set up support funds to support students' innovation and entrepreneurship.

4.3 Evaluation of the optimization strategy of innovation and entrepreneurship education in Guangxi Hezhou University

According to the results of the optimization strategy evaluation paper of innovation and entrepreneurship education in Guangxi Hezhou University, By implementing the optimization strategy presented in this study, Students' willingness to innovate and entrepreneurship has been greatly improved, the school's innovation and entrepreneurship education environment, Including the innovation and entrepreneurship curriculum system, innovation and entrepreneurship teacher team construction, innovation and entrepreneurship practice platform and so on have provided better support for students' innovation and entrepreneurship education, And the external support for innovation and entrepreneurship education, If supported by government policies and social enterprises, Will be of great help to the success of students' innovation and entrepreneurship, Therefore, the innovation and entrepreneurship optimization strategy proposed in this study is in line with the actual situation of the school, It can provide guidance for innovation and entrepreneurship education in Guangxi Hezhou University.

5. Conclusion

The discussion of this study is mainly about the current situation of innovation and entrepreneurship education in Hezhou University, Guangxi, Through a questionnaire study, Students in Guangxi Hezhou University have low willingness and low awareness of innovation and entrepreneurship, Mainly manifested in students' less participation in innovation and entrepreneurship activities, Less about the hot spots related to innovation and entrepreneurship, The views on the prospects of innovation and entrepreneurship are not ideal; The innovation and entrepreneurship education environment of Guangxi Hezhou University needs to be strengthened, It is mainly manifested in the low combination of course setting and major, the relatively weak practical ability of innovation and entrepreneurship teachers, the relatively small part of course design and practice, and the weak innovation and entrepreneurship incubation platform for students; Students from Hezhou University in Guangxi look forward to more support from the external environment, Including government policy support, social enterprise cooperation, etc.

Based on the current situation, this study proposes optimization strategies for innovation and entrepreneurship education in Guangxi Hezhou University Deepen students' understanding of innovation and entrepreneurship education, improve the teaching system of innovation and entrepreneurship in colleges and universities, and optimize the external environment of college students' entrepreneurship education. After implementing the optimization strategy for some groups, the feasibility of the evaluation strategy was verified by carrying out the form of the evaluation examination paper.

In general, this study emphasizes the importance of students' willingness to innovation and entrepreneurship, school innovation and entrepreneurship environment, and external support for innovation and entrepreneurship for students' innovation and entrepreneurship education, and provides practical guidance for innovation and entrepreneurship education in Hezhou University in Guangxi. The study also identified relevant areas for future research, including research on students' innovation and entrepreneurship intentions and innovation and entrepreneurship satisfaction, comparing the differences in innovation and entrepreneurship education methods in universities in different countries, and the improvement of the ability of innovation and entrepreneurship teachers.

This study proposed the optimization strategy of innovation and entrepreneurship education in Guangxi Hezhou University, including:

1. Schools want to To deepen students' understanding of innovation and entrepreneurship education.
2. Schools want to We will improve the teaching system for innovation and entrepreneurship in colleges and universities.
 - 1) Improve the teaching quality of innovation and entrepreneurship courses;
 - 2) Promote the construction of innovation and entrepreneurship teachers;
 - 3) Promote the integration of innovation and entrepreneurship education and professional education;
 - 4) Build a platform for innovation and entrepreneurship practice ;
3. Optimize the external environment of college students' entrepreneurship education, and obtain the support from the government and social enterprises.

Future Researches

Future research will further expand the research scope of innovation and entrepreneurship education in colleges and universities, so that the research results can play more roles and provide greater value. Future research directions are mainly divided into:

1. Research and research on students' innovation and entrepreneurship intention and innovation and entrepreneurship satisfaction.
2. Compare the differences in the methods of innovation and entrepreneurship education in universities in different countries.
3. The improvement of innovation and entrepreneurship teachers.

References

- [1]. Burton Clark (2007), establishing an entrepreneurial university: the way of organizational transformation [M]. Shanghai: The People's Education Press
- [2]. Duan Limin (2012), the impact of entrepreneurial environment on college students' willingness to start: and the retest of the GEM model. Technical and economic (10), 64-70 + 97. doi: CNKI:SUN:JSJI.0.2012-10-010.
- [3]. Fan Peng, Li Zhongyun (2014), the dilemma and countermeasures of entrepreneurship policy for college students in China. Higher agricultural education (06), 74-77. doi: 10.13839/j.cnki.hae. 2014.06.054
- [4]. Guo Dexia and Chu Jiangting (2013), evaluation on entrepreneurship policy of College Students in China. Research on Educational Development (07), 65-69. doi: 10.14121/j.cnki.1008-3855.2013.07.012
- [5]. Jeffrey Timmons and Stephen Spinelli Jr (2005), Entrepreneurship Case (6th edition) [M]. Beijing: People's Posts and Telecommunications Press
- [6]. Lin Song (2010), College students' entrepreneurship policy: status quo evaluation and analysis and system design. Modern Management Science (02), 36-38. doi: CNKI:SUN:XDGL.0.2010-02-013.
- [7]. Mc Keweng (2006), Graduate Entrepreneurship Education in the UK [J]. Education and training, (06): 597-613 Ohni (2013), the thinking of innovators is to discover the source of entrepreneurship and creativity [M]. Beijing: Machinery industry Publishing
- [8]. Qi Feng (2021), an analysis of the influence of innovation and entrepreneurship education in colleges and universities on students' entrepreneurial desire. Shaanxi Education (04), 68-69. doi: 10.16773/j.cnki.1002-2058.2021.04.033

Author Profile

Li Simin (1995-), Female, Born in Shanxi, China, graduated with a bachelor's degree in Radio and Television Directing from Hezhou University. Currently working at Hezhou University.