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Exploring the Path of High-Quality Cultivation of Innovative and Entrepreneurial Talents: Based on the Perspective of Industry-Education Integration

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ABSTRACT:

As the main platform for the cultivation of "innovation and entrepreneurship" talents, local undergraduate colleges and universities, relying on the synergistic cooperation among the government, enterprises and scientific research institutes, can gather the advantageous resources of each main body, deepen the fusion of industry and education, and promote the high-quality construction of "innovation and entrepreneurship" talents. On the basis of investigation and research, through analyzing the current situation of "innovation and entrepreneurship" talent cultivation in local undergraduate colleges and universities, it is found that there are problems such as imperfect education and cultivation system and imperfect school-running mechanism of industry-teaching integration in the cultivation of "innovation and entrepreneurship" talents in colleges and universities. Combined with the original "innovation and entrepreneurship" talent cultivation method, three core paths are proposed in the field of industry-education integration: school-enterprise linkage and dual construction integration to cultivate "innovation and entrepreneurship" talents, industry-university-research integration to "innovation and entrepreneurship" talents, optimization of "innovation and entrepreneurship" talents cultivation, and optimization of "innovation and entrepreneurship" talents cultivation. "talent training, and optimizing the education and training system of "innovation and entrepreneurship" talents.

Keywords: integration of industry and education; local undergraduate colleges and universities; "innovation and entrepreneurship" talents; cultivation paths

1. Introduction

In the 19th Party Congress, General Secretary Xi Jinping further emphasized that colleges and universities should take the road of integration of industry and education. The connotation of the integration of production and education: "production" mainly refers to industry, industry or enterprise, and the meaning of "teaching" is mainly reflected in the school education, which should link the talent education of colleges and universities with the needs of industry, and adjust the professional settings of talent cultivation according to the development dynamics of industry, Curriculum design, talent training mode, etc., to realize the seamless docking of university talent training education and industrial demand[1-2]. In December 2017, in response to the problem of mismatch between supply and demand of talent cultivation, "two skins", the General Office of the State Council issued the "Opinions on Deepening the Integration of Industry and Education", which upgraded the construction of the integration of industry and education talent cultivation pattern to a national strategy. Since then, the fusion of industry and education has become an important mode for colleges and universities to cultivate "innovative and entrepreneurial" talents. However, the fusion of industry and education still exists problems such as the lack of integrated design of school-enterprise cooperation, unsound mechanism of school-enterprise cooperation, and insufficient degree of fusion of industry and education[3]. Local undergraduate colleges and universities are the key force to promote the development of the local economy, and are also the main bases for local talent cultivation[4]. Therefore, it is extremely important to explore the path of local undergraduate colleges and universities for high-quality cultivation of innovative and entrepreneurial talents based on the threshold of the fusion of industry and education. Therefore, it is extremely necessary to explore the path of local undergraduate colleges to cultivate "innovation and entrepreneurship" talents with high quality based on the perspective of industry-teaching integration.

"Innovative and entrepreneurial talents refer to those who have innovative and entrepreneurial consciousness and can use innovative thinking to create new products and new achievements. "Innovative and entrepreneurial" talents usually have the typical characteristics of broad interest, keen judgment, open personality and risk-taking, etc[5-6]. Although the innovation and entrepreneurship education in colleges and universities has been explored for many years and achieved remarkable results, it still fails to meet the needs of economic and social development[7]. Nan Guangyou analyzed the problems of "innovation and entrepreneurship" talent cultivation in colleges and universities by combining the current situation of "innovation and entrepreneurship" talent cultivation in colleges and universities, and concluded that there are problems of "innovation and entrepreneurship" talent cultivation in colleges and universities. Talent cultivation exists problems such as insufficient teachers of "innovation and entrepreneurship", insufficient understanding of "innovation and entrepreneurship" education[8] and lack of practical teaching platform[9]. Zhou Zhonghai[10] and others focus on how to cultivate

"innovation and entrepreneurship talents" in colleges and universities, and put forward measures such as constructing the operation mechanism of "innovation and entrepreneurship" talents and creating a platform for collaborative cultivation of "innovation and entrepreneurship" talents. Zhang Li and others think that strengthening the "innovation and entrepreneurship talents" in universities is a good idea. Zhang Li and other scholars believe that strengthening the linkage between the cultivation of "innovation and entrepreneurship" talents in colleges and universities and the strategy of rural revitalization plays a key role in realizing the revitalization of the countryside[11]. Some scholars also link the ideological education and innovation and entrepreneurship education, Zhang Yaqiong believes that the coordinated development of ideological education and innovation and entrepreneurship education can help fully stimulate the innovation potential of students, and strengthen the ideological education has a significant role in the cultivation of "innovation and entrepreneurship" talents[12]. Based on the background of industrial integration, the analysis of "innovation and entrepreneurship" talent cultivation mode in colleges and universities is also one of the hotspots in the current academic circles. According to Xu Xinzhou, industry integration is to drive the cultivation of "innovation and entrepreneurship" talents in colleges and universities from the four dimensions of objectives, elements, modes and quality, and to promote the development of innovation and entrepreneurship education in colleges and universities[13] . Liu Yan believes that industry-teaching fusion mode is an important mode of vocational education talent cultivation in China, and builds the mechanism of vocational education talent cultivation in the form of industry-teaching fusion according to the goal of talent cultivation[14] . Currently, the research on "innovation and entrepreneurship" talents mostly focuses on the connotation of "innovation and entrepreneurship" talents, the current situation of "innovation and entrepreneurship" talents cultivation and the existing problems, as well as the problems of "innovation and entrepreneurship" talents cultivation and the problems of "innovation and entrepreneurship" talents cultivation. The necessity of "innovation and entrepreneurship" talent cultivation[15-16]. Although some scholars study the innovation and entrepreneurship talent cultivation mode of colleges and universities under the background of industry-teaching fusion, few scholars study the path of "innovation and entrepreneurship" talent cultivation of local undergraduate colleges and universities under the threshold of industry-teaching fusion. Local undergraduate colleges and universities have a strong sense of promoting the cultivation of "innovation and entrepreneurship" talents, but lack of effective and popularizable paths. This paper combines the current situation of "innovation and entrepreneurship" talent cultivation in local undergraduate colleges and universities, analyzes the problems of "innovation and entrepreneurship" talent cultivation in local undergraduate colleges and universities, and proposes a path for local undergraduate colleges and universities to cultivate "innovation and entrepreneurship" talents under the threshold of industry-teaching integration. We propose a high-quality cultivation path for "innovation and entrepreneurship" talents under the perspective of industry-teaching integration, in order to make up for the insufficiency of the research on the cultivation of "innovation and entrepreneurship" talents in local undergraduate colleges and universities, and improve the theoretical system for the cultivation of "innovation and entrepreneurship" talents. It also provides theoretical reference for local undergraduate colleges to cultivate "innovation and entrepreneurship" talents.

2. Analysis of the current situation and problems in the cultivation of innovative and entrepreneurial talents

2.1 Local undergraduate colleges and universities have an imperfect education and training system for "innovation and entrepreneurship" talents.

Improving the education and training system of "innovation and entrepreneurship" talents is the foundation of cultivating "innovation and entrepreneurship" talents, and it is necessary to accelerate the improvement of "innovation and entrepreneurship" talents training system of local undergraduate colleges and universities to provide guarantee for the high quality cultivation of "innovation and entrepreneurship" talents. It is necessary to accelerate the improvement of the "innovation and entrepreneurship" talent training system of local undergraduate colleges and universities to provide guarantee for the high-quality training of "innovation and entrepreneurship" talents. As early as more than 20 years ago, China expressed concern about innovation and entrepreneurship education, and in 1999, the State Council issued the "Decision of the CPC Central Committee and State Council on Deepening Educational Reform and Comprehensively Promoting Quality Education", which emphasized that higher education should pay attention to the cultivation of students' spirit of innovation, practical ability and entrepreneurial spirit, and comprehensively improve college students' ability of innovation and entrepreneurship, and cultivate talents of all-round development of morality, intelligence, physical fitness, aesthetics and hard work for the cause of socialism. In 2015, China issued the Opinions of the State Council on Several Policies and Measures to Vigorously Promote Mass Entrepreneurship and Innovation, which clearly pointed out that innovation and entrepreneurship education should be integrated into the national education and training system, and the popularization of innovation and entrepreneurship knowledge should be strengthened. In order to build the cultivation system of innovation and entrepreneurship education, China has made a lot of efforts, but at present, the "innovation and entrepreneurship" education and cultivation system of local undergraduate colleges and universities in China still exists such problems as backward innovation and entrepreneurship education concepts, insufficient innovation and entrepreneurship practice education, unreasonable innovation and entrepreneurship education curriculum, and insufficient innovation and entrepreneurship ability of teachers, which have seriously affected the training of local undergraduates. These problems have seriously affected the cultivation of "innovation and entrepreneurship" talents in local undergraduate colleges and universities. At present, local undergraduate colleges and universities pay far less attention to innovation and entrepreneurship education, and the courses related to innovation and entrepreneurship are more for the purpose of conforming to the trend, and the design of innovation and entrepreneurship courses is quite rough, and many undergraduate colleges and universities simply imitate the course design of other colleges and universities, and do not formulate the reasonable teaching objectives and contents by combining with their own school's characteristics and the situation of the students, so that the innovation and entrepreneurship courses have little effect on the innovation and entrepreneurship ability of students. So the innovation and entrepreneurship program has little effect on students' innovation and entrepreneurship ability. The essence of innovation and entrepreneurship education is to cultivate their innovative consciousness, entrepreneurial spirit and improve the comprehensive quality of students, while most undergraduate colleges and universities neglect the cultivation of innovation and entrepreneurship, and treat innovation and entrepreneurship education as "entrepreneurship

training" and "entrepreneurship training", which is a backward education concept that is obviously not in line with the national standard. However, most undergraduate colleges and universities nowadays neglect the cultivation of innovation and entrepreneurship ability and treat innovation and entrepreneurship education as "entrepreneurship training" and "entrepreneurship training". In addition, innovation and entrepreneurship education must fall into practice, leaving the practice, innovation and entrepreneurship education can't be talked about, but now undergraduate colleges and universities innovation and entrepreneurship teaching methods are still based on the teaching of theoretical knowledge, the lack of practical teaching activities. Students' participation in entrepreneurship practice activities is mainly based on the school's entrepreneurship competitions, "Da Chuang" project, etc. In the process of project implementation, students inevitably encounter various difficulties due to the limitations of experience, professional knowledge, psychological quality, etc. However, due to the energy and time of on-campus mentors and their own entrepreneurial ability is insufficient, they can't solve the problems of students in a timely manner, which leads to the problem of students in undergraduate colleges and universities. However, due to the energy, time and lack of entrepreneurial ability of on-campus mentors, they cannot solve students' problems in a timely manner, which leads to the fact that students' projects in undergraduate colleges and universities are often given up in the middle of the program or are hastily finished, and students' innovative and entrepreneurial ability can hardly be improved in such entrepreneurial practice activities.

2.2 Inadequate schooling mechanism for integration of industry and education

The school running mechanism of the integration of industry and education is the key to realizing the integration of industry and education, and it is crucial for local undergraduate colleges and universities to cultivate "innovative and entrepreneurial" talents in the context of the integration of industry and education. Since the State Council issued "Several Opinions on Deepening the Integration of Industry and Education" in 2017, China has successively issued "Measures for the Implementation of Building Industry-Education Integration Enterprises (for Trial Implementation)", "Implementation Plan for the Pilot Program of National Industry-Education Integration and Construction", "Opinions on Promoting the High-Quality Development of Modern Vocational Education", and other documents, so that our country's top-level design of industry-education integration has been strengthened continuously, and the policy system has been improved continuously, which points out a direction for the advancement of industry-education integration and cooperation between schools and enterprises. The top-level design of our national education integration has been strengthened, and the policy system has been improved, pointing out the direction for promoting the integration of production and education. The schooling conditions for the integration of production and education have been further improved, and as of 2018, there were 3,875 off-campus practice bases built outside the school, and 455,600 "dual-teacher" teachers. After years of exploration, our "innovation and entrepreneurship" talent cultivation model of industry-teaching integration has gradually matured, but due to the shortcomings of the school-running mechanism of industry-teaching integration, the efficiency of colleges and universities in cultivating "innovation and entrepreneurship" talents has been seriously constrained. The essence of the defects in the school-running mechanism is due to the lack of unity in the goal of university-enterprise cooperation, in which both universities and enterprises have their own interests. Colleges and enterprises cooperate with each other in the hope of realizing the goal of cultivating "innovative and entrepreneurial" talents through this school-enterprise cooperative cultivation mode, however, enterprises cooperate with colleges and universities in addition to entrepreneurial sentiment, social responsibility, etc., and more importantly, in order to pursue their own economic benefits. Enterprises hope that through cooperation with universities, they can transform the scientific and technological achievements of universities into actual commercial value and realize the enhancement of their own innovation ability and competitiveness. At the same time, enterprises believe that through the university-enterprise cooperation to introduce the university's talents, not only help to solve the problems encountered in production and operation, but also to strengthen the guarantee of the talent resource reserve. However, local undergraduate colleges and universities have fewer scientific and technological achievements compared with domestic key universities, and the ability to transform scientific and technological achievements is generally weaker, and undergraduates often do not have the ability to help enterprises solve production and operation problems due to their professional knowledge, practical ability, personal experience and professional quality. Since the payoff is not proportional to the return, which is not in line with the interests of enterprises, the endogenous motivation of enterprises to cooperate is insufficient, and it is difficult to reach a long-term cooperative relationship with local undergraduate colleges and universities. In addition, because of the lack of undergraduates' own ability and enterprises' enthusiasm for cooperation, the level of university-enterprise cooperation is generally low, and enterprises usually arrange students to work in low-level positions, and provide practice-related resources that are far from meeting the needs of students, and it is difficult to realize the enhancement of students' innovation and entrepreneurship ability in this kind of level of university-enterprise cooperation.

3. Exploring the Path of High-Quality Cultivation of Innovative and Entrepreneurial Talents

"Innovation and entrepreneurship" talents are the new type of high-quality talents cultivated under the perspective of industry-teaching integration, which can efficiently meet the current situation and demand of social development, and have gradually become an important trend in the cultivation of talents in the country. At present, many local undergraduate colleges and universities attach great importance to the cultivation of "innovation and entrepreneurship" talents, implement the integration of industry and education to the level of educating people, optimize the ecological system of innovation and entrepreneurship education in colleges and universities, break through the structural, elemental and systematic dilemmas, and give full play to the constructive role of local undergraduate colleges and universities in training "innovation and entrepreneurship" talents. The constructive role of local undergraduate colleges in cultivating "innovation and entrepreneurship" talents has been maximized. In order to meet the diversified demands of the country, society and enterprises, local undergraduate colleges and universities carry the concept of industry-teaching integration through all aspects of talent education, and make high-quality "innovation and entrepreneurship" talents and innovation achievements into economic and social benefits through curriculum reform, optimization of practical teaching, sublimation of cultivation programs, and cooperation with scientific research institutes and counterparts, and finally realize "innovation and entrepreneurship" talents and social benefits. Finally, the vision of industry-teaching integration, in which "innovative and entrepreneurial" talents promote the comprehensive development of the country, society and enterprises, is realized. Therefore, in

order to urgently solve the problem of how local undergraduate colleges and universities can effectively cultivate high-quality "innovation and entrepreneurship" talents under the perspective of industry-education fusion, this paper proposes to take colleges and universities as the main carrier, and the government, society, enterprises, research institutes, and other institutions as the main carriers to develop "innovation and entrepreneurship" talents. This paper proposes an innovative industry-education fusion cultivation path with universities as the main carrier and the collaborative participation of government, society, enterprises and research institutes, so as to cultivate high-quality "innovation and entrepreneurship" talents with all-round development through the linkage of the main bodies.

3.1 School-enterprise linkage and dual-construction integration to cultivate "innovative and entrepreneurial" talents

First of all, the establishment of "university - enterprise" dual environment "innovation and entrepreneurship" education, according to the enterprise working environment and requirements to optimize undergraduate college education, the establishment of part of the practical training environment, to create a good working atmosphere in the school, so that students feel the application of knowledge in practical training, to enhance the students' ability to apply theory to practice. Students feel the application of knowledge in practical training, enhance the ability of students to use theory in practice, at the same time, can be combined with some of the counterpart enterprises to set up practical training and learning, practical teaching, so that students feel the role of theoretical knowledge in practice, through the dual-environment nurturing so that students are also learning to enhance the "innovation and entrepreneurship" qualities, and in the implicitly Cultivate "innovation and entrepreneurship" talents. Secondly, to carry out "academic-vocational" dual-mentor "innovation and entrepreneurship" education, local undergraduate colleges and universities can hire professional mentors from the counterpart enterprises to cooperate with the theoretical teachers of the school to carry out the cultivation of professional qualities, the school mentors are responsible for the theoretical part of the teaching, and the enterprise mentors are responsible for the theoretical part of the teaching. School tutors are responsible for the teaching of theoretical part and enterprise tutors are responsible for the teaching of practical part, which can further improve the students' ability of integrating theory and practice. At the same time, school tutors and enterprise tutors can instruct students to actively participate in innovation and entrepreneurship projects and competitions according to the teaching demand and occupational demand, which can improve students' innovation and entrepreneurship ability based on the cultivation of theoretical literacy and skill literacy, and exercise students' "innovation and entrepreneurship" through the teaching and research and competitions. "Through teaching, research and competitions, students can improve their innovative and entrepreneurial abilities. Finally, the implementation of "student-employee" dual-role "innovation and entrepreneurship" nurturing, so that students in the study at the same time realize that they are an employee of the enterprise, through the entrepreneurial teaching, so that students are familiar with the knowledge or the role of the enterprise in the enterprise and how to efficiently put the theory into practice, so that students are familiar with the knowledge or the role of the enterprise in the enterprise. Through entrepreneurial teaching, students can familiarize themselves with the role of the knowledge or the enterprise in the enterprise and how to efficiently transform the theoretical knowledge into the practice required by the enterprise, thus improving the students' professionalism. At the same time, local undergraduate colleges and universities can establish industrial colleges jointly with counterpart enterprises to cultivate students' innovative and entrepreneurial quality through virtual approach teaching, and at the same time, utilize the KPI assessment system of enterprises to evaluate students' ability, stimulate students' subjective initiative and independent innovativeness, and cultivate the "innovative and entrepreneurial" talents needed by enterprises in practice.

Under the perspective of the integration of industry and education, local undergraduate colleges and universities are getting closer and closer to enterprises, and the linkage between schools and enterprises to cultivate "innovative and entrepreneurial" talents has become an important initiative. Local undergraduate colleges and universities can set up industrial branches in cooperation with enterprises, and cultivate high-quality "innovation and entrepreneurship" talents through joint financing, enrollment, teaching and research, management and other cooperation, so as to truly realize the "integration of industry and education". The integration of industry and education is a way of mutual integration and interaction between enterprises and schools in the process of talent cultivation to meet the demands of education and jobs efficiently, which is the result of joint efforts of universities and enterprises. Therefore, local undergraduate colleges and universities should actively look for cooperation opportunities with counterpart enterprises to form a stable and diversified cooperative relationship, and at the same time break through the original traditional teaching and actively innovate the teaching method and teaching system to form a characteristic industry-teaching integration education system based on the current situation. In the industrial branch, students can make use of the advantageous resources of the university and enterprises at the same time, obtain more learning and practice opportunities, cultivate the awareness of "innovation and entrepreneurship" and improve the ability of "innovation and entrepreneurship". On this basis, local undergraduate colleges and universities can establish diversified cooperation with enterprises in different industrial chains, and establish diversified industrial branches oriented to industries or products, and at the same time build an integrated development platform for the integration of industry and education to cultivate students' theoretical application and practical ability, so as to improve their "innovation and entrepreneurship" ability in a spiral manner, and accelerate the "innovation and entrepreneurship" ability in the linkage between schools and enterprises. The integration of education chain, talent chain and industry chain is accelerated under the linkage of schools and enterprises.

3.2 "Innovation and Entrepreneurship" Talent Cultivation through Industry-University-Research Integration

Under the perspective of industry-teaching integration, local undergraduate colleges and universities can cooperate with enterprises and scientific research institutes through resource sharing, and jointly explore the optimization mechanism of industry-university-research integration to cultivate "innovative and entrepreneurial" talents. At present, many local undergraduate colleges and universities encourage students to participate in innovation and entrepreneurship programs on the basis of strengthening basic research, but lack of effective infrastructure. The state encourages enterprises and universities to participate in major innovation and entrepreneurship projects, and supports universities, research institutes and enterprises to carry out

integration and innovation, so as to accelerate the cultivation of "innovation and entrepreneurship" talents and the transformation of innovation results. Cultivating high-quality "innovation and entrepreneurship" talents is a major achievement of collaboration between universities, enterprises and research institutes in the field of industry-education integration, which is adapted to the current situation and needs of the development of the country, society and enterprises, and the key is to play the role of the link between "integration" and "communication". The key lies in playing the role of "integration" and "communication". First of all, we should pay attention to the process of "integration", integrating the characteristic advantages and resources of colleges and universities, enterprises and research institutes, and optimizing the effect through cooperation; secondly, the difficulty lies in the "integration", based on the unique characteristics and objectives of colleges and universities, enterprises and research institutes, resulting in the "integration" of their advantages in practice, and the "integration" of their advantages. Based on the unique characteristics and objectives of universities, enterprises and research institutes, it is difficult to integrate their advantages in practice, for example, universities emphasize on theoretical research and are weak in practical work; enterprises focus on economic benefits and lack theoretical training; and some of the achievements of research institutes are difficult to be applied to most of the enterprises. The key to cultivate "innovation and entrepreneurship" talents and teams lies in the "through", so we need to increase the cooperation of the three main bodies to explore effective ways to "through", through the linkage of the main body through the advantages to play. Therefore, it is necessary to increase the cooperation among the three subjects, explore the effective way of "Tong", give full play to the advantages through the linkage of the subjects, and combine "integration" and "Tong" with high quality, so as to cultivate high-quality "innovation and entrepreneurship" talents suitable for the development of the country, the society, and the enterprises. Under the perspective of industry-teaching integration, "innovation and entrepreneurship" talents should effectively combine professional theory and practical operation, and local undergraduate colleges and universities should actively cooperate with enterprises and scientific research institutes to cultivate "innovation and entrepreneurship" talents through the "fusion" and "integration" of the advantages of the main body. Local undergraduate colleges and universities should actively cooperate with enterprises and research institutes to "integrate" the advantages of the main body and collaborate to cultivate "innovation and entrepreneurship" talents, optimize the teaching curriculum and cultivation program of "innovation and entrepreneurship" talents through practical training bases, simulation and laboratories, and promote the high-quality cultivation of "innovation and entrepreneurship" talents.

The high-quality cultivation of "innovation and entrepreneurship" talents is the result of the collaborative efforts of colleges and universities, enterprises and scientific research institutes, so we should pay attention to the role of integration of the main body. To realize the high-quality cultivation of "innovation and entrepreneurship" talents in the field of industry-teaching integration, it is necessary to pay attention to the integration between local undergraduate colleges and enterprises. Local undergraduate colleges and universities should optimize the teaching system according to the needs of the development of enterprises, introduce excellent talents from enterprises to provide targeted guidance, increase the resources for practical teaching and improve students' theoretical application and practical ability by appropriately increasing the practical links in the curricula and linking with enterprises to establish practical training programs. Enterprises establish practical training programs to improve students' practical ability of theory application, and to a certain extent, students' awareness of "innovation and entrepreneurship" and "innovation and entrepreneurship" ability can be improved by setting up the dual-degree system of professional and academic degrees; enterprises can carry out "innovation and entrepreneurship" with the help of local undergraduate colleges and universities. Enterprises can make use of the platform of local undergraduate colleges and universities to carry out customized cultivation of "innovation and entrepreneurship" talents, cultivate individualized professionals in colleges and universities according to the needs of enterprises, optimize their theoretical qualities to better serve the enterprises, and cultivate high-quality and applied "innovation and entrepreneurship" talents by integrating colleges and universities and enterprises. At the same time, we should also pay attention to the integration of local undergraduate colleges and research institutes, local undergraduate colleges and universities can send some of the students with high quality of "innovation and entrepreneurship" to research institutes to further optimize the "innovation and entrepreneurship" ability, and also hire professionals from research institutes to give guidance and lectures in schools. They can also hire professional talents from research institutes to give guidance and lectures, and cultivate students' "innovation and entrepreneurship" ability through innovation and entrepreneurship projects and competitions; while research institutes can cultivate initial talents through the platform of colleges and universities, and make them initially equipped with "innovation and entrepreneurship" consciousness through basic education. Through the integration with enterprises and research institutes, local undergraduate colleges and universities can implement the education of industry-teaching integration more efficiently, cultivate high-quality "innovation and entrepreneurship" talents, and optimize the construction of talents.

Knowledge and ideas are important parts of "innovation and entrepreneurship" ability, and the key to cultivate innovation and entrepreneurship ability lies in the integration of knowledge and ideas. Local undergraduate schools should pay attention to the cultivation of students' innovative and entrepreneurial ideas in the teaching process, encourage students to participate in innovative and entrepreneurial research and competitions by learning knowledge, referring to the research results of the predecessors and the latest practice results, forming excellent results through the integration of ideas and knowledge, and applying them to practical activities. At the same time, local undergraduate colleges and universities should hold lectures and activities related to innovation and entrepreneurship at regular intervals, so that students can cultivate innovative and entrepreneurial ideas through participation, and form "innovative and entrepreneurial" ability through the integration of professional knowledge.

3.3 Optimizing the education and training system for "innovative and entrepreneurial" talents

Local undergraduate colleges and universities should pay close attention to the integration of industry and education and the development of innovation and entrepreneurship, and optimize their disciplines and training programs according to the current situation of innovation and entrepreneurship development and the development needs of innovation and entrepreneurship in schools. First of all, local undergraduate colleges and universities should implement the State Council's opinion on promoting the high-quality development of innovation and entrepreneurship to create an upgraded version of "innovation and entrepreneurship", incorporate the idea of "innovation and entrepreneurship" into professional courses, set up courses on innovation and

entrepreneurship in elective courses, and stimulate the students' interest in innovation and entrepreneurship. In addition, local undergraduate colleges should integrate the idea of "innovation and entrepreneurship" in major courses and set innovation and entrepreneurship courses in elective courses, so as to stimulate students' interest in innovation and entrepreneurship, and to consolidate the foundation of innovation and entrepreneurship system on the basis of strengthening the basic discipline construction. Secondly, local undergraduate colleges and universities should integrate the major regional innovation layout into the optimized discipline settings according to the current situation of regional development, make full use of local resources, such as provincial and ministerial-level projects, municipal and social research, etc., to capture the development trend of innovation and entrepreneurship in time, and make use of the local infrastructure to optimize the disciplines to stimulate the students' subjective initiative and enhance the innovation and entrepreneurship ability. Again, local undergraduate colleges and universities should combine the industrial chain and innovation chain to establish specialties, and at the same time, encourage the cross-fertilization of different majors and inter-professional education, form the "interdisciplinary, inter-professional, inter-level" curriculum teaching system, explore the innovation points under the cross-field of multi-disciplines, and make full use of the unique advantages of each major and apply them to the innovation and entrepreneurship practice. In the process of industry-teaching integration, high-quality "innovation and entrepreneurship" talents are cultivated. Finally, local undergraduate colleges and universities should revise the training programs for "innovation and entrepreneurship" talents, reform classroom teaching and construct teaching materials according to the needs of the country, society and enterprises, increase the efforts of industry-teaching integration, and cultivate high-quality "innovation and entrepreneurship" talents on the basis of discipline optimization.

"Innovation and entrepreneurship" talents not only have sufficient theoretical knowledge, but also need to have practical ability. Under the perspective of industry-teaching integration, local undergraduate colleges and universities should optimize the practice teaching link, increase the practice resources and opportunities for students, so that students can integrate innovation and entrepreneurship literacy in the practice link, and at the same time can find their own deficiencies, and the school can identify the gap between the practice content and the reality, and then find the practice content deficiencies, which lays the foundation for optimizing the practice teaching. Based on this, colleges and universities should improve students' "innovation and entrepreneurship" ability from four perspectives: firstly, colleges and universities should create special practical projects, integrate "innovation and entrepreneurship" education into practical activities through the integration of industry and education, and stimulate students' independence through the college students' innovation and entrepreneurship program, the new seedling program. Meanwhile, local undergraduate colleges and universities should actively build practical platforms and bases, such as cross-disciplinary innovation and entrepreneurship platforms, innovation and entrepreneurship achievement incubation platforms, college students' entrepreneurship bases, college students' entrepreneurship incubation space, etc., so as to cultivate innovation and entrepreneurship talents with high quality through the innovation and entrepreneurship platforms. talents through the "innovation and entrepreneurship" platform.

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