

Competition-oriented for Training New Management Talents Based on Innovation and Entrepreneurship Projects

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Abstract: - Recently, discipline competition and the talent training scheme revised seamless docking, combination of the strategy of "new management" engineering and finance areas in colleges and universities and educational characteristics of school running characteristics, insisted on the lead of course contests, promoting research-oriented education teaching reform, build knowledge exploration, ability to enhance the quality, culture, personality cultivation of "four one" educational idea, stimulate students interest in learning, cultivate innovative talents with coordinated development of knowledge, ability and quality.

Key-Words: Competition; Talents Training; Innovation and Entrepreneurship Projects.

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1 Introduction

In recent years, college students' employment pressure increasing, the social employment pressure promote more self-employment of college students, college students' innovative undertaking ability training work gradually become an important subject in urgent need of research universities in the new era, especially to the changing economy and economics colleges and universities, and innovative entrepreneurship training idea and the method different from traditional personnel ability training mode [1-3]. Therefore, the colleges and universities should actively study under the background of new era college students creative ability training path, training mode based on the multi-angle research ability, will be college students the ability to develop in harmony with the students learning, life, build scientific and perfect innovative entrepreneurship training mechanism, promote the college students' all-round development, employment environment to make it better adapt to market changes. College innovation and entrepreneurship education reform can not only promote college education reform, but also improve the employment rate of college students [4]. With the proposal of quality education for innovation and entrepreneurship, the employment rate of college students in some universities has been improved, and the employment quality has also been guaranteed [5].

However, in terms of the current development, there are still many problems. On the one hand, there is a lack of professional teachers, which makes teachers unable to provide professional guidance to students. On the other hand, there is a lack of financial support, and many colleges and universities do not have professional and independent innovation. As a result, the teaching of teachers can only stay at the theoretical level, while students cannot carry out practical operation and their practical ability cannot be improved [6].

To solve these problems, from the national policy requirements and solve the shortcomings in the course of quality education in college students' innovative undertaking, the combination of Anhui University of Finance and Competition Oriented New Management Talent Ability, from the creative quality education platform construction, curriculum design, project implementation, this paper explore a new management under the background of the talent training scheme.

2 Analysis of existing problems

At present, the primary task is to cultivate the innovative spirit and entrepreneurial ability of college students, and the lack of innovative ability of college students is mainly manifested in the following aspects.

2.1 College students lack sufficient awareness of self-innovation and entrepreneurship

As students have just entered the university campus, their independent learning ability has declined, and the fixed thinking mode formed in the exam-oriented learning process makes students lack of innovation consciousness [7]. "How to treat college students' innovation and entrepreneurship?" "If you choose to start a business, which business will you choose?" "Is it necessary to cultivate students' sense of innovation and entrepreneurship?" "Situation" and other questions reflect students' understanding of the concept and importance of innovation and entrepreneurship ability, and their cognition of their own innovation and entrepreneurship ability, which are uneven and need to be strengthened. In college, students have a single and clear goal, that is, to obtain the graduation certificate after obtaining all the credits, which leads to their lack of interest in the basic knowledge of other majors. They seldom train their innovation ability and lack of innovation consciousness. To this end, college students set up correct goals, firm beliefs, open eyes to the world, innovative thinking to solve difficulties, so as to achieve their own ideals.

2.2 The teaching mode of teachers is single

The development of teacher education and teaching is the main component of contemporary college students' school life, while the teacher's classroom education is the source of innovation, and the innovation ability of college students ultimately comes from the guidance and education of teachers. Since many teachers lack correct guidance to students in ideological and political aspects, they mostly use spoon-feeding teaching methods. Lack of innovation ability in the teaching process, occupy the dominant position in the classroom, lecture-oriented, step-by-step teaching, lack of mobility and flexibility; Less interaction with students, unable to inspire students' innovation consciousness, and the students' innovation ability is suppressed, hinder the development of students' innovation ability [8].

Therefore, teachers should actively carry out heuristic and discussion teaching, stimulate students' consciousness of independent thinking and innovation. Meanwhile, cultivate students' subjective consciousness and ability as well as innovative spirit and ability as the goal, and effectively improve the innovation and entrepreneurship ability of college students. It is urgent to change the single mode of teaching and education of teachers.

2.3 Inadequate use of educational resources in schools

Many college students can use a variety of channels and tools to learn. Although there are many books and materials in the school library, some schools do not make certain materials public in order to protect them from damage [9-12]. For example, some school periodicals and school newspapers are distributed to teachers for free, while students are charged, which indirectly affects students' intake of knowledge.

Meanwhile, in some schools, the multimedia teaching and online teaching can only be used in special circumstances or in some excellent courses. Not only education and teaching should be open and transparent, but also educational resources should be open and transparent and fully utilized. Schools should change their conservative and backward thinking to further promote the improvement of college students' innovation ability.

3 Effective Measures

In view of the above aspects, we should take corresponding measures, engaged in the realization of innovation and entrepreneurship as the goal of the training model.

3.1 College students lack sufficient awareness of self-innovation and entrepreneurship

Contemporary college students should actively participate in social practice and innovation activities, constantly enhance their innovation consciousness, improve their innovation ability [13]. Student days are the most beautiful years in a person's life, intellectual level and innovation enthusiasm are also on the rise, with the highest potential for innovation, but this potential is not born, need to build and stimulate, and practical activities just give contemporary college students a good opportunity to stimulate their own innovation potential. Under the condition of learning professional courses well, college students should constantly dabble in various professional knowledge and actively invest in scientific and technological innovation and social activities [14]. For example, "Internet +", Innovation and Entrepreneurship Competition Students, electronic design, Challenge Cup, fun group innovation association and entrepreneurship competition and other activities. College students should also strive for the establishment of scientific research projects, patent applications and papers to improve their innovation awareness and innovation ability. Facing the complex and changeable society, contemporary college students should establish the critical spirit of Marxism, with a broad and open mind to welcome

new things, accept excellent foreign culture, adhere to the correct ideological and political direction, to protect the positive innovation.

3.2 Change teacher education teaching way

Teachers should fully mobilize the enthusiasm of students to study independently, strengthen ideological and political education [15], cultivate students' innovation ability, strive to create a student-centered education model, and give play to the role of teachers in guiding students. Students with poor independent learning and innovation ability should be given more help, patient guidance and careful encouragement to encourage them to set up correct ideological and political direction and improve their independent learning and innovation ability.

Additionally, teachers must pay attention to the cultivation of college students' innovation ability and consciousness, improve their ideological and political level, so as to help college students to carry out independent learning and active innovation, and improve their innovation ability. Teachers can guide students to watch some excellent courses through the network, understand the research status of the same major at home and abroad, query relevant materials to obtain valuable information and professional knowledge [16]. The network interaction not only strengthens the interaction and communication between teachers and students, improves students' interest in learning, but also enables students to know the latest trends of the major, the research results at home and abroad and the current development level in real-time, prompting students to look at problems and solve problems from a certain height. Teachers should encourage students to participate in various science and technology competitions, academic science and technology activities, social services, etc., to accumulate the experience needed for innovation, and constantly improve their ideological and political literacy and innovation ability.

3.3 Optimize the allocation of school education resources

Schools should increase investment, create a good learning environment and atmosphere for college students, vigorously publicize the importance of innovation, and strive to improve the learning interest and independent innovation awareness of college students [17]. Learning resources such as laboratories, libraries and multimedia classrooms should be fully released, and everything should be truly for the sake of students

and education. Education that satisfies the people should be provided to build platforms and provide convenient conditions for students' independent innovation activities and practices.

Network is a convenient and fast learning and innovation tool for the majority of college students. Through the Internet, college students can complete self-study and innovation freely and complete self-evaluation. However, college students should be aware of the advantages and disadvantages of the Network and selectively accept new ideas and new things when they make use of the Network for independent learning and innovation. Colleges and universities should establish a complete and strict network supervision and management mechanism, so that the network can run under the sun, truly serve teaching, benefit college students, and ensure the correct track and order of network operation. A good cultural environment has a subtle influence on college students [18]. Vigorously carrying out network moral education and holding colorful campus innovation activities will unconsciously expand college students' innovative thinking, improve their innovation ability and create a good atmosphere and atmosphere for innovation.

4 Case-based Analysis in AUF E

Discipline competition is a great platform to cultivate students' innovative and practical ability, enhance their problem-solving ability, improve teamwork spirit and expand their interdisciplinary comprehensive quality [19]. It is also an important measure for the university to promote teaching reform, improve teaching structure and achieve the goal of talent cultivation [20-23]. The school deepens the reform and innovation of practical teaching, insists on promoting development, learning, teaching, reform and innovation through competition, stimulates students' interest and potential, and cultivates students' scientific research ability and innovative spirit. Strengthen the peer cooperation in the competition, senior guidance to lead junior students, and gradually form a good situation of mutual promotion and development between students and the competition team; We encourage teachers to combine course teaching with practice teaching, fully mobilize students' subjective initiative, create a good atmosphere for teaching and constantly promote the reform of teaching content and methods.

Meanwhile, to enhance students' employment competitiveness and independent entrepreneurship ability in this paper, we have formed the "six axis linkage" innovation and Entrepreneurship Talent Training Concept with the characteristics of safety

and finance, including education, competition, training, practice, research and policy. The views of Anhui University of Finance and Economics (AUFE) on promoting innovation and Entrepreneurship Education issued by AUFE emphasizes the "Four Combinations" of innovation and entrepreneurship education, namely, the combination of innovation and entrepreneurship education with professional education, the combination of personalized development of students, the combination of entrepreneurship practice and career planning.

Additionally, innovation and entrepreneurship education is promoted to the same important position as professional education, and innovation and entrepreneurship are taken as one of the seven curriculum platforms of talent training program; We should pay attention to the education and teaching reform of talent training mode, encourage colleges and departments to adjust the professional curriculum, tap and enrich the innovation and entrepreneurship education resources of various professional courses, for example, in the process of education and teaching, the design major of Art College combines the curriculum education of students with product design and patent application, and pays attention to inspire students' innovative thinking while imparting knowledge; The online courses of innovation and entrepreneurship platform are set up, and the number of students is gradually increased from dozens at the beginning to thousands, inspiring students' innovative and entrepreneurial thinking.

Also, by organizing students to participate in various kinds of innovation and entrepreneurship competitions, the school stimulates students' enthusiasm to participate in innovation and entrepreneurship, and realizes "promoting learning by competition". All colleges and universities are encouraged to create a brand of innovation and entrepreneurship competition in combination with the characteristics of disciplines and specialties, forming the "one institute, one product" competition, such as the revival planning competition of enterprise failure cases in the school of economics, and the financial investment innovation competition of college students in Finance College. In 2017, the University hosted the third Anhui Province "Internet +" college student's innovation and entrepreneurship competition. The university pays attention to the construction of innovation and entrepreneurship student associations. Up to now, it has established more than ten innovation and entrepreneurship student associations, such as college student

entrepreneurship Association, scientific research and Innovation Research Association, which has played a positive role in stimulating the enthusiasm of college students to participate in innovation and entrepreneurship.

The school establishes the security system through the establishment of system, organization, guarantee funds and other measures. A series of documents have been issued, such as "measures for the management of innovation and entrepreneurship training program project of AUFE" and "management measures for innovation and entrepreneurship competition of students in AUFE". The school will incorporate the funds needed for innovation and entrepreneurship education into the annual budget of the school. In recent years, the university has invested an average of more than 5 million yuan a year in the construction of College Students' innovation and Entrepreneurship Training Program projects, and about 600000 yuan per year for innovation and Entrepreneurship Competition Awards. In 2014, the school established an entrepreneurship College (virtual body), relying on the school of entrepreneurship, contact the academic circles and industry entrepreneurship tutors to do a good job in the inspiration and education guidance of college students' innovative and entrepreneurial thinking.

To sum up, AUFE has won more and more awards in innovation and entrepreneurship competitions at provincial level and above. Taking the mathematical modeling contest for college students as an example, since 2015, it has won 123 international awards. In recent three years, the number of College Students' mathematical modeling teams in China has reached a record high. There are about 80 teams participating each year, accounting for more than a quarter of the participating teams of colleges and universities in Anhui Province. Since 2013, 1219 national projects and 2645 provincial projects have been approved. The number of projects approved has ranked first in the province for many consecutive years. In 2016, the number of local universities ranked the second in China. In the Eighth National College Students' innovation and entrepreneurship annual conference, the University's innovation project achievements as the only selected paper in Anhui Province participated in the national exchange; In 2021, the 7th China International "Internet +" college students innovation and entrepreneurship competition won 3 National bronze awards, 7 provincial gold awards, 30 silver awards and 30 bronze awards; In 2022, the 10th "Challenge Cup" Anhui College Students' Entrepreneurship plan competition won one gold

award, eight silver awards and eight bronze awards, and the University won the "excellent organization award". Moreover, it won 2 nominations for international special awards, 3 international first prizes and 6 international second prizes. Thus, according to the above-mentioned, we can be seen that the innovative ability training mode of college students studied in this paper has achieved initial results.

5 Conclusions

In this paper, we mainly analysis discipline competition and the talent training scheme revised seamless docking, combination of the strategy of "new management" engineering and finance areas in colleges and universities and educational characteristics of school running characteristics, insisted on the lead of course contests, promoting research-oriented education teaching reform, build knowledge exploration, ability to enhance the quality, culture, personality cultivation of "four one" educational idea, stimulate students interest in learning, cultivate innovative talents with coordinated development of knowledge, ability and quality.

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