

Exploring the policy of cultivating innovative and entrepreneurial talents in local universities - Take H Normal University as an example

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Abstract. The cultivation of talents is fundamental to promote college students' independent entrepreneurship, while the government's policy support is an effective guarantee for college students. In view of the lack of corresponding theoretical and institutional support for innovation and entrepreneurship education of college students in China at present, it is helpful to sort out and analyze the innovation and entrepreneurship education policies of H Shih-Tzu University to provide useful references for the cultivation of innovation and entrepreneurship talents in colleges and universities in the new era from multiple levels, such as education, training, funding and service.

Keywords. Local Universities; Innovation and Entrepreneurship; Talent Cultivation; Policy Exploration

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1. Introduction

Cultivating excellent talents is the basis for promoting college students' entrepreneurship, while the policy support of the state is an important guarantee for securing employment of college graduates. The report of the 19th National Congress emphasized that reform is the first driving force to promote development and an important support to realize modern society.[1]Xi Jinping pointed out at the 2018 National Symposium on Education that "to strengthen economic and social development, we should constantly optimize the regional layout, discipline structure and professional settings, strengthen the dynamic regulation of disciplines, strengthen the construction of first-class universities and first-class disciplines, promote collaborative innovation between industry, academia and research, actively engage in the implementation of the innovation-driven development strategy, and focus on cultivating innovative, composite and application-oriented talents." [2] In recent years, the Party Central Committee and the State Council have paid great attention to innovation and entrepreneurship in colleges and universities, and formulated corresponding incentives, the Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities

(State Office [2015] No. 36) (the Opinions), which have formed a boom in cultivating innovative talents in China's colleges and universities, and related studies and research works have emerged.

2. Current situation of innovation and entrepreneurship cultivation policy in universities

2.1. Selection of policy texts

This paper takes H Normal University as a case study, analyzes and discusses the issues related to innovation and entrepreneurship education of college students, uses the public information platform of H Normal University as a database, and searches through the keywords of "innovation and entrepreneurship", "entrepreneurship and employment" and "network+" to collect 35 relevant policies, opinions and programs. By using the public information platform of H Normal University as the database, we collected 35 related policies such as notices, opinions and programs by searching keywords such as "innovation and entrepreneurship", "entrepreneurship and employment" and "network+". Based on this, we comprehensively organized the policies and systems of H Normal University according to the policy name, policy release time, and specific needs of the policies, and quantitatively analyzed the education, training, funding, and services involved in the innovation and entrepreneurship talent cultivation policies of H Normal University as four categories of innovation and entrepreneurship policy tools.

Table 1. Policy documents related to the cultivation of innovative and entrepreneurial talents in H Normal University

Number	Policy Document Name	Release date (year)
1	H Normal University Notice on Organizing Participation in Harbin Youth Entrepreneurship and Innovation Competition	2015
2	H Normal University Notice on the First China "Internet+" Student Innovation and Entrepreneurship Competition	2015
3	Notice on the Entrepreneurship and Innovation Training Camp Program for Students of H Normal University	2016
4	Notice on Organizing Students to Participate in the Sixth Heilongjiang Province "Longjian Cup" Student Innovation and Entrepreneurship Series Competition	2016
5	Notice on doing employment and entrepreneurship work for graduates who are not yet employed	2016
6	H Normal University Notice on Organizing Students to Participate in the Eighth Harbin Student Entrepreneurship Competition	2017
7	Notice on the series of activities of "Double Creation Activity Month" of H Normal University	2017
8	Notice on the Third "KNA Cup" Student Entrepreneurial Plan Competition of H Normal University	2017
9	Notice on the open recruitment of teams to occupy the Double Creation Park of H Normal University in 2017	2017
10	Notice of the Fourth China "Internet+" Student Innovation and Entrepreneurship Competition held by H Normal University	2018
11	Notice of H Normal University Innovation and Entrepreneurship Competition Project Training Camp	2018
12	Notice on the Public Announcement of the Provincial Student Innovation	2018

	and Entrepreneurship Training Program Project of H Normal University in 2018	
13	Notice of H Normal University on organizing the 9th Harbin Student Entrepreneurship Competition	2018
14	Notice on organizing the internal selection of the 16th "Challenge Cup" National Extracurricular Academic and Scientific Works Competition for University Students	2018
15	Notice on the Organization of the Fifth "Internet+" Student Innovation and Entrepreneurship Competition Intra-college Selection Competition	2018
16	Notice on the Launching Ceremony and Special Training Meeting of the Fifth Heilongjiang "Internet+" Student Innovation and Entrepreneurship Competition held by CCB Cup	2019
17	Notice on the 5th "Internet+" Student Innovation and Entrepreneurship Competition Intra-college Selection Rematch	2019
18	Notice on the final round of the 5th "Internet+" Student Innovation and Entrepreneurship Competition	2019
19	Report on the submission of the implementation plan for deepening innovation and entrepreneurship education reform	2019
20	Notice on the Formation of Heilongjiang Delegation to the Fifth China "Internet+" Student Innovation and Entrepreneurship Competition National Finals	2019
21	Notice on the Launching Ceremony and Special Training Meeting of the Fifth Heilongjiang "Internet+" Student Innovation and Entrepreneurship Competition of CCB Cup	2019
22	Notice on the 5th Heilongjiang "Internet+" Student Innovation and Entrepreneurship Competition and the 5th China "Internet+" Student Innovation and Entrepreneurship Competition Selection Competition of "CCB Cup"	2019
23	Notice on the registration for the 5th China "Internet+" Student Innovation and Entrepreneurship Competition "Youth Red Dream Building Journey" National Matchmaking Activity (Heilongjiang)	2019
24	Notice on the application for the 2019 Innovation and Entrepreneurship Bursary Program	2019
25	Notice of Open Recruitment of Resident Teams in H Normal University Dual Innovation Park	2019
26	Notice on Organizing the Intramural Selection of the Sixth "Internet+" Student Innovation and Entrepreneurship Competition	2020
27	Notice on the 6th "Internet+" and 2020 "Youth Creation" Innovation and Entrepreneurship Competition Online Q&A Counseling	2020
28	Notice on organizing the internal selection of the 2020 "Youth Creation" National Student Entrepreneurship Competition	2020
29	Notice on the 6th China International "Internet+" Student Innovation and Entrepreneurship Competition	2020
30	H Normal University's Notice of the Sixth "Internet+" China International Student Innovation and Entrepreneurship Competition and the Twelfth "Challenge Cup" China Student Entrepreneurship Plan Competition Intramural Selection Competition	2020
31	Notice on declaring the project of Heilongjiang University Student Innovation and Entrepreneurship Training Program in 2021	2021
32	Notice on the 7th China International "Internet+" Student Innovation and	2021

Entrepreneurship Competition "CCB Cup"		
33	Training Notice on the 7th China International "Internet+" Student Innovation and Entrepreneurship Competition in Heilongjiang Province	2021
34	Notice on organizing students to participate in the 2021 "Youth Creation" Heilongjiang Youth Innovation and Entrepreneurship Project Support Program	2021
35	Notice on organizing students to participate in the 2021 Harbin Bank Cup Harbin Youth Innovation and Entrepreneurship Competition	2021

2.2. Quantitative analysis of the current situation of innovation and entrepreneurship training policies

H Normal University combines the school's positioning, school goals, professional settings, teacher training characteristics and local development trends to build a new model of entrepreneurship education suitable for the development of its own characteristics based on its own advantages, with the unique idea of cultivating entrepreneurs of the new era and disseminators of entrepreneurship education in the new era, giving full play to the advantages of university research and carefully incubating entrepreneurship models. With the entrepreneurship competition as the main education method, we stimulate the entrepreneurial enthusiasm of college students and provide opportunities and services for aspiring young students to start their own business. In recent years, our university has held various entrepreneurship competitions for college students to stimulate their entrepreneurial enthusiasm, and has won 4 national competitions and 34 provincial competitions in the national Challenge Cup competition. At the same time, many competitions, such as science and technology competitions, entrepreneurial plan competitions, modeling competitions, etc. have created a good platform for students to start their own business.

A. The policy system for training innovative and entrepreneurial talents is developing in a good way
 From 2015-2021, as shown in Table 1 H Normal University has introduced 35 policies on innovation and entrepreneurship, with an overall trend of steady growth, in 2015 (5), 2016 (3), 2017 (4), 2018 (6), 2019 (10), 2020 (5), 2021 (5), with some on-campus policies in 2019 adjustments, slightly more than in previous years. Overall, however, our SEPI policies are still at a relatively low level to effectively mobilize student creativity and ingenuity. However, in general, the training system of Division H in innovation and entrepreneurship shows a good development.

B. Uneven distribution of policy instruments and lack of synergy

Policy tools are the means or ways to achieve policy goals, and the process of developing, implementing and optimizing policy tools plays an equally important role. According to the classification of policy tools, as in Table 1, this paper analyzes the current situation of entrepreneurship education for college students in China from four aspects: education, training, funding and service. From Table 1, we can see that there are 27 training policy tools, accounting for 77.15%, 3 service policy tools, accounting for 8.57%, 4 funding policy tools, accounting for 11.42%, and only 1 education policy tool, accounting for only 2.86%, reflecting that the various policy tools developed are not coordinated and lack their synergy.

Table 2. Classification table of policy instruments

Classification of Innovation and Entrepreneurship Policy Tools	Policy tools corresponding to the content
Education	The university motivates college students to devote themselves to innovation and entrepreneurship by formulating talent training programs and improving curriculum; setting up an innovation and entrepreneurship curriculum system;

	building a high-quality faculty, etc.
Training	Colleges and universities build multi-level training mechanisms by putting together entrepreneurship training programs; by encouraging colleges to hold disciplinary competitions, building a system of innovation and entrepreneurship training programs for college students, and exploring talent training mechanisms, etc. to cultivate students' innovation awareness.
Funding	The university supports and guarantees in innovation and entrepreneurship places and spaces through special fund investment, special incentive funds and multi-channel integration of social funds to build crowdsourcing spaces, innovation and entrepreneurship practice bases, entrepreneurship experience bases, training bases and professional innovation and entrepreneurship laboratories; and invests in students' innovation and entrepreneurship projects, etc.
Services	The university provides service support for college students' innovation and entrepreneurship through the innovation and entrepreneurship practice cultivation platform and the construction of on-campus and off-campus practice education bases.

C. Innovative and entrepreneurial talent cultivation policies show stage characteristics

The implementation of entrepreneurship policy for college graduates is a policy implementation, which often covers the whole entrepreneurial process, including potential entrepreneurs, initial entrepreneurs and entrepreneurial entrepreneurs, and the degree of support for entrepreneurial enterprises is evident from the number of entrepreneurial enterprises.^[3] Analyzed from three aspects, H Normal University attaches great importance to the training and support of college graduates, a total of 28 projects, accounting for 80% of the total. Because early stage and novice entrepreneurs experience entrepreneurial education and training in the process of starting their own business, their entrepreneurial knowledge, experience and network of relationships are gradually taking shape, so the need for entrepreneurship will become smaller and smaller.^[3] Therefore, in general, the stage setting of the entrepreneurship education system in practice at H Normal University is basically reasonable.

3. Innovation and entrepreneurship talent training policy recommendations

Take H Normal University as an example, although the major institutions have a better innovation capability, most of the universities in China are still facing the problems of education concept, insufficient financial investment and unsound training system. Some universities have formulated corresponding policies on education, training, funding and services according to national policies, but lack of concrete implementation and planning, resulting in scattered educational resources, insufficient funding, poor support and unclear responsibilities.

3.1. Optimize the role of funding for talent development policies

Colleges and universities should continuously explore the cultivation of innovative and entrepreneurial talents through special fund investment, special incentive funds and multi-channel integration. Scientifically arrange the scientific research fund and adopt various ways to scientifically arrange the scientific research funds for financing innovation and entrepreneurship in colleges and universities. Increase investment to build entrepreneurial innovation space, practice base, experience base, training base and entrepreneurship base, etc. to create space for innovation and entrepreneurship; set up innovation and entrepreneurship education awards for college students, commend units and individuals who make outstanding contributions to them, and give material support and guarantee within a certain range; support various social forces such as enterprises and venture capital institutions

to invest in college students' entrepreneurial plans for The entrepreneurial plans of college students are linked with financial and other institutions for their support in terms of material and financial resources.^[3]

3.2. To give full play to the educational incentive role of talent training policy

In order to cultivate outstanding talents, good education is necessary. The independent innovation cultivation of college students is one of the important initiatives of innovation and entrepreneurship education in colleges and universities. Starting from various aspects, such as reforming cultivation programs, improving curriculum setting, and strengthening teacher training, the training programs are constantly revised to promote the independent entrepreneurship of college students by formulating diversified talent training programs in different levels, establishing flexible academic system, and incorporating the education of innovation and entrepreneurship into the credit system.^[4] Secondly, to establish innovation and entrepreneurship curriculum led by three curriculum systems, namely, professional core curriculum, general curriculum core curriculum and catechism, to implement project construction of special innovation and entrepreneurship courses, etc., to continuously improve the curriculum, to motivate college students to improve the innovation and entrepreneurship knowledge system, to promote the combination of innovation and entrepreneurship with vocational education, to closely integrate innovation and entrepreneurship education with professional education in the teaching of all subjects, to overcome "two skins", change from focusing on knowledge transfer to focusing on the cultivation of innovation spirit, entrepreneurial consciousness and innovation and entrepreneurship, make entrepreneurship education shift from simply facing students with innovation and entrepreneurship aspirations to all students, integrate innovation and entrepreneurship education into the whole process of talent cultivation, cultivate college students' innovation and entrepreneurship consciousness, and through the development of students' knowledge, The university will develop students' entrepreneurial motivation through the development of knowledge, technology and ability, and provide them with technology and ability. In addition, universities include the improvement of teaching ability of innovation and entrepreneurship education into the scope of teachers' training and learning, and continuously improve the level of teachers by establishing a pool of tutors and improving relevant assessment and evaluation methods, so as to fully play the important role of teachers in talent cultivation.

3.3. increase the role of service support for talent development policies

The key to cultivating high quality talents lies in the service work. Innovation and entrepreneurship in colleges and universities is an important way of innovation in colleges and universities. We set up college students' entrepreneurship practice bases and enterprise entrepreneurship practice bases on and off campus, build a perfect support system for entrepreneurship services, and construct a good docking and incubation platform for college students' entrepreneurship.^[5] With the support of alumni, we carry out surveys on entrepreneurial intention, provide consultation on entrepreneurial policies, incubation cooperation, provide students with business sites, project matching, guidance on entrepreneurial process and tracking services for the initial start-up enterprises, creating a favorable social environment for the development of innovative and entrepreneurial activities of college students; through various forms of collaboration such as school-enterprise, school-ground and school-institute, we create a number of excellent off-campus college students' entrepreneurial education bases, while inviting Experienced and enthusiastic teachers inside and outside the university are invited to form a team of mentors to give students more professional counseling and assistance, so that students can better understand the business environment and operation methods of enterprises, thus reducing their entrepreneurial risks and improving the success rate of entrepreneurship and workplace competitiveness, thus continuously improving the service support inside and outside the university.

3.4. Strengthen the guidance of the policy of cultivating innovative and entrepreneurial talents to achieve success

Systematic training is an essential part of talent training. The implementation of entrepreneurship education in colleges and universities is an effective way to cultivate students' independent innovation ability, and through the construction of a diversified teaching system and the training mechanism of "competition instead of training", we can give full play to the guiding role of training for success. Colleges and universities can authorize some entrepreneurship education projects to each institution and select some outstanding talents, thus forming a talent training plan system at multiple levels of "college-school-provincial-national", thus forming a bottom-up training mechanism. Universities can take "entrepreneurship competition" as the main carrier to build a platform and provide services for students with entrepreneurial aspirations, actively explore the talent training mechanism of competition instead of training, and continuously guide college students to cultivate innovation consciousness, practical ability and striving spirit.

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