

# Research on Strategies of Promoting Agricultural Regional Economic Construction by Innovation and Entrepreneurship Education in Colleges and Universities

Tianwen Liu, Liping Yang

Dalian Ocean University, Dalian, Liaoning province, China.

## Abstract

At present, although China is in a big agricultural country, but not agricultural power, its agricultural population 576.61 million, accounting for 41.48% of the total population of China. With the development of agricultural economy innovation, the innovation entrepreneurship also rose, but the rate of entrepreneurship of our college student in agricultural economy is low, therefore, in this paper, the innovation of colleges and universities under the entrepreneurship education of college students in the economic construction of agricultural regional innovation entrepreneurship status quo and the agricultural development of rural economic development were studied. Through online and offline questionnaires and SPSS data analysis, it is concluded that the university innovation entrepreneurship education for agricultural development strategy of the construction of the regional economy and feasibility of direct action, thereby further strengthening our country college students engaged in agricultural area of business innovation, improve the agricultural economy development of our country and under the new era of market economy.

## Keywords

Innovation and Entrepreneurship Education; Agricultural Economy; Regional Construction; Development Strategy.

## 1. Current situation of innovation and entrepreneurship in universities

### 1.1. Significance of innovation and entrepreneurship education in universities

In recent years, China's colleges and universities for college students' innovative undertaking education is more and more attention, and accompanied by college students self-employment, self innovation is complied with the development needs of The Times, to entrepreneurial drive more talent employment, promote and gradually improve the market economy, therefore, a country's economy cannot leave the high education system of a country strong, Strengthening the innovation and entrepreneurship education of contemporary college students is a way for colleges and universities to serve graduates and repay the society. So this needs of university innovation institute of business and professional class teacher for our contemporary college students more explanation is not limited to this professional innovation entrepreneurship education, encourage the students to further study and grasp of today's social market economy in our country, guide students to set up good road of socialism with Chinese characteristics of confidence, for the market environment of innovation and entrepreneurship is particularly important, Also for the college students under the new age make a unique innovation spirit idea, further strengthen the soft power of college students in our country, to speed up the social progress, more conducive to practice the system of socialist core values, the innovation entrepreneurship education of colleges and universities has a positive role on social and economic system in our country, profound meaning, so as to better, faster to promote social development.

## **1.2. The current situation of urban agriculture around Dalian in recent years**

Taking the surrounding cities of Dalian as an example, the agricultural distribution is relatively single and concentrated, and the agricultural economy is not promoted by sustainable development. North three cities and suburbs in Dalian city agricultural output is less, just enough to supply in the city and cannot achieve nationwide sales, including food crops like rice, corn, sweet potato is the familiar crops in Zhuanghe, Wafangdian city, its planting less, most in their own supply for demand, rare supply throughout the country, and oil crops such as soybean, peanut, sunflower seeds, little planting, Not as raw material for oil extraction, most characteristics are "enough to eat". As the main vegetable crops, most of them are mainly supplied by Zhuanghe city, which is not enough for the whole province and even the whole country. Among them, the fruit crops have regional characteristics, such as cherries in Lushunkou District and Jinzhou District of Dalian city, strawberries in Changling Town of Zhuanghe City, and Xiema apricot in Taipingling Town. Although they are well-known, they fail to further expand the national popularity and supply the national fruit market, which is quite regrettable. In recent years, natural disasters such as drought, waterlogging and other adverse factors have also led to the depression of agriculture in Dalian. From these factors, it can be seen that agricultural products in the surrounding cities of Dalian are only famous in the region, with less output and agricultural bases, and only enough for local urban and rural residents to consume. It cannot carry out national sales to promote the agricultural economic market in Dalian city, and there is no good emergency measures in the face of natural disasters, which aggravates the heavy burden of agricultural economy.

## **2. Problems faced by innovation and entrepreneurship construction in colleges and universities**

### **2.1. The education mode is single and the rationality of the curriculum needs to be improved**

At present, the university innovation entrepreneurship education in the talent training scheme is relatively single, not enough comprehensive, mostly in the face of this specialty students teach the way of innovative entrepreneurial approach, geared by the teacher in class PPT, lack of interactions with students, have students are not good at thinking a little knowledge in a business class. Students, most of the students innovative undertaking projects for mentor research projects, although students can follow the teacher to complete together, but its original ideological achievements is the teacher's, no independent thinking of the self, spontaneity to innovate business, most of the students in order to seek business credit and blindly "follow suit", lack of the independent creative thinking, At the end of the semester, I am learning curriculum knowledge in a rush, but I have no in-depth understanding and grasp of the most inner spiritual value of innovation and entrepreneurship in theoretical research. The fundamental reason is that the single education mode lacks the motivation to learn. Most courses are only offered for one semester, which is easy to cause that students who want to further study can not learn knowledge, and students who have just developed an interest in this aspect have no courses, so they can not well follow the following. The elective courses are also relatively single. They are not targeted at the discipline construction and are unevenly distributed. They are simply created for the purpose of setting up courses. Wouldn't be more attentive when the teacher in teaching course, simply in order to complete the class, so the elective courses still stay on the basis of learning, while the students chose this course, but not real want to learn business knowledge, but a deliberate enough credits, so you need to improve the pattern of education and curriculum open to undertake compulsory courses and elective course of the actual system.

## **2.2. The application level of theoretical indoctrination in practice is relatively low**

In courses in colleges and universities, did not consider simulated practice in class, group dividing, interactive link, etc., in class, the teacher taught his theory, and the student is in a powerful and unconstrained style can't timely keep up with the knowledge of the teacher said, let the pure theoretical teaching make the students in the class boring and lose interest about the course, , in turn, cause to the knowledge of the course won't listen, don't listen to wait for a phenomenon, that appear "left ear, right ear out, teacher speak to the teacher's and students play their own", so the pure theory to the students learning efficiency is low, the feedback is not good, only know how to instill the practical application of theoretical don't understand, you don't know how to testing truth in practice, Can not achieve the real sense of learning to use, so in practice, we can not rely on theoretical support, but also need to really do in practice, need to have diversification, avoid a single lecture form. And is easy to appear after the pure theoretical study two kinds of "problem", the first kind of students do not like to not listening, don't know how to operate in practice, does not understand the basic operational mode and how to innovate, the second is to understand the basic knowledge, but after infusion down a set of theory to practice is chaotic, the head and tail, can't distinguish It's a one-pot stew. Theoretical study itself has no problem, but on the way of teaching produced ills, geared dives right about knowledge, not considering the students' listening state and classroom interaction, let students specialty talents in this field should be to miss a good learning, learning state of natural let caocao end of class, is not conducive to students entrepreneurial practice to lay the foundation in the future, Those who do not understand apply what they have learned in practice.

## **2.3. There is no specific innovation and entrepreneurship education for agricultural economy**

In the educational link of innovation and entrepreneurship education, most of the popular emerging industries are as follows: Internet, new media, such as artificial intelligence as first choice of creative education, but ignores many has few focus on industry, market development potential and the further study of our country not specifically targeted entrepreneurial blank of the special, only to learn of industry with popular nowadays, such easy to cause the business suffered "crowded" of a particular field, supply imbalance, It is not conducive to promoting the socialist market economy to reduce the interests of oneself and the society. The market economy of the agricultural industry has a much greater potential than people have known before. First of all, China has a large number of personnel, people live on food, and the consumption of agricultural products is huge. In addition, China's agricultural land occupies a large area, which can satisfy a series of industrial economy such as agriculture, farming and planting. However, in the agricultural economic system that should have a huge market, few college students return to their hometowns for innovation and entrepreneurship. The leading reason is that innovation and entrepreneurship courses in universities are not involved in this field, and they are not familiar with agricultural economy, or under the influence of traditional ideas, agricultural entrepreneurship is regarded as "no promise and no way out". As a result, entrepreneurship knowledge in the agricultural field is rarely mentioned in the innovation and entrepreneurship education in Chinese colleges and universities, and students in agricultural colleges will choose to pursue a master's degree or not engage in entrepreneurship and employment in the agricultural field after graduation, leaving the long-term and deep entrepreneurial field blank. It can not promote the development of rural agricultural economy and even national agricultural economy by the university students with rich knowledge in the new era.

### **3. The development strategy and guiding role of innovation and entrepreneurship education in colleges and universities in agricultural regional economic construction**

#### **3.1. Strengthen farmers' awareness of the management of agricultural economy**

With the frontier change of The Times, the economic construction of China's new countryside is also adjusting and changing with the progress of The Times. However, most of the rural farmers in China do not know how to strengthen the management of agricultural economy and make the existing resources infinitely larger. Through college talent cultivation education, has a school entrepreneurship of college students led the villagers make good use of land resources, the pioneering advanced planning economic management system, change the old ideas, using the advanced ideas to improve the agricultural economy management, keep up with the pace of The Times, improve efficiency, learning to master modern financial management mode, clamp down on the previous paper, charge to an account Traditional, artisanal farming has transformed slow growth from low rates into rapid gains through efficient management. And economic construction of rural agricultural management shall in accordance with the unified rural industry scale, industrial structure to make financial management system, which let the villagers unified production according to the size of the rural industry, the villagers take a stake in diversified ways, such as to make full use of the existing fund and into it, let the local residency students will guide its economic management methods, Let farmers timely and comprehensive understanding of today's new market economy, learning to master the management of the modern economy consciousness, lead to the transformation of new agricultural industry structure, develop construction to fit the development of local agricultural products, so that in the future will local industry facing the whole country and exported abroad, self and society economy, realize the agricultural power.

#### **3.2. Improve the innovative mode of agricultural industry economy**

After the fifth Internet information revolution era, all economic systems today are inseparable from mobile Internet terminal media. Contemporary college students have grown up with the mobile Internet, and they are easy to accept new things and knowledge. It is the trend of The Times as well as a necessary link for college students to guide rural villagers to learn new knowledge and create a new agricultural economic model. After the innovation mode, it will lead the traditional farming and planting industry to a new platform and height, and outlaw the traditional mode and consumption concept. So today's agricultural economy also needs to reform the innovation, relying on advanced ideas, enlarge the planting of agricultural species diversity, conform to the local land and climate of vegetables food, combining online and offline consumption patterns through joint phone to national and local reservation service, fast and easy as basket, At the same time, the rice bag APP is integrated with intelligent terminal media, communication and other Internet software such as Douyin, wechat and QQ to vigorously promote the existing planting projects and enhance consumers' understanding of the project. On the basis of the existing planting varieties, the introduction of domestic and foreign excellent varieties, breeding quality is better, the people are more recognized agricultural food products, increase product competitiveness. In local building area or at the same time the national well-known tourist demonstration village, let visitors experience personally contact green health food, development of local tourism features, support through tourism promoting rural agricultural economy, set up in line with the local village festival, let the villagers actively engaged, open the "door" of traditional agricultural economy, opening to the outside world, Let more people from understand to know to love finally, with innovative thinking and means to develop the new agricultural economy.

### **3.3. Training colleges and universities to select cadres to boost agricultural economy**

At present, in our country the government's demand and the support of the policy background, our country contemporary college students more and more people into the rural construction, the typical "three help", "a college student in one village", "xinjiang plan", "western volunteer" and so on, all is not a college student residency construction will however most students chose to leave the country after residency period will have full, Only a few students are willing to continue to stay in the township, the reason is that most students choose to stay in the village at the very beginning for the favorable treatment and rich policy conditions, and will not stay in the village construction after the full resume. It is undeniable that this policy has indeed promoted the progress and development of many rural areas. However, in the face of the brain drain, people choose to return to the big cities to work, but the village still does not leave these precious "wealth", which treats the symptoms rather than the root causes, and cannot promote and change the development of rural economy for a long time, effectively and continuously. So residency entrepreneurship development will in cultivating college students in colleges and universities, should change their ideas, to do ideological work shows that residency construction is to realize the life values, will practice the socialist core values, the development of a kind of expression of Chinese spirit, Chinese power, not for coating, resume to devise their own interests as the starting point. Let the college students in the village understand that if they want to devote themselves to the progress of the countryside, they should essentially want to make the countryside rich and strong, drive the villagers to live a rich life, realize their own values in the village, and let themselves stand on the basis of social development and promote human progress. In the real sense, we will make great efforts to realize agricultural entrepreneurship and promote agricultural economy with our own practical actions.

### **3.4. Build business incubation bases in towns and improve the business environment**

In recent years, our country many rural residents moved away from the countryside, to the larger cities, and land waste, a lot more space, the reason is that the characteristics of most rural villages and towns in China is dirty, messy, and people and the pursuit of yearning for a better life in the heart, so any young people are willing to choose more opportunities in big cities to work, entrepreneurship. As dirty, disorderly environment, opportunity and few cases, the students were less willing to return home business, so in the construction of countryside, the first thing to provide entrepreneurs with business platform, to build the villages and towns of business incubators, building a complete system, ZhiNengDuo element innovation service, solve many unfavorable factors inducing, leave the space of choice, for entrepreneurs It is better to choose to start businesses in this region to promote employment, improve the rural economic level of this region, and host more talents to vigorously develop the agricultural economic level. And business environment changes also needs the government's strong support, to provide a working environment for entrepreneurs, because there is no culture and personality in the country there are many in the relatively intense villagers to get higher education of college students suffer from a startup, thus to improve the entrepreneurial environment is also better for entrepreneurs to provide excellent security, better adhere to serve the people wholeheartedly, For the welfare of the people, the villagers as the center, the entrepreneurial industry as the fundamental.



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