

Research on the Path of Improving College Students' Innovation and Entrepreneurship Ability

Haoran Fu^{1, a, *}, Jiaxue Pan^{2, b}

¹School of Economics, Anyang Normal University, Anyang, China

²School of Foreign Language, Anyang Normal University, Anyang, China

^{a, *} hao3681@foxmail.com, ^b1245347537@qq.com

Abstract

In recent years, the number of graduate students enrolled in our country has been constantly increasing, and the admission rate of college students is also constantly improving. Although this phenomenon can improve the basic quality of the people to a certain extent, on the other hand, it also increases the employment pressure of college graduates to a great extent. In the current era, many enterprises have higher and stricter requirements on the standard of talents, which also aggravates the difficulties of students. In today's era, the state also vigorously advocates and calls for "mass entrepreneurship and innovation". If we can improve the innovation and entrepreneurship ability of college students to a higher level, it will not only help alleviate and solve the real problem that college graduates are difficult to achieve employment, but also promote scientific and technological progress and accelerate economic development to meet the inevitable trend of current social development.

Keywords

Innovation and entrepreneurship, Entrepreneurial concept, College students, Ability improvement.

1. The Concept and Significance of Innovation and Entrepreneurship Education for College Students

(1) The concept of innovation and entrepreneurship education for College Students

The concept of innovation and entrepreneurship education for college students mainly includes two levels. In a narrow sense, innovation and entrepreneurship education refers to an educational activity implemented in college classroom teaching in order to enable college students to have certain entrepreneurial ability. Generally speaking, that is to add one or several courses to the university curriculum system that can improve the innovation and entrepreneurship ability of college students, so as to enable students to obtain entrepreneurial ability. The broad sense of innovation and entrepreneurship education includes not only the narrow meaning of innovation and entrepreneurship, but also the cultivation of students' awareness and practice of innovation and entrepreneurship. It includes not only the cultivation of psychological quality, but also the cultivation of comprehensive quality. In this paper, innovation and entrepreneurship education is mainly discussed from the broad level. The implementation of innovation and entrepreneurship education in China is intended to contribute to the cultivation of innovative talents and high skilled practical ability talents, to make up for the talent vacancy in this respect.

(2) The significance of the implementation of innovation and entrepreneurship education for College Students

In recent years, the number of college graduates is increasing every year. According to the data, as of 2015, the number of college graduates has reached nearly 7.5 million, and after 2016, the number of college graduates has increased by nearly 150000. In 17 years and 18 years, it has reached 7.95 million and 8.2 million. In 2019, the number of university graduates will break through a new high of 8.34 million. It must be said that in the past five years, the number of college graduates in China is like a "blowout" growth, constantly setting a new record. But China's overall job demand has not increased significantly, which is obviously not a favorable situation for college students. So, in this unfavorable situation, the day many college student's graduate means unemployment. Therefore, it is necessary for colleges and universities to carry out relevant education in this respect for college students. First, it can cultivate students' correct ideas in all aspects of entrepreneurship. Second, it can greatly improve the innovation and entrepreneurship ability of college graduates, and fundamentally solve and alleviate the employment problem for students.

2. The Current Situation and Problems of the Cultivation of College Students' Innovation and Entrepreneurship Ability

(1) Lack of theoretical guidance

Although our country has already begun to promote the innovation and entrepreneurship education in some colleges and universities, it has also launched a series of related exploration through this practical activity. However, from the perspective of data, the situation of innovation and entrepreneurship training of college students in China is still not optimistic. As the ability in this area does not have obvious advantages, so it leads to better development through entrepreneurship. The road is muddy and full of thorns. Although at present, many colleges and universities in our country have set up courses related to this aspect, but this is only staying in the theoretical stage, and has not played a significant role in solving the employment difficulties of college graduates. Many students are still under great pressure when facing employment. Although the relevant departments have put forward clear guidance on the education objectives in this respect, many colleges and universities still have many problems when they are really implemented, which cannot help students achieve better development.

(2) The practice effect is poor

Although many colleges and universities have set up many related courses, most of them are still in the theoretical stage. Due to the deep-rooted influence of traditional ideas on people, compared with entrepreneurship, college graduates are more inclined to find a stable job. In this concept, college students simply cannot pay attention to this education, there is no way to improve their own quality, improve their ability. This is very easy to lead to innovation and entrepreneurship education may have achieved good results in theory, but the actual effect is not ideal.

(3) College students' own ability is insufficient

From the perspective of college students themselves, most of the college students have not yet had entrepreneurial awareness, even if they have a certain sense of entrepreneurship, it is not strong enough. Therefore, it is still impossible to carry out the relevant construction and carry out independent entrepreneurship. Many schools only stay in the basic theory of education, no in-depth teaching. So, when many students start their own business, they still regard it as an educational goal, regard it as a teaching task to complete, and even don't think it is necessary to study at all. These students think that entrepreneurship is the business of others and has nothing to do with themselves, so they don't attach importance to it at all, and will not regard it as a major event in their own life. And even if some college students have some interest in entrepreneurship, but because of their lack of ability and confidence, they still cannot carry out a good construction, and finally must choose to give up. The influence of College Students' own

ability and concept on entrepreneurship is the most important factor among all the influencing factors. Just like the foundation of a house, the foundation is not stable, and no matter how good the superstructure is, it is only in vain.

(4) The influence of traditional ideas

Due to the deep-rooted influence of traditional ideas on people, there is a serious lack of education in students' career planning. Some colleges and universities just take this course as an elective course to let students have a general understanding. This kind of education only stays on the surface, and does not let students get the real sense of career planning guidance. In this case, even if students have the idea of innovation and entrepreneurship, they dare not carry out innovation and entrepreneurship. In addition, if students choose to start a business, they will not be able to understand the latest market situation and the current economic development status because of the traditional concept, which is easy to lead students to blindly pursue hot industries, which not only increases the difficulty of innovation, but also reduces the probability of success in Entrepreneurship.

(5) Unreasonable allocation of resources

Innovation and entrepreneurship need to have enough knowledge and ability. Systematic and modular entrepreneurial knowledge is an important support for innovation and entrepreneurship. However, from the current situation, there are few courses about innovation and entrepreneurship in Colleges and universities in China, and the content is single, which is lack of rationality and scientific. Students' innovation and entrepreneurship funds mainly come from the relevant institutions of schools and the government. Due to the lack of fund sources, students' innovation and entrepreneurship funds are insufficient, which restricts the innovation and Entrepreneurship of college students.

(6) Lack of a platform for innovation and entrepreneurship

Innovation and entrepreneurship for contemporary college students is not a simple thing, only theoretical knowledge is absolutely not feasible, need to go through practice to effectively test innovation and entrepreneurship projects, can we improve the practical ability of college students. However, at present, few colleges and universities in China have a special information platform for innovation and entrepreneurship. Students can only use the information and data on the Internet to carry out innovation and entrepreneurship. Moreover, most of the college students' innovation and entrepreneurship are only in the campus, which does not fully realize the good combination with the enterprises outside the school, to construct a platform that can improve the practical ability of college students. This not only reduces the cost of obtaining information related to innovation and entrepreneurship, but also improves the efficiency of innovation and entrepreneurship.

3. Innovative and Entrepreneurial Abilities that College Students Need

(1) Entrepreneurial knowledge structure

Entrepreneurs constantly study and accumulate experience, and have a knowledge system that can meet their own needs and meet the needs of this era, which is called entrepreneurial knowledge structure. Generally speaking, different industries have different demands on knowledge structure. In the new era, only when entrepreneurs have enough solid professional knowledge and rich practical ability can they improve their competitiveness. Among them, the most important knowledge related to the industry is the professional knowledge that entrepreneurs can provide.

(2) Entrepreneurial consciousness

Entrepreneurial awareness refers to the idea and desire of College Students' entrepreneurial activities, which has a certain dominant role in the attitude and behavior of College Students'

entrepreneurial practice. It can be said that entrepreneurial awareness is actually composed of College Students' entrepreneurial motivation and entrepreneurial interest. Among them, entrepreneurial motivation belongs to internal reasons, which plays a role in promoting entrepreneurs to engage in entrepreneurial practice. Only if the motivation is strong enough, entrepreneurs will be more active in entrepreneurial activities. Entrepreneurial interest refers to the emotions and attitudes of entrepreneurs in the entrepreneurial activity. If entrepreneurs have strong entrepreneurial interest, they will have deep feelings for entrepreneurial activities and put in strong will. Over time, entrepreneurs' entrepreneurial awareness will be greatly improved.

(3) Entrepreneurial quality

Entrepreneurial quality refers to the basic quality cultivated by means of education and training, entrepreneurship practice and self-study, which plays a key role in entrepreneurial activities and contributes to the development of entrepreneurial activities. Generally speaking, the most basic entrepreneurial quality includes the entrepreneurial learning ability, organizational cooperation ability, interpersonal communication ability and management ability.

(4) Entrepreneurial psychological quality

Entrepreneurial psychological quality is a comprehensive psychological quality of entrepreneurs. Excellent entrepreneurial psychological quality can guide the entrepreneurial behavior of entrepreneurs, improve the entrepreneurial process of entrepreneurs, and improve the entrepreneurial performance of entrepreneurs. As we all know, there will inevitably be many difficulties and challenges on the road of entrepreneurship, which requires entrepreneurs to have good psychological quality, firm faith, perseverance and enterprising spirit.

4. Research on the Path of Improving College Students' Ability of Innovation and Entrepreneurship

(1) Improving the organizational structure of entrepreneurship in Campus

In Colleges and universities, the inculcation of entrepreneurship concept and the proposal of entrepreneurship viewpoint all need a perfect organizational structure to carry out entrepreneurship education for students. According to the successful experience of other countries, we can find that entrepreneurial organizational structure plays an important role in the process of improving students' entrepreneurial ability. Therefore, colleges and universities should pay full attention to the changes of social forms, adjust the entrepreneurial organizations in Colleges and universities with the times, and put the construction of entrepreneurial organizations in the agenda of university reform, so as to lay a solid foundation for the improvement of College Students' entrepreneurial ability.

(2) Entrepreneurship security system

At present, the state gives a lot of support to college students' entrepreneurship, and governments at all levels attach great importance to the innovation and entrepreneurship education within universities. Under such a background, the school should not only guide students to start their own business according to the background of the times, but also provide guidance for students according to the geographical location of the school.

(3) Construction of practice platform

The key step to improve students' entrepreneurial ability is to let students accumulate entrepreneurial experience in the process of practice. For contemporary college students, the situation of entrepreneurship is still very serious. It is still a difficult problem to find a way to improve the innovation and entrepreneurship ability of college students. In the entrepreneurial system, we need to analyze the market trends and understand the industries with commercial

value, which need to be explored in practice. First of all, in the entrepreneurship class, we should increase the corresponding experimental part of the class hours and students' practice part of the class, the experimental part of the class can improve students' innovative thinking, beneficial to students' creation. Internship part of the class can help students fully understand the market, understand the potential business opportunities in the market. The school's internal entrepreneurial organization structure should also actively guide students to participate in Entrepreneurship plan competition, career planning competition, etc., which can provide a platform for students to start their own businesses, and can also obtain the corresponding venture capital. Secondly, in the process of constructing the practice platform, it is necessary to establish a complementary mode of entrepreneurial park and practice, which can effectively improve students' cognitive ability of society and shorten the distance between students and society. The school should constantly expand the practice base inside and outside the campus, provide high-quality practical opportunities for college students, and exercise their entrepreneurial ability.

(4) Construction of Business Incubation Park

Business incubator park is an intelligent service platform built by college students, which is conducive to the development of small-sized enterprises and provides good living space and public service for the development of small enterprises. The construction of the incubator is conducive to the accumulation of experience and the improvement of their entrepreneurial ability. Therefore, when colleges and universities pay attention to the construction of entrepreneurship laboratory and entrepreneurship center, they also need to build entrepreneurship incubator. The use of incubator can provide college students with more knowledge about entrepreneurship, and simulate the scene of entrepreneurship in the incubator Park, to improve their ability.

(5) Co-construction of campus and enterprise entrepreneurial achievements

Under the current situation, the reform of colleges and universities is developing towards the integration of production, teaching and research. Under the concept of entrepreneurship teaching, enterprises and schools should form a good mode of Co Construction of entrepreneurial achievements. This mode is conducive to the application of scientific research achievements in Colleges and universities to specific social fields, and provides technical guarantee for the emergence of new products. Enterprises can provide more internship positions for college students, in which students can understand the market information and commercial value of this production field, constantly summarize experience, and form their own entrepreneurial ideas.

(6) The improvement of College Students' quality

① Establish a correct view of entrepreneurship

Only by setting up a correct view of entrepreneurship can we ensure that students will not deviate in the direction of entrepreneurship. And when starting a business, you must be down-to-earth. If you are eager for quick success and instant benefits, you will lose more than you gain. While cultivating the entrepreneurial spirit of college students, we should pay attention to the cultivation of entrepreneurial ideals, guide college students to establish a down-to-earth, hardworking, positive and enterprising values, and encourage students' entrepreneurial enthusiasm.

② Cultivate firm psychological quality

Having a firm psychological quality is also an essential entrepreneurial ability for college students. Because there will be many problems when starting a business. If you don't have a firm psychological quality, you can only fail in the fierce market competition. Therefore, colleges and universities also need to train students' entrepreneurial psychology to help them return to the normal entrepreneurial mentality.

5. Conclusion

For many college students, although they have a lot of theoretical knowledge, they lack practical ability, and few people have the idea of starting a business. Even if a few students have the idea of starting a business, they don't know how to carry it out. Breaking through the shackles of traditional ideas, paying more attention to students' practical ability, guiding college students to establish a correct concept of entrepreneurship, actively improving their own quality, and actively cooperating with off-campus enterprises to provide a good practical platform for college students, thus improving their innovative and entrepreneurial ability, relieving employment pressure, promoting college students to develop better and changing the current situation of society, is an ideal way.

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