

How to Improve the Ability of Innovation and Entrepreneurship of College Students under the Background of “Double Creation”?

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Abstract: With the vigorous support of innovation and entrepreneurship, the problem of insufficient entrepreneurship has gradually become prominent while the social economy continues to develop. The main reasons are students' own factors, university education system, social aspirations and government policies. The purpose of this study is to thoroughly study the influencing factors of college students' entrepreneurship, and provide an appropriate executable training path under the environment of innovation and entrepreneurship.

1. Introduction

As a university to cultivate national talents, it actively responds to the call of the Premier, carries out innovation and entrepreneurship education for University students, and cultivates better talents for innovation and entrepreneurship in the new era. At the same time, it is very important for the development of University Students' ability and innovation. In the context of “double innovation”, innovative ability of university students should be innovated flexibly. Innovative ability is an important goal of University and artistic talent training. That is related to the quality of talent cultivation in universities. In the preparation of talent cultivation in the future, it is related to important issues such as national innovation. Therefore, the implementation of comprehensive and effective innovation and entrepreneurship education for college students, improving the ability of innovation and entrepreneurship, and letting more college students solve the employment problem in China will help self-employment of innovative entrepreneurs who can invest in China to ensure a better foundation.

2. The Current Situation of Innovation and Entrepreneurship of College Students in China

Since the 18th National Congress of the CPC, Chinese enterprises have doubled under the impetus of “double innovation” [1]. However, the problem of entrepreneurship among college students is still very serious. By 2017, the number of university graduates will reach 2016,000, an increase of 300,000 over 2016. This kind of innovative entrepreneurship to alleviate the difficulty of College Students' employment has attracted the attention of universities and colleges, and as an important course of university education to cultivate college students' entrepreneurship. However, with the innovation of college students and the development of entrepreneurship, problems also gradually emerge.

Table 1 Part of the 2017 global entrepreneurship China youth entrepreneurship report

	China	Global
Entrepreneurial activity index	15.33	United States (13.81) United Kingdom (10.66)
Proportion of undergraduate entrepreneurs (18-24 years old)	24%	53%
Proportion of undergraduate entrepreneurs (25-34 years old)	34%	46%

2.1. New ventures die easily

With the advent of the era of double creation, the entrepreneurship rate of Chinese college

students is also growing rapidly, and many innovative enterprises are facing death. According to data released by the Ministry of Culture and Culture, the enrollment rate of college students in China reached 3% in 2017, almost double that of developed countries. In the context of promoting policies, entrepreneurship is not difficult, but because of the lack of social experience of College students, the growth of innovative enterprises can not adapt to the development of society. Excessive rational thinking and self-restraint will make it difficult for college students to succeed in Entrepreneurship and plunge them into the abyss of boldness. According to statistics, in 2017, more than 1 million small and medium-sized enterprises in China closed down, and college students began to bear the reform and the slowdown of entrepreneurship. Some have only been in operation for two years and shut down for two or three months.

2.2. Blind entrepreneurship into the abyss

With the advent of the Internet era, the popularization of information is becoming faster and faster. More and more entrepreneurs have published their own business stories on the Internet to promote themselves and enterprises. Excessive innovation and entrepreneurship attracted everyone. Worry and envy, especially college students, they understand innovation and entrepreneurship, so they are too one-sided, will is not strong enough, it is easy to be affected by entrepreneurship. Secondly, college students' lack of entrepreneurship leads to the weak foundation of innovation and entrepreneurship.

2.3. Lack of practice in theoretical entrepreneurship

Through the promotion of social innovation and entrepreneurship, college students are constantly increasing. But college students' understanding of innovation and entrepreneurship is too one-sided. The consciousness of innovation and entrepreneurs is too theoretical and lacks practical ability. College students talk about entrepreneurs [2]. They don't know what business model, marketing model and fund-raising model are. College students' understanding of innovation and entrepreneurship almost always stays in the story of entrepreneurs. They want to reproduce the success of others with authentic theories. In the process of business development, no attention will be paid to the initial fund raising, operation and management, and the expansion of enterprise scale. Customer channels, a little difference, can tear the whole team apart.

3. Reasons for the Dilemma of Innovation and Entrepreneurship of College Students

Under the tide of double innovation, the innovation and Entrepreneurship of Chinese university students and new venture capital are the lack of consciousness and practice of entrepreneurs. At present, they are facing difficulties. The innovation and Entrepreneurship of almost all Chinese universities and university students is a difficult position. There are four specific reasons:

3.1. College students' individual subjective traits

The main factors for college students to innovate and cultivate entrepreneurship are individual college students. There are two factors that make college students' innovation and entrepreneurship in trouble. First, the ability of entrepreneurs is not high; second, the goal of entrepreneurs is not clear. Because of their lack of innovation and entrepreneurship, college students can not correctly understand the market, understand the overall situation of the market, they will enter the market. They still stay on the theoretical knowledge of company activities and can not be used as entrepreneurship. This produces the reality of College Students' innovation and innovation. Several college students' goals of innovation and entrepreneurship are not clear, follow-up actions, lack of innovative subjective initiatives.

3.2. The education of innovation and entrepreneurship in colleges and universities is weak

The ivory tower of College students. University and university learning experience have a great influence on the establishment of personality and thinking. Therefore, university education plays an important role in college students' innovation and entrepreneurship training. The dilemma is directly

related to university education. Nowadays, the innovation and entrepreneurship education system of most universities in China is imperfect [3], and the cultivation of College Students' innovation and entrepreneurship is insufficient.

3.3. The impact of social environment

After college students enter the society, they are faced with unfamiliar environment. College students' innovation and entrepreneurship are many problems exposed. Social innovation orientation and entrepreneurship environment guide the development direction of College Students' innovation and entrepreneurship. In the social environment, if you increase the pressure of entrepreneurs in the social environment, thus bringing new bottlenecks to college students' innovation and entrepreneurship, then your students will quickly give up your career. The new start of social enterprises and college students to improve and cultivate talent support and exchange of support, college students can quickly innovate and entrepreneurship to help out of the predicament.

3.4. Insufficient government policy support

The government's support for college students' innovation and entrepreneurship education policy and entrepreneurship support policy has affected the development of College Students' innovation and entrepreneurship. In recent years, under the background of double innovation, government departments have made innovations to college students, encouraged them to start their own business, and introduced some relevant policies [4]. However, the implementation of University Students' innovation and entrepreneurship education policy is not perfect. In addition, some innovative entrepreneur support policies have been introduced. But in order to face enormous market pressure and economic problems of College students, this is only some barrels to give up the opportunities of innovation and entrepreneurship.

4. Current Problems in College Students' innovation and Entrepreneurship

4.1. Lack of entrepreneurship education

The survey shows that college students' self-employment awareness is relatively weak, there is no guidance from scientific entrepreneurs, and there is no systematic entrepreneurship education system. Under the examination-oriented education [5], college students lack entrepreneurs' way of thinking and innovative spirit education. Entrepreneurship education is not fully included in the training objectives of College students. Distance education has not yet formed a broad concept of education. On the other hand [6], universities and universities do not have a set of entrepreneurship education system, which can guide students' entrepreneurship and awakening. On the contrary, universities lack systematic entrepreneurship education courses and qualified and experienced coaches for entrepreneurs. It is difficult for students to acquire complete knowledge and training of entrepreneurship [7].

4.2. Low enthusiasm for entrepreneurship

Today's college students are mainly children, living conditions are more comfortable, less stress. Under the influence of the traditional concept of family science, for a long time, I have been studying well-known schools and found a good job after graduation. Under this kind of education, the enthusiasm of College Students' entrepreneurs has not contributed to the development of students' creative thinking.

4.3. Lack of venture capital

Nowadays, the main problem of College Students' entrepreneurship is the lack of speculative capital, which limits the space of college students' entrepreneurship. For College students, they depend financially on their parents. Their income has no stable source. The spirit of entrepreneurs needs funds, while entrepreneurs in some areas need funds. Therefore, the lack of venture capital has become an important issue of college students' entrepreneurship.

5. Training Measures of College Students' Innovative and Entrepreneurial Ability

Among the subjective factors of college students' entrepreneurship, personal quality and university education are the main factors [8], while social atmosphere and government policies are the secondary factors. For the current situation of College Students' entrepreneurship ability, combined with the actual needs of College Students' entrepreneurship ability, cultivate effective, objective and practical entrepreneurship ability, and comprehensively improve college students' entrepreneurship ability. It mainly includes the following four points. See Figure 1.

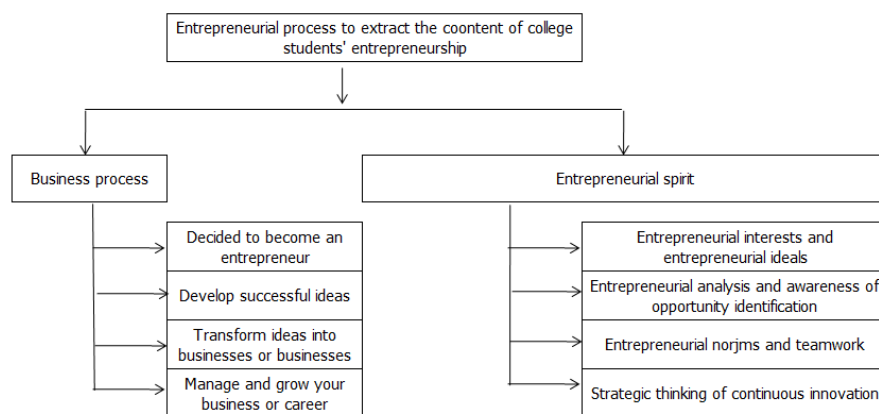


Fig.1. “Entrepreneurial process” extracts the entrepreneurship of college students

5.1. Personal aspects

Improving individual entrepreneurship college students can learn professional knowledge in school and provide all kinds of training opportunities for schools and society. Second, they need to learn the spirit of entrepreneurship. The difficulties of entrepreneurs are faced with a positive attitude, and the skills to deal with things actively will face the future of energy entrepreneurs and businesses positively. Establish clear business objectives. As a member of the society, the changes of the student era and the advent of the era of double creation must be clearly understood. The rising star in front of time, as a clear unique and clear response of college students themselves, captures the necessity and entrepreneurship at the tail of the era when entrepreneurs plan to change. Individual Entrepreneurship

5.2. Colleges and universities

Improve the cultivation system of College Students' entrepreneurship ability. Universities should cultivate college students' entrepreneurial thinking, as the main position to improve their entrepreneurial ability, actively establish and improve the training system of College Students' entrepreneurial ability, and improve their innovative and entrepreneurial ability. Deepening network education, deepening the reform of college students' ability, including process reform, education system demonstration and education methods. Reforms in ideology and other aspects provide institutional preparations for improving college students' entrepreneurship. Deeply reform students' innovation and entrepreneurship concept. Universities should actively cooperate with enterprises to form a mutual support mechanism with enterprises. Students should not only be allowed to take part in enterprise internships, but also cultivate their awareness of creative efforts to start a business [9]. Teachers are regularly organized to study in enterprises, to cultivate their sense of innovation and entrepreneurship, and to renew their educational concepts. Therefore, it can fundamentally cultivate students' innovation and entrepreneurship awareness and entrepreneurial ability.

5.3. Social aspects

Strengthen the connection between enterprises and University Students' employment channels. Strengthen communication and docking between companies and schools, form a mode of mutual assistance and linkage between schools, and identify outstanding talents from human resources. Enterprises regularly send excellent staff to universities to teach and study, to provide knowledge

and experience for students interested in entrepreneurship. The society should create a talent business incubation base. Enterprises are encouraged to invest in various innovative and entrepreneurial competitions, to give awards to outstanding performers, to provide internship opportunities for enterprises, to cooperate with universities to establish incubation bases for talent entrepreneurship, and to provide talent services for enterprises. Enterprises set up practice places, regularly train students, develop entrepreneurial ability, and encourage them. The University actively introduces excellent students to the company for practice.

5.4. Government

As the leader of national macroeconomic regulation and governance, the government has actively and comprehensively accelerated the implementation of the reform of entrepreneurship education for potential graduates who are compatible with the environment of the era of innovation and entrepreneurship. We need to guide universities and universities to carry out reforms, and guide the whole society to form a good and positive social atmosphere of innovation and entrepreneurship, so as to cultivate students' entrepreneurial ability. The links between enterprises' important talent needs urge the cooperation between enterprises and schools. The formation and acceleration of "enterprise schools" mutually supporting institutions will help college students to understand that enterprises provide opportunities, which is the understanding between their times, enterprises and schools during their study period. College students' entrepreneurial experience improves their practical ability of innovation and entrepreneurship, strengthens the support of cooperation projects between enterprises and universities, and provides policy support and financial support. Incentive policy for college students to start their own career. From the advocacy of university personnel training, the policy of University Students' Innovation and entrepreneurship has been fundamentally established and needs to be improved. College students should innovate the way of thinking of entrepreneurs, establish that students can actively participate in the practice of entrepreneurs, strengthen the competition of innovation and entrepreneurship, and set up the compensation system. Make college students participate actively. In terms of policy, the increase of College Students' innovation and entrepreneurship support has lowered the threshold of innovation, entrepreneurship, innovation and entrepreneurship, the interest of innovation and entrepreneurship that provide credit support for college students set up by University Students' consulting department, and the fear of University Students' innovation and entrepreneurship does not provide guarantees and encourages reform new College students. The entrepreneurship promotes the success rate of college students' entrepreneurship.

6. Summary

Under the background of "a large number of entrepreneurship and innovation", it is a very complicated challenge to cultivate college students' entrepreneurship. However, in the context of the call of "a large number of entrepreneurship and innovation", there are many more ways to cultivate college students' entrepreneurship ability in these three aspects. In addition, in order to enable researchers to conduct more systematic and comprehensive research, it is necessary to improve the entrepreneurial spirit of College Students under the background of "double creation". The passing of the capacity building is a greater effort to speed up the pace of "a large number of entrepreneurship and innovation".

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