

## Research on the Influence of Innovation and Entrepreneurship on University Students' Entrepreneurial Intention and Countermeasures

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**Abstract:** At present, "Shuangchuang" has risen to the strategic height of national economic development. Innovation has become a new driving force for economic development, and entrepreneurship has also become an important means to alleviate the employment contradiction of university students. Only when university students have a certain level of entrepreneurial will they start their own businesses. Therefore, cultivating and improving university students' entrepreneurial will is very important to promote the development of innovative economy. Research on how enterprise education affects university students' entrepreneurial intention is conducive to improving the current situation of entrepreneurship and improving the level of entrepreneurship in China. This article makes a relatively practical and specific exposition on the meaning, objectives and other basic knowledge of university Students' entrepreneurship education, the necessity of entrepreneurship education for university students, and the entrepreneurship mechanism of entrepreneurship education for university students. Through the elaboration of these problems, we can see the importance of entrepreneurship education in the formation of university Students' Entrepreneurship intention, It is conducive to cultivating innovative talents in China, reducing the irrational factors of university students in the process of entrepreneurship, and plays a very important role in the long-term development of university students themselves, the country and society.

### 1. Introduction

With the development of the times, the social standard for defining talents has gradually changed. At present, the society needs a large number of innovative talents in the process of development, which requires schools to focus on innovative training in the process of cultivating talents [1]. Under the economic background of rapidly developing countries, public policies have made it clear to actively introduce courses such as promoting university students' "Shuangchuang" into popular topics, so as to better cultivate university students' "Shuangchuang" awareness and promote university students' stronger willingness to innovate and entrepreneurship [2]. The research on the impact of university Students' willingness to innovate and start a business is not only conducive to university students' own development, but also of great practical significance in economic growth. Entrepreneurship education is the generator of national economic growth and the power incubator for building an innovative country. It plays an irreplaceable role in social progress [3]. university students are the creators of the new century, the main body of innovation and the backbone of entrepreneurship. Their dual entrepreneurship education has attracted much attention from the state and society [4].

In the current society, with the rapid development of information technology and the continuous improvement of scientific and technological level, the optimization and improvement of university Students' "Shuangchuang" activities are increasing, and the proportion of university students is gradually increasing [5]. Based on the analysis at the national macro level, it can better coordinate

the national economic development under the condition of actively and effectively carrying out university students' "Shuangchuang" activities [6]. In the "Shuangchuang" environment, university students have formed relatively mature "Shuangchuang" ideas, but necessary and professional guidance and correction are still very important. Based on this, it is necessary to explore the impact of university enterprise education on university Students' entrepreneurial intention. Entrepreneurial activities can not only exercise students' innovation ability, but also promote China's economic development. It is of far-reaching significance to vigorously carry out enterprise education in China [7]. enterprise education has become a new breakthrough in the national development of quality education, a new exploration of talent training mode of higher education, a new platform for shaping university students' Entrepreneurship and cultivating innovative talents, and provides strong talent intelligence support for the construction of an innovative country [8].

## 2. The meaning and goal of University Entrepreneurship Education

### 2.1. The meaning of University Entrepreneurship Education

In a broad sense, entrepreneurship education rearranges and combines the constituent elements through the education system on the basis of knowledge economy. The purpose is to cultivate new talents who lead the trend of the times and have innovative spirit and innovation ability, then form an innovative social atmosphere in the society, cultivate innovative social culture, and finally improve China's overall innovation ability and innovation level, Promote the sustainable development and progress of China's economy and society. The process of innovation allows existing resources to create more wealth in new ways. Entrepreneurship is the process of innovation. The fundamental and realization way of innovation is entrepreneurship. Different degrees of innovation determine the possibility of entrepreneurship success. Entrepreneurship education teaches university students the concepts and skills needed for entrepreneurship. The theoretical framework of entrepreneurial team competency is shown in Figure 1:

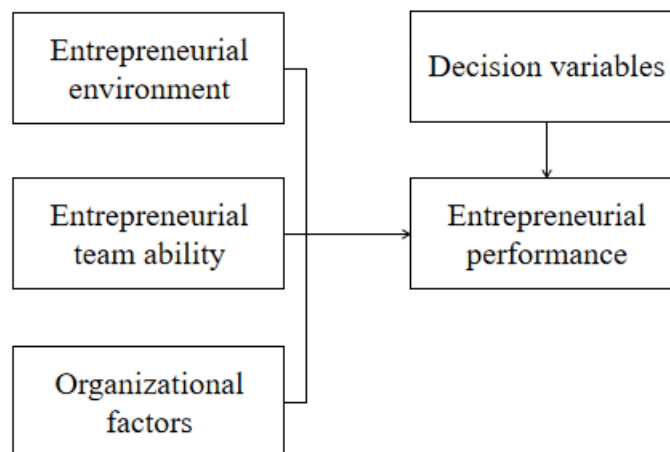


Figure 1 Theoretical framework of entrepreneurial team competency

Entrepreneurship and innovation education is not a new concept different from entrepreneurship education and innovation education [9]. In the past, the enterprise education focusing on training teachers began to gradually change to cultivating students, and the theoretical knowledge explanation in the previous enterprise education began to change to social practice, which laid a good foundation for cultivating university students' "Shuangchuang" awareness and developing university students' entrepreneurship ability. Entrepreneurial cognition refers to students' understanding and understanding of a thing in the learning process, which determines university students' participation in the entrepreneurial process, entrepreneurial satisfaction and students' entrepreneurial intention in this process [10]. When the previous entrepreneurship education is zero, in this process, teachers need to comprehensively cultivate students' entrepreneurial emotion, entrepreneurial cognition and entrepreneurial action. Only in this way can we ensure the training quality of final entrepreneurial consciousness.

## 2.2. Objectives of University Entrepreneurship Education

According to the relevant documents issued by China, the objectives of entrepreneurship education are: on the one hand, through the study of entrepreneurship education courses, students can understand the basic theoretical knowledge and theoretical framework of entrepreneurship, master the basic methods and basic processes of entrepreneurship, and keep in mind the relevant laws, regulations and national policies on entrepreneurship; On the other hand, stimulate students' entrepreneurial motivation and cultivate students' interest in innovative activities. The prerequisite for cultivating university students' "Shuangchuang" ability and strengthening students' entrepreneurial will is university enterprise education. Based on the effective development of university Students' "Shuangchuang", it can not only play a positive role in accelerating the development process of technological innovation, but also fully reflect the scientific and technological achievements. Entrepreneurial intention mainly refers to the potential subjective attitude of entrepreneurs before or during entrepreneurship. This attitude can reflect the potential entrepreneurial ability of entrepreneurs and the way they treat entrepreneurial activities. At the same time, entrepreneurial intention is also the core part of entrepreneurial activities.

It can be seen that the most effective way to improve entrepreneurial ability is to cultivate entrepreneurial intention. University entrepreneurship education mainly refers to entrepreneurship education for students in the knowledge economy. Its main purpose is to cultivate students' innovative spirit and innovative ability, so as to form a good social atmosphere in the society. When university students have a good acceptance of the school's enterprise education, it can ensure the basic social ability of university students and promote students to have social experience when they graduate. When university students leave universities to enter the social environment and begin the process of independent development, the cultivation of "Shuangchuang" ability and skills will inevitably have a profound impact on university Students' entrepreneurial will. Bandura pointed out that the interaction relationship among the three elements of individual, environment and behavior in ternary interactive determinism is not symmetrical and fixed, as shown in Figure 2:

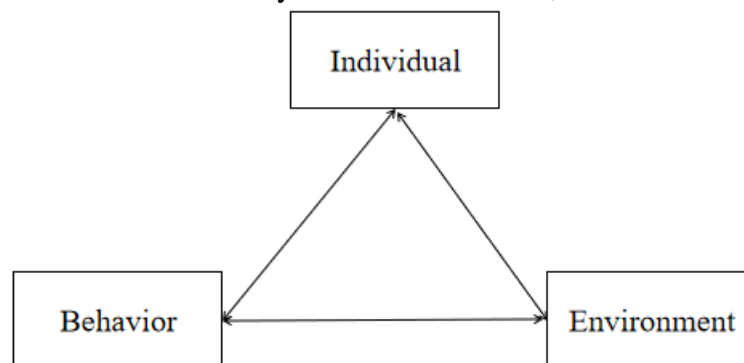


Figure 2 Interaction relationship of three elements of ternary interactive determinism

## 3. Strengthening the influence of university "Shuangchuang" on entrepreneurial intention

### 3.1. Change ideas and pay attention to enterprise education

From the actual situation of enterprise education in some universities at this stage, there are still some deficiencies, such as the lack of teachers' awareness of innovation education, the prominent separation of professional curriculum teaching theory and practice, etc. we should attach great importance to this new education model on the basis of changing ideas. Vocational education plays a very important role in the formation and change of university Students' entrepreneurial intention, and university students are the most important group to promote the improvement of national innovation ability. Therefore, it plays a very important role in carrying out entrepreneurial education activities for university students. Professional values can regulate the direction choice and development of university students in the process of entrepreneurship. university students choose the way and process of entrepreneurial activities on the basis of their own professional values.

It can be seen that professional values have a certain regulatory effect on university Students' entrepreneurship. In the process of improving the education system, universities and teachers need to strengthen the construction of curriculum structure, impart book knowledge to students and provide some social practice opportunities to students on the basis of full and organic integration of theory and practice, so as to ensure that students gradually enhance their communication ability. The formation of students' final entrepreneurial intention is closely related to the school. In the process of entrepreneurship education, the content of entrepreneurship education curriculum directly determines students' final entrepreneurial ability, entrepreneurial behavior and entrepreneurial consciousness. Ensure that the talent training and curriculum system of enterprise education can be established, promote the gradual improvement of the status of enterprise education in university education, and lay a good foundation for better enhancing university students' entrepreneurial will.

### 3.2. Take positive actions to carry out diversified enterprise education

The continuous strengthening of teachers' enterprise education and training can not only play a positive role in promoting the organic integration of professional curriculum education and enterprise education, but also realize the effective optimization of curriculum design and teaching scheme. Actively introduce social education resources, establish cooperative training mechanism based on school enterprises and school places, and actively build practice bases such as university students' entrepreneurship Park and maker space, so as to ensure that the role of enterprise practice teaching base can be brought into full play. In order to effectively solve this situation, universities need to set entrepreneurship education courses as compulsory courses. This way can not only improve students' attention to entrepreneurship education courses, but also ensure the correctness of university Students' Entrepreneurship direction.

Emotion determines university students' entrepreneurial attitude, cognition determines university students' subjective consciousness in the process of entrepreneurship, which together constitute university students' entrepreneurial consciousness. However, the main content of rational behavior theory can be expressed as follows: the specific behavior taken by an individual is determined by his behavior intention; Individual behavior intention is also affected by behavior attitude and subjective norms, as shown in Figure 3:

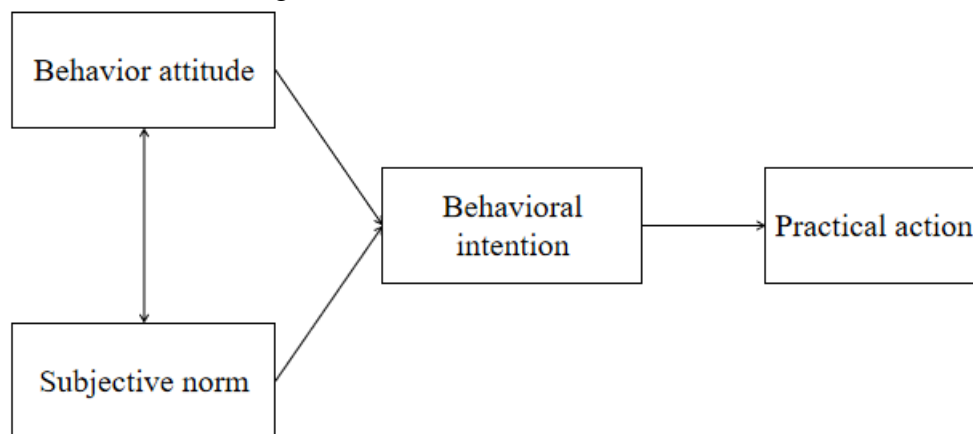


Figure 3 Theoretical model of rational behavior

When carrying out the course of university Students' "Shuangchuang", it is difficult to ensure the effect of enterprise education due to the lack of explanation by professional teachers and the simple training of counselors and specific teaching by counselors. Coupled with the lack of practical experience of teachers and other factors, universities must pay great attention to it. Focus on explaining the theoretical knowledge of entrepreneurship, which can help students find their own development direction. Deepen students' understanding of the connotation of entrepreneurship. Entrepreneurship is a kind of business behavior, which mainly includes entrepreneurial practice, entrepreneurial products and entrepreneurial technology. In this process, in order to ensure the final entrepreneurial quality, it is necessary to establish a good marketing model to make students deeply

understand what entrepreneurship is.

#### 4. Conclusion

Through the research on the literature at home and abroad, it is found that in the existing research, the promoting effect of enterprise education on entrepreneurship intention has not been fully confirmed, and the research results are inconsistent. Therefore, based on the existing research, this project further explores the mechanism of enterprise education on university Students' entrepreneurial will, explores the role of enterprise education, and makes up for the shortcomings of the current research. In the process of receiving school enterprise education, university students must have certain abilities, one of which is to pay attention to market demand and grasp project positioning. In the process of positioning specific projects, it is necessary to combine with the local actual situation, fully consider the government and school policies, and actively and reasonably select suitable "Shuangchuang" projects. Then, on the basis of effective and objective evaluation of "Shuangchuang" projects, it is necessary to ensure that the scientific and feasible entrepreneurship plan can be well realized. In the specific entrepreneurial process, we should fully reflect our unique abilities, learn from each other's strengths to make up for our weaknesses, and ensure that we give full play to our advantages.

People pay more and more attention to entrepreneurship teaching. How to find the relationship between entrepreneurship education and university students' entrepreneurial intention has become the key issue concerned by relevant personnel. Based on the summary and analysis of existing research results, this topic takes innovative thinking as the intermediary variable and external innovation environment as the regulating variable. Then, five hypotheses are put forward, which enrich the theory of "Shuangchuang" and lay a solid theoretical foundation for future in-depth research.

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