

Research on the Cultivation of College Students' Innovative and Entrepreneurial Ability

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Abstract: The cultivation of innovation and entrepreneurship is the key to talent cultivation. Especially in the era of rapid economic development and increasing competition in enterprise employment, colleges and universities should pay more attention to the cultivation of students' innovation and entrepreneurship ability in order to promote the smooth employment of college students and promote better economic development. In the process of Cultivating College Students' innovation and entrepreneurship, colleges and universities should pay attention to the factors affecting the cultivation of students' innovation and entrepreneurship, and formulate training strategies in order to promote the better development of college students and meet the needs of society for talents. In this regard, this paper systematically explores the cultivation of College Students' innovation and entrepreneurship ability, for the reference of educators in Colleges and universities.

1. Introduction

Recently, the Ministry of Education issued a circular: in 2018, about 8.2 million college graduates are expected to graduate nationwide, which fully shows that the employment situation of contemporary college students is extremely grim. Undergraduates with quality education have become part of the unemployment army. Like the undereducated people, they have become one of the vulnerable groups in job hunting, and the proportion of graduates has doubled year by year. Therefore, in this situation, more and more contemporary college students can only seek a new way out, and their best choice is innovation and entrepreneurship. Although it is not easy to make some achievements on this road, fortunately, contemporary college students are energetic and aggressive, even if they encounter setbacks, they will not be depressed. In order to make college students have high productivity in innovation and entrepreneurship, they should also quickly identify the correct path of their own innovation and entrepreneurship. Therefore, how to clarify the path of innovation and Entrepreneurship of contemporary college students is still a subject worthy of in-depth study and reflection.

2. The Significance of Cultivating College Students' Innovative and Entrepreneurial Ability

2.1 It is Conducive to the Improvement of College Students' comprehensive Quality.

At present, with the deepening of quality education reform, colleges and universities pay more attention to the cultivation of students' comprehensive abilities, and the ability of innovation and entrepreneurship is an important ability that college students should possess, which is the basis for college students to base themselves on society. Cultivating college students' innovation and entrepreneurship ability can promote the combination of theory and practice, enhance students' innovation consciousness and entrepreneurship concept, and promote the development of College Students' organizational ability, communication ability, collaborative ability and other abilities, so as to realize the cultivation of high-quality talents.

2.2 It is Helpful to Alleviate the Employment Pressure of College Students.

With the expansion of College enrollment, the number of college students is increasing, and the

employment pressure is also increasing. To some extent, cultivating college students' innovation and entrepreneurship ability can help college students to achieve self-employment, enable them to obtain new ways of employment, and effectively alleviate the employment pressure of College students. Through innovation and entrepreneurship education, college students can solve the employment problem independently, at the same time create more jobs for society, alleviate employment pressure.

2.3 Favorable for the Construction of an Innovative Country.

Nowadays, innovation has become an important driving force of national development. Building an innovative country needs more innovative talents. Colleges and universities are the base of cultivating talents, and college students have rich professional knowledge. Through innovation and entrepreneurship education, cultivating college students' innovation and entrepreneurship ability can form a situation of innovation and entrepreneurship in society, stimulate the spirit of innovation of the whole people, and help to realize the construction of an innovative country.

3. Current Situation of Innovation and Entrepreneurship of Contemporary College Students

In today's society, with the rapid development of economy and the gradual acceleration of life rhythm, the national government has put forward the slogan of "mass entrepreneurship, universal innovation" in line with the trend of the times, and has intensified the efforts to promulgate policies focusing on encouraging and supporting college students' innovation and entrepreneurship. Among the supportive policies which benefit college students' innovation and entrepreneurship, the most effective ones are tax preferences and interest-free low-interest loans. It is not difficult to see from a series of preferential policies that college students' innovative entrepreneurship can solve the employment difficulties and achieve a new way of self-worth, which has been widely supported and concerned by the government and society. In recent years, although innovation and Entrepreneurship of college students as a whole show a good development trend. According to the survey, 17% of college students choose their major as entrepreneurship, 43% are interested in their own fields, 6% are hot fields, and 34% are low-risk areas. College students' innovation and entrepreneurship is too blindness, without market demand, no market research, and the content of innovation and entrepreneurship technology is low, mostly in the traditional field. The survey results show that the success rate of College Students' entrepreneurship accounts for 10%, 20% of basic success, not 70% of success. It can be seen that the success rate of students' innovation and entrepreneurship is still relatively low. The main reason is that they do not choose suitable projects and lack of entrepreneurship guidance.

4. Problems Existing in College Students' Innovation and Entrepreneurship

4.1 College Students' Innovation and Entrepreneurship Lack Theoretical Guidance and Support.

Institutions of higher learning lack employment guidance teachers, lack of employment guidance theory explanation, can not provide students with the practice of innovation and entrepreneurship, students' innovation and entrepreneurship has no direction. College students learn theoretical knowledge in school, lack practical training, lack of experience in innovation and entrepreneurship, lack of market research, do not know the market demand, blind innovation and entrepreneurship will lead to failure. There are also some successful cases of innovation and entrepreneurship. After all, there are a few. Most college students lack theoretical guidance and technical support for innovation and entrepreneurship.

4.2 Colleges and Universities have not Established a Practice System of Innovation and Entrepreneurship for College Students.

College students lack experience accumulation and inheritance in innovation and entrepreneurship. They do not know how to accumulate experience in innovation and

entrepreneurship. Colleges and universities have not established a practical system for college students' innovation and entrepreneurship. They have not given students' experience and lessons in innovation and entrepreneurship. They have not given college students employment planning and guidance in innovation and entrepreneurship. College students' entrepreneurial mentality, will and entrepreneurship planning often fail. When the enthusiasm, there is no momentum, lack of long-term vision. This requires colleges and universities to establish innovative entrepreneurship practice system for college students, strengthen the transmission of help, sum up experience and lessons, strengthen the professional guidance of career guidance teachers, provide a good environment for innovative entrepreneurship, and form a virtuous circle.

4.3 Institutions of Higher Learning Lack the Support and Guarantee System for Training Innovative and Entrepreneurial Talents.

In the process of innovation and entrepreneurship, students should dare to try and not be afraid of failure. Colleges and universities should strengthen the training of innovative entrepreneurship talents, increase the financial support and policy support, train a batch of innovative talents, learn in innovative entrepreneurship practice and improve in learning. At present, colleges and universities lack of efforts to cultivate innovative and entrepreneurial talents, and the lack of financial and policy support leads to the imperfect construction of innovative and entrepreneurial talents echelon for college students, and the lack of systematization and integrity of talent training. Most innovative and entrepreneurial college students tend to be in the traditional field, lack of scientific and technological content, lack of market competitiveness, and are often unsuccessful. In addition, the lack of funds, technology and space for college students' innovation and entrepreneurship leads to the shortsighted behavior of College Students' innovation and entrepreneurship facing difficulties. College students' innovation and entrepreneurship lacks the guidance of enterprise mentors. Colleges and universities do not have theoretical knowledge and practical experience of enterprises.

5. Strategies for Cultivating College Students' Innovative and Entrepreneurial Ability

5.1 Constructing the Course System of Innovation and Entrepreneurship.

Course teaching is very important for the cultivation of College Students' innovative and entrepreneurship ability, which requires colleges and universities to construct a reasonable innovative and entrepreneurship curriculum system to help students accumulate relevant knowledge. Firstly, colleges and universities can offer theoretical courses such as foundations of entrepreneurship, creative thinking and innovative methods, entrepreneurship spirit and practice to educate college students on basic theories of innovation and entrepreneurship, so as to cultivate their spirit and consciousness of innovation and entrepreneurship; secondly, colleges and universities can offer elective courses such as entrepreneurship management, innovative strategic thinking and venture capital, so that college students can learn and master the courses according to their own needs. Third, colleges and universities should set up innovative entrepreneurship practice courses to provide students with corresponding practical opportunities, guide students to carry out simple entrepreneurial practice, in order to enhance their innovative entrepreneurial ability.

5.2 Perfecting Innovation and Entrepreneurship Platform.

The combination of theory and practice is the key to the cultivation of College students' innovation and entrepreneurship ability, which requires colleges and universities to build and improve the practice platform of innovation and entrepreneurship, carry out innovation and entrepreneurship training for students, guide students to apply theory to practice, and find problems with practice, think actively and solve problems, through continuous discovery of their own shortcomings, and then achieve self-improvement and continuous improvement. Step and growth. Specifically, colleges and universities can provide more opportunities for students to practice, through the establishment of College Students' entrepreneurship park, business incubation base, to provide students with a stage of practice and promote their growth in exploration; they can also

strengthen exchanges and cooperation with enterprises, recommend college students to participate in project development work, or introduce external resources to provide financial support for College Students' innovation and entrepreneurship, in order to help the university. Students participate in practice better.

5.3 Cultivating "Double Teachers" Guiding Teachers.

Teachers' strength is the key to innovation and entrepreneurship education. Therefore, it is very important for colleges and universities to improve teachers' ability and accomplishment. In addition, the cultivation of College students' innovation and entrepreneurship requires not only teachers with high theoretical level, but also teachers with strong practical ability and rich practical experience. Therefore, it is an urgent problem for colleges and universities to establish a stable, professional and high-quality teaching team. The cultivation of "double-qualified" teachers is consistent with the cultivation of College students' innovation and entrepreneurship ability, which is also an effective way to improve the construction of teachers. In the process of training "double-qualified" teachers, colleges and universities should, on the one hand, strengthen the theoretical training of teachers and increase their professional knowledge reserve, on the other hand, carry out more entrepreneurial simulation activities, seminars on entrepreneurship education, business case analysis meetings, or send teachers to enterprises to participate in practical activities, so that teachers can accumulate experience in various activities and meetings, broaden their thinking and improve their practical fingers. Guidance ability. In addition, universities can also invite enterprise front-line personages to serve as University students' innovation and entrepreneurship instructors, impart frontline knowledge and experience to university students, realize the combination of resources inside and outside the school, and promote the development of University Students' innovation and entrepreneurship ability.

5.4 Enhancing Students' Innovative and Entrepreneurial Ability.

Students' own factors are also the key factors that affect the cultivation of innovation and entrepreneurship ability. Therefore, colleges and universities should not neglect the concern of students in innovation and entrepreneurship education. They should help them build a reasonable professional knowledge system, accumulate innovation and entrepreneurship experience, and improve the quality of innovation and entrepreneurship. On the one hand, colleges and universities should rationally arrange teaching courses, not only professional knowledge teaching, but also legal knowledge and computer knowledge related to innovation and entrepreneurship, and guide students to independently consult relevant books and materials to build knowledge system; on the other hand, colleges and universities should guide students to participate more in innovation and entrepreneurship project exchanges, career planning contests, innovation and entrepreneurship incubation classes, models. The plan of entrepreneurship activities and so on, let them accumulate experience in the activities, enhance the awareness of innovation and entrepreneurship, and prepare for innovation and entrepreneurship. In addition, innovation and entrepreneurship need college students to have good psychological quality, which requires colleges and universities to strengthen the psychological cultivation of College students, cultivate their courage to face setbacks, perseverance and tenacious spirit of struggle, and make psychological preparations for their innovation and entrepreneurship.

5.5 Creating a Good Social Environment for Innovation and Entrepreneurship.

Social support is also the key to the cultivation of College Students' innovative and entrepreneurial abilities. On the one hand, the government should introduce relevant policies to encourage college students to participate in innovative and entrepreneurial activities, or accelerate the construction of entrepreneurial bases, so as to form a social aggregation effect, so as to improve the enthusiasm and success rate of College Students' Entrepreneurship and reduce the risk of entrepreneurship; on the other hand, the government should encourage social funds to be applied in college students' innovative and entrepreneurial To help solve the problem of insufficient funds for college students' innovation and entrepreneurship and improve the success rate of entrepreneurship,

it is necessary for the society to establish college students' entrepreneurship fund, increase the amount of micro-loans, and encourage banks and private capital to help college students. In addition, the government should also build a public service platform to provide services for college students' innovation and entrepreneurship, such as establishing a business project bank in provinces and municipalities, providing recommendation and guidance for college students' entrepreneurship projects, or inviting relevant experts and scholars to evaluate and help them. At the same time, parents should also change their concepts, support college students' innovation and entrepreneurship, encourage them more, and give them some economic help.

In a word, the cultivation of College Students' innovative and entrepreneurship ability needs many efforts. Only by the joint efforts of schools, families, society and college students themselves, can college students grow into new century talents with innovative and entrepreneurship ability.

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