

## Establish a Training System for College Students' Innovation and Entrepreneurship Ability

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**Abstract:** China's socialist market economy is constantly developing and improving, the number of college graduates began to increase year by year, college students employment pressure unprecedented increase. Strengthening the cultivation of college students' innovation and entrepreneurship ability is not only the need of building an innovative country, but also the need of promoting college students' employment. Under such background, how to cultivate students' innovative consciousness, entrepreneurial spirit and entrepreneurial ability has become an urgent problem to be solved. By analyzing the outstanding problems in the process of cultivating college students' innovation and entrepreneurship ability, this paper proposes to improve the system of cultivating college students' innovation and entrepreneurship ability.

### Introduction

With the rapid development of China's higher education, the enrollment expansion in successive years has increased the number of graduates year by year, resulting in unprecedented employment pressure on graduates. In the process of continuous development and improvement of socialist market economy, college students are required to have higher quality and ability to face the choice of social reality and meet the challenge.

At present, all kinds of competitions of colleges and universities are to further stimulate the enthusiasm of college students for innovation and entrepreneurship, display the achievements of college students' innovation and entrepreneurship education, and effectively improve the innovation spirit, entrepreneurship awareness and innovation and entrepreneurship ability of college students, so as to lead entrepreneurship and employment with innovation, and promote higher quality entrepreneurship and employment of college graduates. Chinese colleges and universities should train college students' innovation and entrepreneurship ability to improve their comprehensive ability. The combination of colleges and universities with the society means that through education and practice, college students can change from passive employment to active entrepreneurship, which not only creates jobs for themselves, but also creates more jobs for the society.

### The Current Situation of Cultivating Innovation and Entrepreneurship Ability of College Students in China

Innovation ability is the ability to create new things, which is reflected in the breakthrough of new technology, new theoretical achievements and other small aspects, but also in social progress, economic development and other large aspects[1]. Innovation ability is the foundation of innovation. Entrepreneurial ability refers to the comprehensive ability of entrepreneurs to face various difficulties and handle various official affairs in entrepreneurial activities. As the leader of entrepreneurial work, entrepreneurs need to pay the most effort, assume the greatest pressure and risk, not only to have a keen sense of market, but also to have ultra-high management ability,

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overall planning. Innovation and entrepreneurship ability actually includes practice ability, only practice, innovation and entrepreneurship is meaningful. The main force of innovation and entrepreneurship in China has always been college students. College students' ability to develop innovation and entrepreneurship is also the fastest. With sufficient innovation and entrepreneurship ability, college students will be able to find their own entrepreneurial path in the ever-changing social and market environment like a fish in water.

**Government support.** The Chinese government has certain policy support for innovation and entrepreneurship. In terms of finance, it has clearly put forward requirements to improve the professional level of innovative and entrepreneurial financial services provided by Banks, and to provide better financing, settlement and consulting services to start-up enterprises. In terms of taxation, it is mainly reflected through taxation policies for smes. The government provides support to smes in terms of technological innovation, transformation of scientific research achievements and investment attraction, mainly through special financial subsidies in the form of free subsidies and fund injection. In terms of technical support, the government has maintained a sustained and stable investment in scientific research on technological innovation, which strongly promotes the development of national technological innovation. In terms of construction support, in March 2015, the state council issued a series of instructions on makerspace, calling for gathering energy, building business service platforms such as makerspace, vigorously building new incubation modes such as maker coffee, lowering the threshold for innovation and entrepreneurship, and encouraging scientific and technological personnel and college students to start businesses[2].

**In colleges and universities.** Various universities have begun to establish various forms of innovation and entrepreneurship centers to provide service platforms for college students' innovation and entrepreneurship. These platforms not only strengthen the construction of teaching staff and strength of innovation and entrepreneurship education in colleges and universities, but also provide strong academic support for the development of innovation and entrepreneurship education. At the same time, the school regularly participates in various innovation and entrepreneurship competitions, which also improves the entrepreneurial awareness and quality of many college students [3].

**Social and family perspectives.** In recent years, the government has guided the innovative and enterprising entrepreneurial spirit through a series of policies, public opinions and the demonstration role of innovation and entrepreneurship platform and entrepreneurship base construction, which has played a certain role in improving the social and cultural environment of college students' innovation and entrepreneurship [4]. In terms of family, family has an objective and direct impact on college students' choice of innovation and entrepreneurship. The degree of family support for college students' innovation and entrepreneurship mainly depends on the social class of the family and the relevant cognition of the parents. But most parents support their children's entrepreneurial development.

## **Current College Students' Innovation and Entrepreneurship Education Dilemma**

**Problems at the government level.** At present, the government has realized the importance of innovation and entrepreneurship. However, there are still some problems. For example, the government does not have an accurate positioning of the cultivation goal of innovation and entrepreneurship, and it does not pay enough attention to the principle, concept and other programmatic issues of innovation and entrepreneurship cultivation. Although the government has set up various innovation and entrepreneurship funds, the policy guidance for innovation and entrepreneurship, especially for college students, is too broad and lacks constraints and guidance. The government a lot of support policies for college students innovative undertaking, including requiring Banks to provide preferential policy and loan support for college students' innovative undertaking, but how about lending rates, lending has not made the regulation of the details, leading to a reality is that Banks will pass the multifarious formalities and tough conditions to prevent, and even refused to the requirements of the college students' innovative undertaking loans directly.

**Problems at the college level.** Innovation and entrepreneurship education in colleges and

universities in China has a strong elitist color and is only open to a small number of college students with entrepreneurial potential, which violates the original intention of "mass entrepreneurship and innovation" and restricts the enthusiasm and possibility of lifelong learning of all college students. At the same time, most universities in China have not formed an exclusive entrepreneurship course system, which is limited to fixed arrangements and scattered innovation and entrepreneurship courses, lacking the integrity and scientific nature of professional disciplines.

Most colleges and universities in China do not invest enough funds in the practice of college students' entrepreneurship, and the construction of practice bases is weak. College students' innovation and entrepreneurship practice is mainly realized through competitive activities such as entrepreneurship competitions. As a result, the innovation and entrepreneurship education practice in colleges and universities pays too much attention to the number of scores and awards in competitions, and the educational practice becomes formalistic. On teachers, college students' innovative undertaking of our country education teachers mainly comes from the mouth of the administrative work of employment guidance teacher or counselor, lack of system innovation of entrepreneurship education professional knowledge skills training, on the one hand, teachers' quantity huge gap, on the other hand college full-time teachers generally have a higher level of theoretical knowledge, and the lack of enterprise management experience and entrepreneurial experience, can not fully meet the college students' innovative undertaking all kinds of comprehensive quality and practice ability training.

**Social and family problems.** The innovation and entrepreneurship training activities for college students in China started late, and people lack rational understanding of the urgency and necessity of innovation and entrepreneurship. As a result, the idea of innovation and entrepreneurship has not been recognized by the society, nor fully accepted by the efficient society. The development of college students' innovation and entrepreneurship cannot be separated from the support of social environment. Moreover, innovation and entrepreneurship will not be plain sailing. The lack of innovation and entrepreneurship consulting service institutions also makes it difficult for college students to make efforts in the process of innovation and entrepreneurship. The social and family support for college students' innovation and entrepreneurship is not fully understood by college students, and the relevant concepts should be correctly guided and actively strengthened.

### **Countermeasures to Cultivate College Students' Innovation and Entrepreneurship Ability**

**Establish curriculum system to cultivate innovation and entrepreneurship ability.** Establishing curriculum system, the school should be tutorial to fully mix to the cultivation of students innovative undertaking plan, related to the innovation education required and elective courses, and can't become a mere formality, innovation education really should be adaptable to different professional, for their own professional characteristics can really giving full play to the advantages of professional courses, avoid monotony in the form of teaching, let the students can really put this to use, waste live up to their own professional and related knowledge reserves[5].

**Carry out rich innovation and entrepreneurship activities to enhance innovation and entrepreneurship ability.** Practicality is an important characteristic in the cultivation of innovation and entrepreneurship ability. Therefore, we should pay attention to helping and guiding students to flexibly use the knowledge and skills they have mastered, so as to improve their ability to apply knowledge and improve their comprehensive quality and ability through practice. Practical activities play a vital role in the cultivation of ability, leaving the cultivation of ability of practical activities is armchair strategist[6].

Contact local well-known enterprises to establish innovation and entrepreneurship internship base. By allowing students to experience the enterprise culture and entrepreneurship through visiting and internship, it helps college students to establish the awareness of innovation and entrepreneurship, cultivate entrepreneurship and broaden the vision of entrepreneurship.

In addition, organize some creative activities that can cultivate students' innovative ability; Consciously guide the combination of student community activities and entrepreneurship education to start community activities; Encourage students to consciously increase the opportunities of social

activities for students to provide a way to exercise their ability; Help and guide students to effectively carry out entrepreneurship education by means of off-campus part-time and work-study student platforms; We can also promote teaching and learning through various innovation and entrepreneurship skills competitions.

**Improve the guarantee of innovation and entrepreneurship system.** In terms of entrepreneurial innovation, formulate a number of system and management regulations, such as innovation measures for the management of entrepreneurship education, teacher training plans and measures for the administration of college students pioneer park management plan, etc., not only for students and teachers to carry out related activities have guide and encourage effect, also can be used as a pioneering innovation in terms of education, implement the system guarantee of the sustainable and healthy development.

From the university level, I was responsible for guiding and planning the macro layout of the innovation and entrepreneurship education system. From the office level, I was responsible for specific coordination, organization, implementation and other specific links. At the same time, I was responsible for the organization and management of college students' entrepreneurship incubation base and the consultation and guidance of college students' entrepreneurship practice.

In the process of campus culture construction, innovation and entrepreneurship education, surrounding environment and campus beautification and layout can be organically combined to create a good environment for entrepreneurship and innovation, so as to improve students' enthusiasm for entrepreneurship.

**Strengthen the training of innovation and entrepreneurship teachers.** In the process of innovation and entrepreneurship education, the construction of teachers is an indispensable part, and in the quality-oriented education implemented in our country, innovation and entrepreneurship education is also an important part. Therefore, all teachers, including basic courses and specialized courses in colleges and universities, must have a conscious awareness of entrepreneurship education and combine the spiritual connotation of entrepreneurship education with professional education content organically. In order to cultivate a qualified teaching staff, the first thing is to cultivate and build a stable team of professional teachers of entrepreneurship education. At ordinary times, we pay attention to the construction of teachers, and regularly select teachers to actively participate in the training and academic exchanges related to entrepreneurship education. Look for some professionals with rich practical experience and theoretical knowledge, and hire them as part-time lecturers to build a team of part-time or full-time teachers in entrepreneurship and innovation. Teachers in the school should be trained to make their entrepreneurial knowledge more perfect and rich, and their entrepreneurial consciousness should be enhanced and their entrepreneurial psychology adjusted. Regularly organize seminars for teachers of entrepreneurship education inside and outside the school to learn from each other and improve together.

**Change your mindset.** Some inherent concepts of entrepreneurship education and employment in colleges and universities cannot adapt to the economic and social development and need to be changed. To set up the education concept of harmonious development of knowledge, spirit, ability and comprehensive quality, we should pay attention to strengthen the education of cultural quality, pay attention to the cultivation of students' creative ability, personality development and subject consciousness, and take the cultivation of students' innovative consciousness and ability as the central position of entrepreneurship education[7]. The traditional attitude of putting big companies first has not been able to adapt to the development of society, and the post has not been able to meet the needs of the majority of graduates. Cultivate students into entrepreneurial talents with innovative consciousness and entrepreneurial quality, which is conducive to cultivating students to explore a new situation, find their own life value, and reduce the pressure of social employment.

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