

Research on the Cultivation of Innovation and Entrepreneurship Culture in Business Colleges and Universities under the Background of New Business

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Abstract: Business colleges and universities are the important bases and centers for innovation and entrepreneurship. It is of great significance for business colleges and universities to cultivate new business talents with innovation and entrepreneurship spirit by optimizing the construction of innovation and entrepreneurship culture on campus under the background of new business construction. This paper shows definition of the requirements of the new economic situation for personnel training, analysis on the significance of the construction of campus innovation and entrepreneurship culture, and puts forward some countermeasures for the lack of innovation and entrepreneurship culture construction on campus.

1. Introduction

At present, major universities are carrying out innovation and entrepreneurship education, but for some business universities, how to combine the new business construction required by the current economic situation to cultivating new business talents becomes a real challenge for the sustainable development of innovation and entrepreneurship education [1]. The construction of new business subjects is the requirement of a new generation of industrial economic revolution for the development of universities and personnel training, innovation and entrepreneurship are also the needs of the era of economic development.

The combination of new business construction and innovation and entrepreneurship construction in business colleges and universities is the key to optimizing the cultivation of new business talents for business colleges and universities [2], building a unique and innovative campus culture is a very important breakthrough. This article clarifies the requirements of the new business background for the cultivation of talents in business colleges, understands the significance and challenges of the cultivation of innovation and entrepreneurship culture in business colleges and universities for talent cultivation, and proposes optimization strategies for the construction of innovation and entrepreneurship culture. In turn, business colleges and universities can better fulfill and respond to the responsibilities and challenges brought about by the development of the times, and cultivate the top-notch new business talents needed by society.

2. New Requirements for the Training of New Business Talents

The new business department emphasizes that commercial colleges and universities integrate new knowledge and skills on the basis of the development of existing business sciences. The "new business" education often focuses on the following points. First, it highlights the status of new technologies, new models, new industries and new markets in the modern service industry; Second, it emphasizes the social services under the integration of economic management disciplines and information, engineering, arts and other disciplines; Third, it not only emphasizes the professional field, but also highlights multi-dimensional cross-border; Fourth, it emphasizes the application of scientific research and development of special subject clusters and professional clusters to solve the new social economic problems [3].

For business colleges, how to integrate the "new business" and "double innovation education" has raised higher requirements for talent cultivation. First, the talent training concept should reflect new thinking, such as big data, cloud computing, interactive integration, philosophy and ethics,

aesthetics and design, etc.; Second, the talent training should explore new business laws, such as new business models, organizational forms, ecosystems, etc.; Third, the talent training needs to integrate new knowledge and skills, such as the cross-fusion application of economics, management, communication, computer science and technology, intelligent science, and data science in new business [4]; Fourth, the talent training should promote a new education and teaching model. Creating a new business campus culture with innovative and entrepreneurial characteristics is an important means for business universities to cultivate top-level business "double innovation" talents.

3. The Significance of the Construction of Innovation and Entrepreneurship Culture in Business Universities

3.1 The Concept of Innovative Entrepreneurial Culture

The construction of innovation and entrepreneurship culture has become the core of campus culture construction in colleges and universities. Innovation and entrepreneurship culture refers to all kinds of thinking habits, behavior paradigms, system regulations and physical performance with innovation and entrepreneurship characteristics formed in the long-term development process of the school and recognized by teachers and students under the influence of social economic and cultural development. Innovation and entrepreneurship culture includes entrepreneurship concept culture, entrepreneurship system culture, entrepreneurship behavior culture and entrepreneurship material culture. Entrepreneurship concept culture embodies the awareness and spirit of entrepreneurship and innovation; Entrepreneurship system is the norms and requirements of innovation and entrepreneurship, which guarantees the realization of entrepreneurship and innovation concept culture.; Entrepreneurial behavior culture includes all kinds of innovation and entrepreneurship activities; Entrepreneurial material culture includes slogans, articles, buildings, etc., which reflect the spirit of entrepreneurship and innovation.

3.2 The Significance of Innovation and Entrepreneurship Culture Construction to the Talent Training

In the face of the requirements of new business development, integrating "new business" education into all levels of innovation and entrepreneurship culture in colleges and universities can not only effectively promote the cultivation and development of top business entrepreneurship talents, but also play an important role in the overall development of colleges and universities by continuously training the intelligence quotient, inverse quotient, emotional quotient and business quotient of students in various specialties [5]. First of all, the innovation and entrepreneurship culture of business colleges integrates the "soft factors" to promote the entrepreneurship of business students, including the recognition of entrepreneurial value, the promotion of entrepreneurial ability and other factors, which is of great significance to the cultivation of students' entrepreneurial willingness. Secondly, a good culture of innovation and entrepreneurship can help teachers and students get more social support [6]. Therefore, it is of great significance to establish a good campus culture of innovation and entrepreneurship for the talent training and development of new business colleges and universities.

4. Challenges Faced by the Construction of Innovation and Entrepreneurship Culture in Commercial Colleges and Universities

4.1 Campus Culture Lacks Elements of Innovation and Entrepreneurship

Campus culture will affect college students' thoughts, values and behaviors. At present, the campus culture of commercial colleges is more based on the school motto culture, venue culture, student system culture and student recreational and sports culture [7], few business colleges and universities makes a new diagnosis and change of campus culture in combination with the development and requirements of the times. Many colleges and universities believe that holding one

or two innovation and entrepreneurship competitions or carrying out general education on innovation and entrepreneurship every year is an innovation and entrepreneurship culture. In fact, this is only a part of the campus innovation and entrepreneurship culture, not all the contents of campus innovation and entrepreneurship culture.

4.2 The Training of new Business Talents Needs to Match the Innovation and Entrepreneurship Culture of the New Era

Many business colleges and universities still stay in the traditional business training concept and employment concept. They believe that the school's goal is to purely cultivate business management employment-oriented talents, and few emphasize on training "new business" talents with innovative and entrepreneurial spirit. The campus culture that matches the traditional talent training objectives basically revolves around cultivating students' business awareness and how to apply general knowledge of business subjects such as economic management, finance and trade to solve difficulties in future work, rather than forming innovation and entrepreneurial awareness to carry out innovation entrepreneurship activities to meet the requirements of the development of new formats. In fact, business students are the main force to carry out innovation and entrepreneurship among college students. In the construction of campus innovation and entrepreneurship culture, we should highlight the training objectives of new business innovation and entrepreneurship talents as well as the requirements of new business situation and new development, and improve the atmosphere of innovation and entrepreneurship culture [8].

4.3 There is a Lack of Linkage Mechanism Among all Departments of the School, and the Teaching Resources are Single

The overall construction of an innovation and entrepreneurship culture involves multiple departments, with broad tasks and complicated tasks. Few commercial universities can integrate different departments from the macro level to carry out the top-level design of campus innovation and entrepreneurship culture. Including school publicity center, academic affairs office, student office, personnel office, innovation and entrepreneurship center, communist Youth League and other departments. At the same time, few innovation and entrepreneurship departments in business universities can systematically formulate plans for the coordination of multiple departments. In fact, the construction of school innovation and entrepreneurship culture system requires overall design and top-level planning. At present, the way of innovation and entrepreneurship education with full-time teachers as the main line is too single, and the role of only setting up basic courses of innovation and entrepreneurship for students to trigger their thinking and intention of innovation and entrepreneurship is very small. The construction of innovation and entrepreneurship culture needs to gather cooperative enterprises, alumni and local governments to carry out multi-dimensional co construction.

4.4 Pay More Attention to the Construction of Surface Culture than the Construction of Core Culture

Many business universities have built high-end innovation and entrepreneurship laboratories, entrepreneurial parks, and off-campus entrepreneurship bases with a view to enabling more college students to carry out innovation and entrepreneurship practices. Other commercial universities have invested a lot of money to buy innovative entrepreneurship software, books, and innovative entrepreneurship online courses in order to allow students to better accept innovative entrepreneurship knowledge, to a certain extent, students have been nurtured and educated. Therefore, these schools have established a good image of innovation and entrepreneurship, but these are the construction of material culture and lack of supporting incentive mechanisms, which greatly reduces the utilization rate of these material conditions by teachers and students. At the same time, the concept-level culture of many business universities is mainly based on the support of the school motto culture, emphasizing the values of "integrity" and "self-improvement", and ignoring the importance of business characteristics and the values of innovation, entrepreneurship, and creativity. These are not conducive to the formation of college students' consciousness of innovation

and entrepreneurship. Many colleges and universities put more emphasis on the requirements of curriculum setting and innovation and entrepreneurship competitions in the construction of institutional culture, and there are few incentives and publicity mechanisms. Behavioral culture highlights the development of innovation and entrepreneurial entertainment activities of college students, ignoring the role of role models of college teachers, administrators and alumni in innovation and entrepreneurship. In addition, the role of entrepreneurial societies has not been well played.

5. Strategies for Cultivating Innovation and Entrepreneurship Culture in Business Universities

5.1 Clarify the Goal of Talent Training, Base on the Cooperation of Departments to Develop the Top-level Design of Campus Culture

In the context of new business and double innovation, business universities should actively meet the challenges, give full play to their own advantages, get rid of the traditional model, establish the "new business + double innovation" talent training goals, and systematically optimize campus innovation and entrepreneurship culture[9]. Since the construction of innovation and entrepreneurship culture cannot be completed independently by a certain department, Commercial colleges and universities should integrate the resources of various departments of the school based on the top-level departments, such as regularly organizing relevant department personnel to carry out discussions, and then form a unified and standardized innovation and entrepreneurship culture construction plan. At the same time, establish and improve various incentives, guarantees, evaluation systems and policies to create a good atmosphere of innovation and entrepreneurship for the development of business universities.

5.2 Give Full Play to the Role of Schools, Teachers and Students in the Construction of Innovative and Entrepreneurial Culture

Business colleges and universities should build a high-level team of innovation and entrepreneurship mentors composed of internal and external business mentors or alumni. Teachers themselves should participate in entrepreneurship learning and practice through various channels, improve their understanding of innovation and entrepreneurship, optimize their ability, and then spread the latest ideas of innovation and entrepreneurship to students, guide the implementation of innovation and entrepreneurship projects, and set examples for students. At the same time, as an important audience of innovation and entrepreneurship culture, college students not only need to change the concept of innovation and entrepreneurship consciously, but also need to master the knowledge of innovation and entrepreneurship and participate in the practice of innovation and entrepreneurship constantly[10]. For example, in addition to the basic innovation and entrepreneurship courses, college students should participate in entrepreneurship societies, participate in entrepreneurship competitions, theme lectures properly, communicate and consult with partner companies and alumni entrepreneurs actively to obtain innovative entrepreneurship information and resources. Relevant departments of the school may consider supporting those students who with strong entrepreneurial desires, such as personalized entrepreneurship guidance and assistance to promote the transformation and landing of innovative and entrepreneurial results.

5.3 Increase the Investment in All Dimensions of Campus Innovation and Entrepreneurship Culture

Business colleges and universities can build a cultural system of innovation and entrepreneurship. First, they should adhere to the guidance of deep spiritual culture, create a loose and free environment that encourages innovation, advocates entrepreneurship, dares to take risks and tolerates failure, so as to stimulate the awareness of innovation and entrepreneurship of teachers and students. Second, the construction of institutional culture should be guided by spiritual culture, with emphasis on the establishment of various innovative and entrepreneurial education systems, such as

the introduction of effective fund management system, organizational management system, incentive mechanism, etc. At the same time, the school can establish the entrepreneurship curriculum system of "entrepreneurship compulsory course + entrepreneurship elective course + entrepreneurship promotion course + entrepreneurship excellent course". Third, optimize the construction of behavioral culture, such as designing and carrying out diversified entrepreneurial activities, establishing typical innovation and entrepreneurship representatives (excellent entrepreneurial alumni, entrepreneurial teachers, entrepreneurial students, etc.), and promoting and publicizing through WeChat public accounts, Weibo, and radio. Fourth, in terms of material culture, we can focus on building three platforms: building a commercial culture museum and a commercial culture corridor with local economic and trade culture characteristics, building an entrepreneurial park or incubation base with new business characteristics, enhancing students' understanding and recognition of local cultural characteristics and business history, guiding and supporting students to achieve achievement transformation [11].

5.4 Give Full Play to the Leading Function of Campus Innovation and Entrepreneurship Culture and Establish a Social Support System

Commercial colleges and universities can give full play to their role in local economic development, and strive for resources in various fields to optimize the construction and landing of innovation and entrepreneurship culture. First, relying on the school's publicity and promotion of innovation and entrepreneurship culture, let parents support their children to carry out innovation and entrepreneurship activities. Second, further deepen and explore forms of cooperation with schools and enterprises, and strive for more support from enterprise mentors and other material, financial, and internship practice bases. The third is to build an integrated innovation and entrepreneurship practice base closely with fraternal schools and give play to the different advantages of various universities. The fourth is to seek support from local governments, social media and other units, such as obtaining policy support, positive media publicity, social entrepreneurship guidance and entrepreneurship information provision. In addition, business colleges and universities can join forces with the government, brother colleges, school-enterprise units, and social units to establish a collaborative education innovation and entrepreneurship demonstration center to create a new business education ecology. To play the role of the new business education ecology in the six major functions of curriculum innovation and R & D, training project demonstration, concentrated internship training, double creative special training incubation, ability level certification and regional talent service.

6. Conclusion

Business universities should regard the cultivation of campus innovation and entrepreneurship culture as an important link in the training of "new business + double innovation" talents under the background of new business. The current status of the innovation and entrepreneurship culture of universities with business majors cannot support the socio-economic development's requirements for their innovation and development. Carrying out the construction of campus innovation and entrepreneurship culture is a long-term and complicated project. The construction of innovation and entrepreneurship culture should start from the four levels of concept, system, behavior and material, and carry out multi-department, multi-channel and systematic top-level design and detailed construction, so that universities with business majors can stand out in innovation and development.

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