Research on the Strategies of Improving College Students’ Comprehensive Ability of Innovation and Entrepreneurship

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Abstract. How to cultivate and improve college students’ ability of innovation and entrepreneurship is an important issue faced by current higher education. At present, the students’ awareness of innovation and entrepreneurship is adequately strengthened in colleges and universities. The innovation and entrepreneurship training methods are relatively simple and the guidance for the quality education of innovation and entrepreneurship is insufficient. In order to comprehensively enhance students’ ability of innovation and entrepreneurship, it is necessary to strengthen the awareness of innovation and entrepreneurship and perfect the talent training system to comprehensively enhance the ability of innovation and entrepreneurship. Moreover, it is required to actively carry out the comprehensive quality education such as team spirit and pay attention to improve the quality of innovation and entrepreneurship, thus enhancing the college students’ comprehensive ability of innovation and entrepreneurship in an all-round way.

Introduction

In 2010, the Ministry of Education took the lead in combining the innovative education and the entrepreneurship education and proposed the concept of “innovation and entrepreneurship education”. Compared with traditional higher education, the innovation and entrepreneurship education has become a new educational concept and model. Subsequently, the relevant departments of higher education has also clearly proposed to regard the deepening reform of innovation and entrepreneurship education in colleges and universities as a breakthrough in promoting the comprehensive reform of higher education. It is required that the higher education should focus on improving the quality of talent cultivation and center on the innovation and entrepreneurship education to deepen the reform. The innovation and entrepreneurship education is a new response to current national innovation and development strategy in the field of education. What factors will affect the college students’ ability of innovation and entrepreneurship and how to cultivate and improve their ability of innovation and entrepreneurship have become an important issue for higher education.

Main Problems Existing in the Innovation and Entrepreneurship Education in Current Colleges and Universities

Insufficient reinforcement of students' awareness of innovation

The awareness of innovation and entrepreneurship is one of the most important conditions for the success of college students' innovation and entrepreneurship and determines the consciousness and success ratio of contemporary college students' innovation and entrepreneurship. In reality, the college students’ awareness of innovation and entrepreneurship lags behind the urgent need for the innovation and entrepreneurship of young people in the social reality. The insufficient reinforcement of college students' innovation and entrepreneurship awareness is reflected in the following aspects: First, the entrepreneurial initiative is poor and the entrepreneurship is kind of “forced”. Due to the relatively high employment pressure, they are forced to choose their own business rather than because they love entrepreneurship and aspire to the sense of accomplishment and ideal satisfaction of entrepreneurship. Second, the college students have insufficient
understanding of innovation and entrepreneurship. Some college students think that innovation and entrepreneurship is to engage in the business activities or participate in some social practices. They do not have the relevant knowledge involved in innovation and entrepreneurship. Their enthusiasm and whimsical entrepreneurial ideas are far from enough to support the entire process of innovation and entrepreneurship.

**Relatively simple training method for students' innovation and entrepreneurship**

On the one hand, most colleges and universities aim at improving their professional skills in education while ignoring the innovation and entrepreneurship education for students. Some education for students' innovation and entrepreneurship is generally carried out in the second classroom or the elective class. The training methods are relatively simple and there is not a relatively mature theoretical system and framework formed. The phenomena such as disconnection from professional courses exist in education. On the other hand, there are no full-time teachers specializing in innovation and entrepreneurship education in most colleges and universities. The task of innovation and entrepreneurship teaching is generally done by the employment guidance teachers or the counselors. Since most teachers lack the knowledge and training related to innovation and entrepreneurship and their practical experience is insufficient, the actual teaching is stuck in the theoretical aspect and fails to achieve the desired effect. Moreover, there is a lack of the environment and atmosphere of innovation and entrepreneurship. Due to the restrictions on funds and venues, the schools generally only provide a small office area for students to start a business, which restricts their enthusiasm. At the same time, there is no special financial support for students' innovation and entrepreneurship, which leads to the lack of funds for the innovation and entrepreneurship. The limited environment and atmosphere of innovation and entrepreneurship has affected the students' awareness and enthusiasm for innovation and entrepreneurship.

**Insufficient guidance for students' quality education of innovation and entrepreneurship**

Teachers' guidance is one of the key aspects to develop the innovation and entrepreneurship education. The innovation quality level of teachers' team determines the achievements of innovation and entrepreneurship education in colleges and universities. Judging from the overall faculty strength of modern colleges and universities, the majority of teachers perfect themselves in traditional forms of education, while only a small number of teachers are good at cultivating students' individual characteristics and guiding the students' innovative thinking. At present, the university educational concept is still at the stage of traditional education on the whole. The teachers are mostly trained under the exam-oriented education system. Although they have a high academic level, they lack the ability to guide students' innovative consciousness, which has resulted in students' low quality of innovation and entrepreneurship.

**Strategies for Improving College Students' Comprehensive Ability of Innovation and Entrepreneurship**

**Actively strengthening the awareness of innovation and entrepreneurship**

In response to students' lack of innovation and entrepreneurship, colleges and universities should organize professional teachers, student counselors and the staff in other relevant departments to actively carry out psychological guidance to help students establish correct self-awareness and self-confidence. Firstly, the colleges and universities should set up basic courses of innovation and entrepreneurship such as the introduction of innovative thinking, innovation and entrepreneurship education and the basis of innovation, through which the students will develop and improve their awareness of innovation and entrepreneurship. Secondly, the colleges and universities should publicize the innovation and entrepreneurship education through the campus network, WeChat public account, WeChat enterprise account and other platforms, which will lead students to identify with innovation and entrepreneurship, then generate and strengthen the awareness of innovation and entrepreneurship. In addition, the relevant education staff should pay special attention to those
students who have strong entrepreneurial motivation and entrepreneurial desires, then follow and guide them in a timely manner to help them solve the difficulties in their study and life, thus removing the obstacles for them on the road of innovation and entrepreneurship.

**Perfecting the talent training system based on the professional knowledge and comprehensively enhancing the ability of innovation and entrepreneurship**

**Consolidating the professional knowledge and improving the application skills by means of academic competitions and technology training.** Professional knowledge is the core of college students' innovation and entrepreneurship ability. Profound professional knowledge reserve and strong practical ability are essential for innovative entrepreneurial talents. The teaching in colleges and universities must first attach great importance to the systematic teaching of professional knowledge theory, especially the professional basic courses and professional core courses that must be guaranteed. Both the theoretical teaching and the practice teaching in the school should be strengthened. The concentrated practice teaching should be arranged in each professional core course to improve the students' ability to apply professional knowledge. Besides the professional knowledge in the in-class system, the subject competition is also an important way to expand professional knowledge and enhance students' ability to apply professional knowledge. On one hand, the schools should actively collect information on knowledge competitions in various disciplines at different levels and encourage students to participate actively by setting prizes and bonuses. On the other hand, the schools should organize teachers to provide professional counseling and training for the students who participate in the contests in order to achieve good results. In addition to off-campus competitions, a variety of subject knowledge competitions based on professional characteristics and local economic development characteristics should also be carried out, which can not only enhance students' interest in learning, but also consolidate their professional knowledge. At the same time, the overall quality of college students can be continuously improved, which has laid a solid foundation for innovation and entrepreneurship.

**Building high-level faculties to provide guarantees for the innovation and entrepreneurship education.** A professional team of teachers in innovation and entrepreneurship education is like a guide post for innovation and entrepreneurship, opening the door to innovation for students. Only those teachers who are able to impart the knowledge of innovation and entrepreneurship and have rich social practice experience can become the innovation and entrepreneurship instructors. Therefore, in addition to cultivating the teachers who can engage in innovation and entrepreneurship research and teaching, the schools must establish a stable team of industry mentors with successful entrepreneurial experience. On the one hand, the teachers must bravely “go out”. Firstly, the school should actively select teachers to participate in the innovation and entrepreneurship training and learning activities to learn the latest education methods and concepts of innovation and entrepreneurship. Second, the schools should encourage the teachers to go to the practice bases or other enterprises to temper themselves and continuously accumulate the practical experience in business entrepreneurship and management. On the other hand, the schools must “invite” those successful executives such as corporate executives, tax planning experts and accounting experts as part-time mentors in the field of innovation and entrepreneurship who will collaborate with teachers in the school to develop the innovation and entrepreneurship education. The industry information, professional achievements and entrepreneurial history of the instructors in the corresponding industry are the most valuable resources for students.

**Deepening the cooperation between schools and enterprises and continuously improving students' ability of innovation and entrepreneurship by relying on the practice bases.** The innovation and entrepreneurship education can only be effectively implemented under the concerted efforts of the universities and enterprises due to its practicality. That is, it is necessary to change from a closed school education model to an open and collaborative education model of multilateral participation. Colleges and universities should take the initiative to fully utilize the resources of the government and enterprises and build a practical teaching environment of innovation and entrepreneurship such as science and technology incubation, capital operation, etc. Colleges and
universities are required to jump out of the "university" and build a cooperative education mechanism of rational division of labor and benign interaction between universities and enterprises under the guidance of innovation and entrepreneurship education. The formation of a cooperative mechanism in talent training can create a systematic and all-round support environment for the innovation and entrepreneurship education and high-quality applied talent cultivation in colleges and universities. Colleges and universities should actively develop the professional practice bases for students and build a practical training platform. The schools should make full use of the resources of the internship base, reasonably arrange students to enter the internship place to learn more about the positions and personally feel the actual working atmosphere of the enterprise. The students should not only enhance the ability to apply the professional knowledge, but also enhance the self-management ability, the ability to master methods and the ability to withstand pressure required in innovation and entrepreneurship. At the same time, it is beneficial to cultivate students' awareness of innovation and entrepreneurship.

**Actively develop the comprehensive quality education such as team spirit and striving to improve the quality of innovation and entrepreneurship**

Good team spirit has an important impact on college students’ ability of innovation and entrepreneurship. Colleges and universities should not only cultivate and improve college students’ professional knowledge, but also pay attention to improve their ability of innovation and entrepreneurship. The company’s operation and development requires a good team spirit and professional quality of employees. Colleges and universities can extensively carry out the various forms of activities such as military training, class-to-class sodality, teaching group competition and social practice squad to cultivate students' teamwork and dedication, which lays a foundation for innovation and entrepreneurship. As it is highly uncertain whether the business will succeed or not, many students are often afraid to try and stay in a respectful distance. Even if they have good ideas, they dare not make an attempt. It can be seen that only with certain adventurous spirit will they make the first step of starting a business. Therefore, colleges and universities can actively cultivate the students’ adventurous spirit through activities such as outdoor development and extreme challenges. Besides, it is also necessary to strengthen the students’ hard working, self-confident and optimistic fighting spirit through sports events such as sports games, volleyball matches, basketball games and other non-sports competitions so that they can bravely meet various sufferings and blows in the entrepreneurial process and finally win the success of entrepreneurship.

**Conclusion**

To comprehensively deepen the reform of innovation and entrepreneurship education, colleges and universities should systematically study the talent training system in an all-round way and give overall consideration to the innovation and entrepreneurship education and talent training reform based on the practical investigation and reflection. Under the premise of combining the characteristics of the university itself and the needs of social and economic development for innovation and entrepreneurial talents, colleges and universities should deeply carry out innovation and entrepreneurship education and actively promote the reform of talent training model to improve the college students’ comprehensive quality of innovation and entrepreneurship.

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