

The Influence of Innovative Thinking Training on Business Enterprise Management Ideas of Higher Vocational College Students

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Abstract: The cultivation of innovative thinking has a positive impact on the business philosophy of higher vocational college students. The cultivation of innovative thinking can stimulate students' creativity and imagination, and make them dare to put forward novel business ideas. By cultivating innovative thinking, students will pay more attention to market changes and needs, and actively seek innovative ways to solve problems. Innovative thinking training can also make students pay more attention to technological innovation and digital transformation, and promote enterprises to maintain a competitive edge in the era of digital economy. In addition, the cultivation of innovative thinking can stimulate students' entrepreneurial spirit and courage, prompting them to practice business concepts in business enterprises and contribute to the sustainable development of enterprises. In short, the cultivation of innovative thinking has a positive impact on the business philosophy of vocational college students, and can cultivate their ability to adapt to the ever-changing market environment and promote the development of enterprises.

Keywords: Innovative thinking; Industrial and commercial enterprises; Business philosophy

1. Introduction

Higher vocational education plays an important role in cultivating technical skills and application ability. With the continuous progress of science and technology and the rapid development of industry, higher vocational education has become an important way to train practical talents. Higher vocational colleges provide students with an education model combined with practical work, so that they can master practical skills and the ability to solve practical problems. The development of higher vocational education is closely related to the development of national economy. Technical talents with strong employability and adaptability cultivated by higher vocational education are an important force to promote economic development. With the continuous updating of technology and the adjustment of industrial structure, the demand for higher vocational education is also increasing. Business philosophy refers to the core values and business strategy of the enterprise, which determines the development direction and development mode of the enterprise. With the increasingly fierce market competition, the demand for innovative thinking is also increasing. Innovative thinking refers to the open and creative way of thinking facing problems. It emphasizes breaking away from traditional ideas and methods and constantly searching for new solutions and opportunities for innovation. In business operation, innovative thinking can help enterprises stay agile and flexible in the competition, find new business opportunities and achieve continuous innovation. Through the development of this research, it can provide reference and guidance for the improvement of higher vocational education quality and the cultivation of students' innovative ability, and promote the development and innovation of vocational students' business enterprise management concept.

2. Business enterprise management ideas of higher vocational college students

2.1 Definition and importance of business philosophy of industrial and commercial enterprises

The business philosophy of industrial and commercial enterprises refers to the core values and business principles that enterprises uphold in the process of management. It includes the mission, vision, core values, business strategy and other contents of the enterprise, and is the guiding principle of business decision-making and behavior. The establishment of business philosophy is very important for the development and operation of enterprises, which can shape the cultural atmosphere of enterprises and enhance the competitiveness

and image of enterprises.

2.2 Vocational college students' understanding and cognition of business enterprise management philosophy

There are some differences in the understanding and cognition of higher vocational students to the business philosophy of business enterprises. Some students' understanding of this concept is still relatively shallow, only staying in the basic theoretical knowledge of business management, lack of understanding of its deep meaning. Other students have a certain understanding of the importance and practical application of business philosophy, but there are still some difficulties in the specific application.

3. Concept and importance of innovative thinking

3.1 Definition and characteristics of innovative thinking

Innovative thinking refers to the thinking mode and thinking mode with innovation as the core. It emphasizes diversity, flexibility and creativity in thinking about problems, encouraging thinkers to think independently, break out of traditional patterns and try new solutions. The characteristics of innovative thinking include openness, imagination, critical thinking, cooperation and flexible thinking.

3.2 Role and significance of innovative thinking in business operation

Innovative thinking plays an important role and significance in the operation of industrial and commercial enterprises. First, it can help enterprises identify market opportunities and solve problems. Through innovative thinking, enterprises can find differentiated competitive advantages in the highly competitive market, meet the needs of consumers, and promote the sustainable development of enterprises. Secondly, innovative thinking can improve the creativity and competitiveness of enterprises. By constantly challenging and breaking traditional models, companies are able to provide novel products or services that meet consumers' demand for innovation, thus winning a competitive advantage. Finally, innovative thinking can promote the continuous improvement and development of the enterprise. It encourages enterprises to carry out continuous learning and reflection, continuously optimize business models and processes, and improve efficiency and efficiency.

4. The influence of innovative thinking training on business enterprise management ideas of higher vocational college students

4.1 Innovative thinking Train the cognition and consciousness of vocational college students

The cultivation of innovative thinking can improve the cognition and consciousness of vocational college students to the management idea of industrial and commercial enterprises. By cultivating innovative thinking, students are able to better understand and understand the complexity and challenge of business operation, and recognize the importance of innovation for business development.

4.2 Innovative thinking training for vocational college students thinking mode and decision-making ability

The cultivation of innovative thinking can change the thinking mode and decision-making ability of vocational college students. Innovative thinking emphasizes diversified thinking, which can help students think about problems from different angles and find innovative solutions. It also develops students' critical thinking and analytical skills, enabling them to make more informed decisions.

5. Strategies and methods for training vocational students' innovative thinking

5.1 Perspectives of education and teaching reform

First, introduce innovative education curriculum. Schools can design and introduce innovative education courses to cultivate students' innovative thinking. These courses can include innovative methods, design thinking, entrepreneurship education, etc., to help students master the fundamentals and skills of innovation. Second, students are encouraged to participate in practical projects. Schools can encourage students to participate in hands-on projects, such as innovation LABS and entrepreneurship competitions. Through practical projects, students are able to exercise innovative thinking and problem solving skills, and apply theoretical knowledge to practical situations. Third, provide interdisciplinary education. The school can provide an interdisciplinary education, encouraging students to gain knowledge and inspiration from different subject areas. Interdisciplinary education can broaden students' thinking boundaries and cultivate their comprehensive thinking ability and innovation ability.

5.2 Promotion of practical education

First, provide practical opportunities. Schools can partner with business enterprises to provide students with hands-on opportunities.

Practice allows students to be exposed to a real business environment, understand how businesses operate, and develop innovative thinking and problem-solving skills in practice. Second, mentor guidance. Schools can send professional tutors to guide students on practical projects. Tutors are able to provide professional guidance and feedback to help students develop innovative thinking and problem solving skills. Third, innovation LABS and entrepreneurship bases. Schools can establish innovation laboratories and entrepreneurship bases to provide students with space and resources for innovative thinking training. These LABS and bases can provide innovative tools, technical equipment and entrepreneurial support to stimulate students' innovative potential.

6. Empirical Research

6.1 Research design and method

First, randomized controlled trials. The participants were randomly divided into the experimental group and the control group, and the innovative thinking training program was implemented, and the differences in the cognition, thinking mode and decision-making ability of the two groups of students in terms of business philosophy were compared. Second, research. Questionnaires and other methods were used to collect students' subjective feedback and opinions to understand the impact of innovative thinking training on their entrepreneurial willingness and innovation ability. Third, case studies. Select a number of higher vocational schools, observe and analyze the successful cases in the cultivation of innovative thinking, and summarize the feasible strategies and methods.

6.2 Data collection and analysis

First, questionnaire survey. A suitable questionnaire was designed to collect subjective evaluation and feedback of students before and after the cultivation of innovative thinking. Second, interview. In-depth interviews were conducted with some students to explore their feelings and experiences in the cultivation of innovative thinking. Third, data analysis. Appropriate statistical analysis methods (such as t test, analysis of variance, etc.) were used to analyze the collected data, compare the differences between the experimental group and the control group, and test the impact of innovative thinking training on vocational college students.

7. Conclusions and prospects

The empirical research results show that the students who have undergone the innovative thinking training program have significantly improved their cognition, thinking mode and decision-making ability in the aspects of business philosophy. The empirical study also found that the cultivation of innovative thinking improved students' innovation consciousness and innovation ability by stimulating their creativity and problem-solving ability, and thus had a positive impact on the cultivation of business enterprise management concepts of vocational college students.

The cultivation of innovative thinking needs to be practiced in combination with the actual situation. Vocational schools should encourage students to participate in practical projects and provide a real business environment for students to feel and apply innovative thinking. The cultivation of innovative thinking should not only focus on students' creativity and problem-solving ability, but also cultivate their comprehensive ability, such as interdisciplinary thinking, teamwork, etc., to cope with complex and changing social needs. Higher vocational schools should focus on cultivating students' awareness of innovation, so that they realize that innovation not only occurs in the field of science and technology, but also runs through various industries and professions, so as to stimulate their innovation potential and entrepreneurial willingness.

In the future, the sample size can be expanded and more vocational students can be tracked to improve the representativeness and reliability of the research results. Further research on the specific influence mechanism of the cultivation of innovative thinking, such as the design and implementation of innovative education courses, the arrangement and guidance of practical projects, etc. Future studies can make cross-cultural comparisons to explore the differences and characteristics of innovative thinking cultivation under different cultural backgrounds. In short, the conclusion and prospect of the empirical research can provide practical suggestions and guidance for the cultivation of business enterprise management concepts of vocational college students, and provide some directions for future research.

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