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Research on the Improvement of Innovation and Entrepreneurship Ability and Talent Training Model for College Students

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Abstract: As a training base for innovative and entrepreneurial talents, universities have always received high attention from society. This article conducts a deep exploration and analysis on the cultivation of innovation and entrepreneurship abilities of college students. With students, universities, teachers, and society (enterprises) playing an important role in different stages of cultivation as the starting point, and with five stages of enlightenment, entry, incubation, advancement, and maturity, a research model being established, the research focuses on cognitive education and theoretical learning, practical project cultivation, and determining the topic to explore project advantages resource integration, comprehensive polishing, high-level competitions, and achievement transformation to promote the cultivation of innovation and entrepreneurship abilities among college students, and strengthen the level and quality of talent cultivation in universities.

Keywords: College student education; Innovation and entrepreneurship; Ability development

1. Introduction

Since the 18th National Congress of the Communist Party of China, the construction of an innovative country has become a top priority in national reform. Higher education institutions are responsible for cultivating innovative and entrepreneurial talents[1]. In 2021, the State Council issued the Guiding Opinions on Further Supporting Innovation and Entrepreneurship among College Students, requiring universities to integrate innovation and entrepreneurship education throughout the entire process of talent cultivation[2]. Innovation and entrepreneurship education in universities has also become an important virtuous cycle model to help college students plan their career development direction, accurately locate career positions, and drive employment through entrepreneurship[3]. Many universities are actively responding and have launched a lot of measures. However, especially in the "non double first-class" central and western universities, there are still problems such as insufficient disciplinary differences in innovation and entrepreneurship education, lack of precision in ability cultivation and low participation rates in new tracks. Therefore, exploring an effective model for cultivating innovative and entrepreneurial talents is the only way to enhance the competitiveness of "non double first-class" central and western universities in innovation and entrepreneurship competitions, and is also an important means to promote quality education in universities.

2. Education and Development Status of Innovation and Entrepreneurship Ability for College Students

In order to understand the current status of innovation and entrepreneurship education of college students in the "non double first-class" Midwest universities, taking Sichuan Normal University as an example, the team of the final of the 2023 "Internet +" College Students Innovation and Entrepreneurship Competition and the contestants of the ninth College Students Innovation and Entrepreneurship Competition in Sichuan International "Internet +" College Students were surveyed. 918 questionnaires were distributed in the two rounds of surveys, and 885 were returned.

The questionnaire shows that there are more undergraduate students among the survey subjects, accounting for 81.13%. Meanwhile, the proportion of students in 2020 (third year) and 2021 (second year) is relatively high. From this perspective, so it is

easy to find that economics, education, and engineering majors account for a relatively high proportion.

In the increasingly severe employment situation, the demand for innovative talents in various industries is also increasing. Schools should provide correct "entrepreneurship and innovation" education and guidance to younger students. From the data, it can be seen that college students from disciplines such as economics, engineering, and management have a higher proportion of participation in entrepreneurship and innovation projects. Although the current situation shows that the implementation of this education in most universities is still superficial, and the entrepreneurial atmosphere is lacking. However, some disciplines closely related to actual business and innovation in the survey have cultivated students' business awareness and practical abilities, enabling them to have a slight understanding of innovation and entrepreneurship, and have some enthusiasm and expectations for innovation and entrepreneurship, making it easier for them to participate in activities.

3. Research on Improving the Innovation and Entrepreneurship Ability of College Students

3.1 Cultivation of innovative and entrepreneurial thinking and abilities

The core goal, by participating in competitions, is to develop innovative thinking and abilities, including the ability to identify problems, propose solutions, create opportunities, and promote innovative change.

3.2 Interdisciplinary cooperation and the cultivation of comprehensive literacy

Efforts to be made to guide students to integrate various resources, including human resources, financial resources, etc. Thereby cultivating students' interdisciplinary cooperation ability, enabling them to collaborate with people from different fields to solve complex problems together, and thereby improving and cultivating students' comprehensive literacy.

3.3 Developing teamwork and leadership skills

Innovation and entrepreneurship competitions are usually in the form of teamwork, collaborating with teammates and leveraging their strengths. Cultivating students' teamwork and leadership skills aims to effectively organize teams, coordinate cooperation, divide work and cooperate.

3.4 Cultivation of practical and operational abilities

Providing opportunities for practical operation makes students to apply the theoretical knowledge into practice. Entrepreneurship activities require a significant amount of time and effort to design and produce materials such as videos and copy-writing [4]. Through practical projects, internships, and training, students can understand the specific operational processes and practical experience of innovation and entrepreneurship, developing their ability to solve practical problems.

3.5 Cultivation of entrepreneurial spirit and risk awareness

The innovation and entrepreneurship competition requires students to possess entrepreneurial spirit and the ability to take risks bravely. Students will face challenges such as market competition, uncertainty, and risks, and need to possess resilience and the ability to cope with adversity. Through education, cultivate students' entrepreneurial spirit and risk awareness, enabling them to demonstrate the qualities and decision-making abilities.

4. Strategies for the Construction of Innovative and Entrepreneurial Talent Training Models for College Students

4.1 Talent cultivation function around the four major roles

In the process of cultivating innovative and entrepreneurial talents, there are four important roles: universities, teachers, students, and society (enterprises). As the core role, students continuously learn and practice through cooperation with mentors, schools, and enterprises to cultivate innovation and entrepreneurship abilities and levels. Different roles play different roles in different training periods, jointly promoting students' innovation and entrepreneurship growth, and the innovation and entrepreneurship talent training model can play its maximum role.

4.2 Pay attention to five stages of differentiated training strategies

4.2.1 Enlightenment: Cognitive Education and Theoretical Learning

The Enlightenment period focuses on understanding innovation, entrepreneurship, international and domestic situations, national development strategies, and mastering the direction of national technology and market development. Understanding the timing, format, and assessment focus of different competitions, introducing practical cases and industry lectures, it aims to stimulate their entrepreneurial enthusiasm and motivation. Emphasizing interdisciplinary cooperation and communication, encouraging students

from different professional backgrounds to participate in innovation and entrepreneurship projects together, it aims to improve teamwork ability and entrepreneurial practical experience. At the same time, participating in innovation and entrepreneurship practice activities both on and off campus, it is beneficial to gain a deeper understanding of the specific operational process of innovation and entrepreneurship, exercise innovative thinking and entrepreneurial skills, understand the current international and domestic economic situation, and seize market opportunities and industry trends.

4.2.2 Introduction period: Practical project development

The entry-level period mainly focuses on designing innovation and entrepreneurship training projects, completing teaching and practical content such as market research and business plan writing. Through resources such as entrepreneurship training, mentor guidance, and industry lectures, it should help students comprehensively understand the entrepreneurial process and practical skills. During the training process, it should provide office space, financial support, technical support, market promotion and other services for practical projects to help entrepreneurial teams promote project development. During this process, students can gain practical experience, expand their networks, and gain investment opportunities, laying a solid foundation for their future entrepreneurial journey.

4.2.3 Incubation period: topic selection and project advantages exploration

During the research process, it was found that scientific research projects are an important component of the college student innovation and entrepreneurship competition. Through scientific research projects, students can delve into problems in a certain field and propose innovative solutions. At the same time, through practical research, students can gain a deeper understanding of the development status, market demand, and challenges and opportunities of the industry. Universities can also establish entrepreneurship incubation centers or colleges to provide more comprehensive support and resources for college students' innovation and entrepreneurship, help them achieve their entrepreneurial dreams, and enhance their chances of success in entrepreneurship.

4.2.4 Advanced stage: resource integration, multi-party cooperation, comprehensive polishing

Through the cooperation model between universities, enterprises, governments, social organizations, etc., more abundant resources and support can be provided for the college student innovation and entrepreneurship competition, helping students better achieve the goals of innovation and entrepreneurship. Universities can promote cooperation and communication between students, investment institutions, and entrepreneurial enterprises by establishing cooperation platforms, organizing matchmaking meetings and roadshows, finding partners and mentors, and creating more entrepreneurial opportunities and resources for them. Ultimately, the integration of various resources will be achieved, along with the sorting and polishing of academic and school competitions, fully accepting opinions, and making modifications and improvements.

4.2.5 Maturity period: high-level arena and achievement transformation

Establish a cooperative relationship with the industry to promote the transformation and promotion of students' innovative technological achievements. Its main direction is to find industry partners, participate in industry exhibitions and events, invite entrepreneurial mentors and industry experts to participate, promote industry university research cooperation, and join innovation and entrepreneurship incubators and accelerators. The department can provide students with more support and resources to help them achieve commercialization and market promotion of technological achievements.

5. Conclusion

It can be seen that the talent cultivation model is the top priority in promoting the growth of the professional abilities of college students, while innovation and entrepreneurship education is an important educational task. It not only determines the professional level and abilities of college students, but also has a crucial impact on their professional growth. Therefore, in the college student innovation and entrepreneurship competition, the improvement and optimization of the training mode is very important. It can help students better develop their innovation and entrepreneurship abilities and practical experience, and also enhance the training mode of the college student innovation and entrepreneurship competition, thereby promoting the formation of good innovation and entrepreneurship abilities, making them more suitable for the current social development trend, and having stronger core competitiveness in the job market.

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