

# Research and Practice on the Cultivation of Contemporary College Students' Innovation and Entrepreneurship Ability

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**Abstract :** With the continuous increase of the enrollment scale of colleges and universities, the employment situation of graduates is becoming more and more serious, and the requirements of employers for talent standards are becoming higher and higher. There is an urgent need to take college students' innovation and entrepreneurship as the core content of college education, deepen educational reform, update educational concepts, and optimize and integrate teaching resources from actual needs, so as to build a more scientific training system for innovative and entrepreneurial talents. According to the current situation of college education, this paper summarizes the different characteristics of college students in the process of innovation and entrepreneurship education, analyzes the practical shortcomings in the process of practice, and puts forward reasonable suggestions such as positive incentive, system guarantee, stable atmosphere and facility improvement.

**Keywords :** Innovation and Entrepreneurship; Reform in Education; Personnel Training; Teaching Resources

## 1. Introduction

With the rapid development of cloud computing, big data and artificial intelligence, in order to further meet the needs of today's social and economic construction and development, colleges and universities around the country actively apply the market regulation mechanism, increase the transformation of traditional disciplines and majors, and optimize the allocation of educational resources, and export efficient talents as much as possible, in order to made contributions to the rapid, healthy and sustainable development of China's economy and the reform and development of higher education itself. However, at a time when there is an urgent need for educational reform, innovation and entrepreneurship, there are still obvious deficiencies in the quality of higher education in colleges and universities. The professional curriculum and teaching system structure of many colleges and universities are unreasonable, the talent training mode, teaching content and methods are not scientific, the overall quality of teachers still needs to be further improved, and the practical ability and innovative spirit of students need to be strengthened.

## 2. Current situation of innovation and entrepreneurship education

With the increase of employment pressure, the number of college graduates waiting for employment remains high. Although the Ministry of Education has put forward the five directions of educational reform (renewal, reform, improvement, expansion and standardization) since 2007, and colleges and universities have responded in time and adopted a series of measures such as positive publicity, active guidance and standardized system, the implementation of educational reform is still in the exploratory stage, and many educational reform schemes are not scientific, leading to poor practice results:

### 2.1 Students lack enthusiasm for innovation and entrepreneurship

Constrained by the traditional concept of job selection and employment, students lack enthusiasm for innovation and entrepreneurship, have weak awareness of innovation and entrepreneurship, and passively accept and respond to practical tasks, so they can not deeply understand the importance and practical value of innovation and entrepreneurship.

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doi: 10.18686/ah.v5i11.4225

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## **2.2 The innovation and entrepreneurship system of colleges and universities is not perfect**

The mode of innovation and entrepreneurship in colleges and universities is simple, mostly assisted by lectures and carried out in response to competitions. It lacks a systematic, continuous and complete innovation and entrepreneurship teaching system, so that students can not effectively implement the teaching content after obtaining the basic theoretical knowledge of innovation and entrepreneurship, let alone combine the characteristics of social needs.

## **2.3 Poor innovation and entrepreneurship environment**

Although colleges and universities have made efforts to strengthen the publicity of innovation and entrepreneurship, a relatively mature innovation and entrepreneurship atmosphere has not been formed in the social scope. Due to the constraints of traditional concepts, mechanisms and other factors, college students' awareness of independent innovation and entrepreneurship is weak. Although the state has formulated and issued many means and policies to support innovation and entrepreneurship, the implementation of entrepreneurship choices and entrepreneurship funds is not in place. As a result, the process of innovation and entrepreneurship is slow.

## **2.4 Weak teachers for innovation and entrepreneurship**

Colleges and universities carry out the guidance of students' innovation and entrepreneurship in one-to-one or one to many education mode. Although they can control the teaching rhythm in time, the differences of students objectively exist, and there are differences in teachers' teaching experience, familiarity, teaching methods and practical ability. This dual difference leads to the poor effect of innovation and entrepreneurship guidance. In addition, the main content of teaching professional courses mostly belongs to the standardized content of the syllabus, which results in the obvious disconnection between professional course teaching and innovation and entrepreneurship education, the slow development of students' innovation and entrepreneurship thinking, insufficient inspiration and weak pertinence.

## **2.5 Innovation and entrepreneurship infrastructure needs to be improved**

With the rise of Internet, Internet of things and artificial intelligence technology, various enterprises have increasingly increased requirements for the innovation and entrepreneurship ability of contemporary college students. However, in the process of actual teaching work, the renewal progress of school innovation and entrepreneurship hardware facilities is slow, and the replacement of old facilities is less than one year or more than a few years, so that the teaching content can not follow up the pace of social progress in time. It leads to serious disconnection from social reality.

## **3. Suggestions on innovation and entrepreneurship education**

College students' innovation and entrepreneurship education aims to cultivate talents with basic entrepreneurial quality and innovative personality as the core goal, follow the development of social economy and science and technology as the guide, and cultivate contemporary college students' innovation and entrepreneurship consciousness, so as to improve college students' innovation and entrepreneurship ability. In order to better train students' innovation and entrepreneurship practice ability and cultivate innovative talents with equal emphasis on professional ability and innovation practice ability, this paper puts forward the following suggestions:

### **3.1 Positive incentive**

#### **3.1.1 Students**

Freshmen and sophomores are the main body to apply for interdisciplinary and cross grade projects. The number of project teams is limited to 5-10 and the project period is limited to 1-2 years. They are guided by professional teachers and assisted by enterprise teachers for comprehensive training and teaching. The approved projects will be funded at different levels of 1000 yuan, 1500 yuan and 2500 yuan according to the scale. At the same time, the project participants will be rewarded with 3 points, 5 points and 7 points. In addition, the selection mechanism of project I, II and III will be set to reply the excellent innovation projects as the graduation design of college students, and encourage students to apply for the excellent innovation projects in the school for the off campus competition. If you win awards at or above the provincial and ministerial level, you will be rewarded with 500 yuan, 800 yuan and 1000 yuan in cash according to the award level. At the same time, in the process of students' further study, the winner of excellent projects or the winner of the competition should be given priority.

#### **3.1.2 Teachers**

Guiding students' innovation and entrepreneurship projects won school level, provincial and ministerial level or national awards, awarded the title of "excellent instructor", and given cash awards of 500 yuan, 1000 yuan and 3000 yuan according to the award level.

## **3.2 System guarantee.**

### **3.2.1 Students**

Professional teachers in colleges and universities provide full guidance for systematic teaching, detailed management and skill consolidation; Full time teachers outside the school assist in teaching, professional promotion, practical training and experience improvement; Project training is conducted by enterprise experts to expand thinking, standardize system and strengthen innovation.

### **3.2.2 Teachers**

Create a combination of “internal cultivation and external introduction”, build a teaching team dominated by professional teachers and supplemented by full-time teachers, and cooperate with enterprises, formulate training plans for teachers under enterprises, practice teachers’ professional ability and strengthen the teaching team.

## **3.3 Stable atmosphere**

In order to further create a strong innovation and entrepreneurship atmosphere on campus, stimulate students’ interest, support and encourage college students to participate in various innovation and entrepreneurship activities, such as “national college students’ innovative design competition” and “national college students’ electronic design competition”, the school actively publicizes through campus broadcasting and class meetings, and incorporate pre competition training into the implementation process of competition organization, carry out PK competitions of school, set up school or hospital level competition awards, and recommend the first three competition groups to the national competition for competition.

## **3.4 Facilities improvement.**

According to the layout of professional structure and the training needs of innovative and entrepreneurial talents, we should build a professional practice base inside and outside the school to enhance the practical ability of college students’ innovation and entrepreneurship.

### **3.4.1 On Campus**

Set up fixed office space for students, and build innovative and entrepreneurial practice places for college students with reasonable structure and perfect conditions by building hardware facilities platform, standardizing rules and regulations, strengthening supervision and management and other measures.

### **3.4.2 Off campus**

Work closely with enterprises to export students’ labor layer by layer, meet the needs of enterprises, build an off campus comprehensive practice base, and formulate a long-term school enterprise cooperation mechanism, so as to guarantee students’ practice environment and strengthen students’ practical ability.

## **4. Conclusion**

At present, the world's innovation is changing with each passing day. Colleges and universities should adhere to the mass entrepreneurship and innovation concept of “mass entrepreneurship and innovation”, and continuously and widely mobilize college students to actively participate in practice. Schools should adopt a series of measures such as careful organization, patient guidance, scientific management and active promotion to actively carry out campus innovation and entrepreneurship activities to deeply stimulate college students’ enthusiasm for innovation and entrepreneurship, in order to strengthen college students’ innovative and entrepreneurial ideas and improve college students’ comprehensive practical ability. Through multi-dimensional teaching practice, this paper puts forward the practical scheme of contemporary college students’ innovation and entrepreneurship. After half a year of application and implementation, it has achieved remarkable results, which provides a reliable and effective exploration way to meet the needs of China’s social development and export cutting-edge scientific and technological talents.

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