

Analysis on the Countermeasures of Cultivating College Students' Innovation and Entrepreneurship Ability

Ran Yi

China University of Geosciences, Beijing 100083, China.

Abstract: Our country has put forward a series of relevant policies and regulations to encourage college students to start their own businesses, which has created a good development environment for college students to start their own businesses. In this context, in order to further strengthen the entrepreneurial awareness of college students, colleges and universities should speed up the construction of an innovation and entrepreneurship education system, so as to focus on the cultivation of college students' innovation and entrepreneurship ability, and then inject new impetus into social development. Based on this, this paper will analyze the difficulties faced by the cultivation of college students' innovation and entrepreneurship ability, and propose countermeasures for the cultivation of college students' innovation and entrepreneurship ability.

Keywords: College Students; Innovation and Entrepreneurship; Ability Cultivation

Based on the rapid development of society, the demand for talents in the current new era has changed, requiring students not only to have a high level of professional knowledge, but also to have a strong ability to innovate and start a business, so as to play a positive role in social development. Under this requirement, colleges and universities should increase the emphasis on innovation and entrepreneurship education, and build an innovation and entrepreneurship education system from different perspectives such as teaching mode and curriculum setting, so as to continuously improve the innovation and entrepreneurship ability of college students, and adapt to the requirements of social development.

1. The dilemma faced by college students' innovation and entrepreneurship ability cultivation

1.1 Teaching mode lags behind

With the deepening of the reform of the education system, the development of education needs to meet the needs of social and economic development. Therefore, the concept of serving the society and entrepreneurship education has become the educational purpose of colleges and universities. The purpose of deepening the construction of entrepreneurship education system in colleges and universities is to further promote graduates to apply what they have learned, so that students can fully display their professional skills after graduation, so as to prevent students from wasting and useless what they have learned. But the reality is that at present, some colleges and universities still use the traditional teaching mode to carry out entrepreneurship education courses, focusing on knowledge output in the classroom, seriously ignoring the main body status of students, resulting in students only passively accepting knowledge, over time, students' enthusiasm for learning will gradually slip, and lose interest in entrepreneurship education courses. Therefore, eliminating the drawbacks brought by the traditional teaching mode is of great significance to the comprehensive promotion of the construction of the entrepreneurship education system in colleges and universities. It can not only optimize the innovative thinking of college students, mobilize students' interest in learning, but also keep pace with the times and grasp the direction of entrepreneurship in the new media era in order to effectively improve the innovation and entrepreneurship ability of college students^[1].

1.2 Insufficient course offerings

At present, the traditional innovation and entrepreneurship education system in colleges and universities is mainly

composed of modules such as humanities and social sciences, professional ability, and industry practice. However, with the deepening of the education system reform, this kind of innovation and entrepreneurship education system can no longer meet the requirements of education development in the new era. Based on this, in order to adapt to the current form of innovation and entrepreneurship education, the innovation and entrepreneurship education system in colleges and universities should be supplemented with modules such as humanities and social sciences, professional foundation, professional ability, job practice, innovation and entrepreneurship, and ability expansion. However, the total proportion of post practice and innovation and entrepreneurship modules related to innovation and entrepreneurship is significantly lower than that of theoretical modules, and there is a large gap between the two. Based on this, in order to optimize and improve the entrepreneurship education system in colleges and universities, the innovation and entrepreneurship ability of college students should increase the proportion of innovation and entrepreneurship modules in the curriculum.

1.3 Insufficient teachers

According to the data, the number of college graduate's entrepreneurship has increased exponentially, and the entrepreneurship trend is particularly good. Based on this, colleges and universities should further optimize the construction of innovation and entrepreneurship education system based on the development requirements of the times, so as to implement the content of the strategic thought of "mass entrepreneurship and innovation", strengthen the entrepreneurial awareness of college students, and achieve the goal of entrepreneurship education. However, at this stage, the teachers responsible for entrepreneurship education in ordinary colleges and universities are very weak. Media and other technologies carry out entrepreneurship teaching, thereby weakening the efficiency of innovation and entrepreneurship teaching ^[2].

2. Countermeasures for cultivating college students' innovation and entrepreneurship ability

2.1 Adjusting post practice courses

Social practice courses are the basis for strengthening college students' professional knowledge, improving professional skills, optimizing conduct quality, and exploring their own potential. They can help students accumulate a lot of social experience, thereby providing rich experience support for entrepreneurship. Social practice courses play an important role in the development of college students' comprehensive ability. It can not only improve students' mastery of professional theoretical knowledge, but also improve the practical application of students' professional skills. In college students' innovation and entrepreneurship education, in order to effectively improve college students' innovation and entrepreneurship ability, schools should actively respond to the adjustment of post practice courses, pay attention to the cultivation of college students' practical innovation and entrepreneurship ability, implement the work-study school-running model, and deliver high-skilled and high-level human resources for the construction of contemporary social production services. In general, in the cultivation of innovation and entrepreneurship ability of college students, we should not only pay attention to the mastery of relevant theoretical knowledge, but also pay attention to the assessment and evaluation of students' learning attitude, learning habits, practical ability and high level of practical operation. At the same time, we should strengthen the accumulation of social experience of college students and organize students to carry out social practice regularly.

2.2 Change the teaching concept and improve the curriculum setting of the innovation and entrepreneurship education system

In order to effectively promote the in-depth construction of the innovation and entrepreneurship education system in colleges and universities and cultivate the innovation and entrepreneurship ability of college students, schools should advocate teachers to keep pace with the times, comply with the development requirements of the times, and change the teaching concept of traditional innovation and entrepreneurship courses, so as to strengthen the learning and application of

new media technology, and then optimize curriculum teaching structure to improve the effectiveness of innovation and entrepreneurship teaching. New media teaching is a new teaching method that integrates pictures, text, sound, animation, and video. Relying on new media teaching methods can not only stimulate students' interest, but also create a classroom-related atmosphere and improve classroom efficiency. It can be seen that in cultivating college students' innovation and entrepreneurship ability, in order to further achieve the goal of ability training and deepen students' entrepreneurial awareness, new media teaching methods should be actively used in innovation and entrepreneurship education classrooms, so as to use new media courseware to build efficient classrooms. Therefore, in the cultivation of college students' innovation and entrepreneurship ability, in order to further achieve the goal of ability training and deepen students' entrepreneurial awareness, new media teaching methods should be actively used in the innovation and entrepreneurship education classroom, so as to use new media courseware to build an efficient classroom. On the one hand, teachers should coordinate the teaching content and teaching methods, understand the actual learning situation of the class based on the content of entrepreneurship education, reasonably make the content of new media courseware, so as to make full use of the advantages of new media for innovation and entrepreneurship teaching; on the other hand, teachers should deepen the understanding of new media equipment function, thus will obscure, abstract reasoning, knowledge content from the multimedia information technology to encourage knowledge by deep shallow, by numerous in brief, knowledge carries on the analysis summary, make clear the contents of, as soon as possible to help students to understand important knowledge for effective integration, improve the knowledge system, comprehensively improve the innovation and entrepreneurship ability of college students^[3].

2.3 Improve teachers' entrepreneurship education ability and enhance students' level of innovation and entrepreneurship

The majors of colleges and universities in our country are generally four-year systems. During the four-year education process, three major educational goals must be achieved, so as to cultivate qualified high-quality talents. The three major educational goals are: theoretical knowledge goals, professional skills goals, ideological and moral goals, and professional quality goals. With the development of society, these three goals have gradually evolved into four major goals, that is, increased innovation and entrepreneurship capabilities. The cultivation of college students' innovation and entrepreneurship ability is the focus of current college education management. Under this requirement, colleges and universities should improve teachers' entrepreneurship education ability to enhance students' innovation and entrepreneurship level. For example, the first is to increase the training of innovation and entrepreneurship teachers. With the theme of innovation and entrepreneurship policies and channels for innovation and entrepreneurship, we use online new media platforms such as WeChat, Weibo, short videos, and official websites to train professional teachers in colleges and universities at different levels and in different batches, so as to comprehensively improve the professional ability of innovation and entrepreneurship teachers. Then promote the construction and improvement of the innovation and entrepreneurship education system. The second is to play the role of example and encouragement. The evaluation of outstanding exemplary innovation and entrepreneurship teachers is carried out among the teachers, and excellent teachers are selected, and then the main theme is encouraged and promoted through example, and the construction of the entrepreneurship education system in colleges and universities is improved. And a solid foundation is laid for the cultivation of college students' innovation and entrepreneurship ability.

In addition, due to the influence of various factors such as the development of the times, the deepening of the economic system, and the transformation of the supply structure, our country's current industry types are rich. Therefore, the entrepreneurial market, entrepreneurial personnel, market demand, talent demand and other aspects are put forward more suitable high requirements for the development of the new era. Based on this, in order to comprehensively promote the construction of the innovation and entrepreneurship education system in colleges and universities and cultivate the innovation and entrepreneurship ability of college students, the linkage between society and school should be adopted to summarize and analyze the information of entrepreneurship, and then establish an entrepreneurship guidance and training center to provide students with special entrepreneurship services and guidance according to the industrial development trend^[4].

Conclusion

To sum up, college students are an important talent resource in our country, but with the continuous increase in the number of college graduates, the pressure of social employment has intensified. Under this situation, in order to promote the social development and alleviate the employment pressure, our university students are encouraged to start their own businesses, and entrepreneurship is a protracted war. To win, college students need to have innovation and entrepreneurship ability. Therefore, it is of great value to carry out thinking and research on the cultivation of college students' innovation and entrepreneurship ability. However, by adjusting post practice courses, improving the curriculum of innovation and entrepreneurship education system, improving teachers' entrepreneurship education ability, and enhancing students' innovation and entrepreneurship level, it can be alleviated to a certain extent, thereby laying a good foundation for students' innovation and entrepreneurship development.

References

- [1] Wu JR, Zhi DM. Reflections on the Cultivation of College Students' Innovation and Entrepreneurship Ability [J]. *Shanxi Youth*, 2022(13):136-138.
- [2] Yang Y. Thoughts on the Cultivation of College Students' Entrepreneurial Ability from the Perspective of Innovation and Entrepreneurship [J]. *Education Information Forum*, 2021(04): 102-103.
- [3] Lian SQ. Strategic Thinking on Cultivating College Students' Innovation and Entrepreneurship Ability [J]. *Theoretical Research and Practice of Innovation and Entrepreneurship*, 2020,3(20):98-100.
- [4] Xie CHF. Reflections on the Strategies of Cultivating College Students' Innovation and Entrepreneurship Ability in Colleges and Universities [J]. *Modern Commerce and Industry*, 2018, 39(32): 95-96.